INTRODUCTION

India is an agriculture based nation. The majority of Indian population is dependent on agriculture. Most of the Indian population is residing in small towns and a village whose livelihood is totally dependent on the agricultural lands. It means to stand India ahead against all nations, the government must have to concentrate on the agricultural policies, they have to think about the agricultural product developments like vegetable crops, fruits etc. they are some draught area where water or irrigation problems are more. In such areas its difficult to yield agricultural products. Government has to imply the alternative policy to promote the agricultural related business developments like “Dairy farming and Dairy milk projects and products”

for human beings it is required to work hard, to think better, nutrition are essential. The milk products play a vital role in providing the nutrition’s calcium magnesium sodium potassium etc. It becomes necessary to grow milk from the domestic cattle available in large amounts in our area. The only thing is we have to manage properly to maintain the life stock population. When we have such livestock we will get large of milk in the form of its product. This gain through just concentrating on the related or dependent business like dairy farming.

In our country there are different states like Maharashtra, Andhra, Karnataka, Uttar Pradesh, Tamilnadu etc are having different climates as per the geographical condition. Among the states are Maharashtra and specially Marathwada region of Maharashtra is economically backward due to the farmers and unemployed person are attracted to the development in farming in the farming related business like “Dairies”

The first milk collection, processing and distribution scheme was started in Pune in 1950. There after the activity spread up to 20 centers. The government adopted “operation Flood” program in 1983 to increase the milk production. Due to the governments necessary arrangement for collection and purchase of milk from producers, the milk collection per day touched to 14 lakh liters per day in 1985 and 19.70 lakh liters in 1989. During the year 2006- 07 milk production per day was 179.89 liters.

The main reason for increase was the assured and remunerative price of the milk fixed by the government. Due to the increase production of milk in the state the Government of Maharashtra not only started additional milk collection processing and distribution units and milk chilling plants in different areas of the state, but also encouraged establishment of similar type of units under the cooperative sectors.

The government set up included collection, processing of milk from various villages (21002 villages) milk cooperatives milk powder plants at Pune, Miraj, Udgir, Nagpur and Akola where nearly 70 to 75 tons of milk powder is manufactured daily.
Need for the study

The milk project plays an important role in the development of the milk producers. Milk projects, Doodh sanghs provide assured market and remunerative prizes for milk. Hence milk producers get inspired to produce more milk. Hence the importance of milk project work as the source of income for the rural areas. Looking into this many milk schemes are established in Government and private sectors.

In recent years due to the increased demand for milk and its products rise the prices of milk. Hence the traditional approach towards dairying is changed. The dairying is becoming a main and commercial occupation in certain parts of the country. The returns from crop production decreases due to the less rainfall in the study area and the region also. Hence in order to sustain the farm business and farmers the study area are turning towards the dairying business and the milk production plays an important role to generate the source of income for the farmers for up liftment of the economy.

The study is centered on the development of the people through the effectiveness of milk project. For this development the rural area people are turning towards the dairy farming business and produce the more amount of milk to earn an income or benefit. The milk producers beneficiary include small marginal large landless graduate undergraduate and illiterate farmers.

Other milk beneficiaries include study of an income of the retailers, cowboys household income persons pashu chikistsak etc. also the study is focusing on the employment generation of the rural area people using milk products. As the study area is drought and having less rainfall, it is necessary to increase such type of beneficiaries through the milk projects activities. It gives details of milk collecting villages and their capacity.

The study will help the milk projects performing different activities so as to utilize the full capacity of milk project plant by increasing collection of milk to increase the economical status by creating employment in the study area.

1. To know/aware the farmers about farming related businesses which will helpful for development and improvement
2. It is one of the important allied business for rural economy
3. For increasing national growth
4. Increasing in the wealth position of the economically backward peoples
5. Helpful for the future researches
6. To study the problem of dairy
7. To study the socio economic condition of the beneficiaries before and after the implementation of the program.