

**Research Article****Challenges and Opportunities of Dairy Schemes Among Milk Producers in Karnataka: A Case Study of Mysuru Taluk****Dr. D. Siddappaji**

Faculty of Economics, Department of B.A (UG) Bangalore University, Bengaluru

**Corresponding Author: Dr. D. Siddappaji****Abstract**

The present study explores the challenges and opportunities of dairy schemes among milk producers in Karnataka, with a specific focus on Mysuru taluk. These schemes are a critical component of the socio-economic development of rural dairy farmers. They play a vital role in poverty reduction, income generation, and improving the economic conditions of milk producers. The study reveals that dairy schemes have significantly contributed to supporting milk producers through subsidies, improved dairy infrastructure, financial incentives (such as the Rs.4 per liter incentive), and meeting their broader financial and livelihood needs. These schemes have thus become a cornerstone in maintaining and enhancing the socio-economic well-being of milk producers in the region. Additionally, the study examines the role of milk cooperatives in promoting village development, particularly by enabling the revival and growth of dairy-related activities at the grassroots level. This research is based on both primary and secondary data. Primary data were collected from 140 respondents through structured questionnaires and group discussions conducted in the study area.

**Keywords:** Dairy Schemes, KMF, MYMUL, Milk Producers, Milk Production, and Socio-economic development.

**1. Introduction**

Dairy schemes are an important part of socio-economic development initiatives aimed at promoting income and employment generation, improving the welfare of milk producers, supporting rural livelihoods, and contributing to poverty reduction in Karnataka, including Mysuru Taluk of Mysuru District. These schemes play a significant and impactful role in supporting milk producers and dairy farming. The Dairy schemes are regarded as a potential means to address large-scale rural unemployment, generate sustainable income, and enhance the overall socio-economic conditions of farming households. They also indirectly contribute to improved educational opportunities for the children of milk producers, particularly in rural areas. Milk producers play a crucial role in the success of dairy farming activities. Their efforts include maintaining a steady supply of milk to district milk unions, ensuring clean milk production, maintaining separate cattle sheds, cultivating green fodder, and taking responsibility for the healthcare of cattle and buffaloes. These activities form the backbone of dairy development and directly influence the productivity and profitability of the dairy sector.

**2. Objectives of the Study**

The objectives of the present study are as follows:

1. To study the performance and functions of dairy schemes in the dairy sector of Karnataka.

2. To examine the growth of milk producers and milk production in Mysuru Taluk of Mysuru District.
3. To analyze the impact of dairy schemes on the socio-economic conditions of milk producers in the study area.

### **3. Research Methodology of the Study**

The present study is mainly based on primary as well as secondary data. The primary data were collected from 140 samples through well-structured questionnaire to the dairy beneficiaries. The secondary data required was collected from the various annual reports of KMF, MYMUL, reports of Directorate Economics and Statistics in Karnataka, office records of milk producer's co-operative societies for the present study period from 2005-06 to 2016-17. SPSS software is used for data analysis and statistical tools are mean, compound annual growth rate, annual growth rate, and Henry Garrett's Ranking Method is a statistical technique used to rank different factors or items for impact of socio-economic on milk producers. The Garrett Ranking Technique formula is:

$$\text{Percent position} = \frac{100 (R_{ij} - 0.50)}{N_j}$$

Where.

$R_{ij}$  = Rank given for the  $i$ th factor by the  $j$ th individual

$N_j$  = Number of factors ranked by the  $j$ th individual

### **4. Present Position of Karnataka Milk Federation (KMF) in Karnataka**

The KMF is the largest co-operative dairy federation in South India. It is owned and operated by the milk producers of Karnataka State and has played a vital role in the growth of the dairy sector. According to the Economic Survey of Karnataka as of 2025, KMF comprises over 2.25 million milk producers associated with more than 17,000 Primary Dairy Cooperative Societies (DCSs) functioning across the state. As of the latest data, 23.38 lakh farmers are registered as members, out of which 7.98 lakh are active members. KMF operates through 16 District Cooperative Milk Unions (DCMUs) across Karnataka, facilitating milk collection, processing, and marketing. It is one of the leading producers of milk and milk products in the region. The Federation's mission is to promote rural prosperity through dairy development schemes, ensuring sustainable income for farmers and contributing to the rural economy.

### **5. Government Support for Dairy Schemes among Milk Producers**

Government support plays a crucial role in the development and sustainability of dairy farming in Karnataka state. Various schemes initiated by both central and state governments aim to improve milk production, enhance dairy infrastructure, and ensure better returns for milk producers. These schemes include subsidies for dairy equipment, interest-free or low-interest loans, veterinary healthcare services, training programs, and infrastructure development such as milk chilling centers and processing units.

### **6. Influence of Central Government on Dairy Development Programmes**

Originally, under World Bank aided Dairy Development Project financial assistance have been availed by KMF for establishing diagnostic lab, training and extension programmes and equity contribution. In addition, Centrally Sponsored Schemes of Government of India viz., Union Rehabilitation Programme, Clean Milk Production, Infrastructure Strengthening, Fodder Development and Special Programme for Suicide Prone Districts are being implementing through KMF.

### **7. Impact of the State Government on Dairy Schemes among Milk Producers in Karnataka**

The impact of dairy schemes on milk producers has been significant, particularly in enhancing their socio-economic status. These schemes have supported employment generation, increased income, reduced poverty, improved children's education, empowered women dairy

farmers, raised the standard of living, and improved the overall livelihood of milk producers in both urban and rural areas. The Government, through the Karnataka Milk Federation (KMF), has provided financial support by allocating funds under various development schemes. It has also assisted milk unions in overcoming scarcity situations. Additionally, the State Government has provided guarantees for loans from the National Dairy Development Board (NDDB), further supporting the sector. KMF has played a vital role in the effective implementation of several state-sponsored dairy schemes. In the year 2012-13, the following schemes were sanctioned by the State Government. Financial fund allocation of released and progress achieved under these schemes are as below.

#### **7.1 Amrutha Yojane Scheme**

This scheme, which was started in 2007-08, it provides financial to Devadasis, Widows, and persons belonging to SC/ST to purchase milch cows. In the beginning the unit cost was Rs.20, 000, in which a subsidy of 50 percent to general category; subsidy of 60 percent to SC; subsidy of 75 percent to ST was provided. During the 2010-11, purchase milch cow to unit cost was increased to Rs.35,000 per cow. Under this programme, Rs.4410 lakhs have been released, and 35,529 dairy cows have been purchased by outlay Rs. 4083.12 lakhs in 2012-13.

#### **7.2 Establishment of 1000 DCSs in North Karnataka Milk Unions:**

Karnataka Government 2009-10 budget announced by programme for establishing 1000 DCS for dairy development in North Karnataka. Under this programme, Rs.75,000 financial assistance has been provided for the materials required to establish a new DCS. Until 2012-13, Rs. 735 lakhs have been released. And 925 DCSs have been established by spending Rs.593.50 lakhs.

#### **7.3 Strengthening of Dairy Infrastructure Facilities in Northern Karnataka Milk Unions**

In this scheme another important of dairy development programmes in Karnataka state. State Government has been financial fund allocation of Rs.600 lakhs for strengthening dairy infrastructure facilities in Gulbarga and Belgaum Districts in 2011-12. As per 2012-13 budget has been released Rs.350 lakhs to Bijapur, Dharwad and Bellary milk unions and the works are under progress. It is providing infrastructure, it is possible to provide assure; remunerative market for the milk produced by the farmers and to ensure supply of quality milk and milk products to consumers. It is also necessary to facilitate rural development by providing opportunities for self-employment at village level. It also helps in preventing migration to urban areas, introducing cash economy, opportunities for steady income.

#### **7.4 Incentive of Milk to Producers Programme**

The Karnataka Government was providing Rs.2 rupees to producers for every liter of milk poured to dairy co-operative societies in the state, with effect from 2009. The State Government has released Rs.1615.22 crores during the 2013. The Hon'ble Chief Minister has enhanced the incentive from Rs.2 rupees per liter to Rs.4 rupees with influence from 2013. Dairying plays an important role in improving the socio-economic conditions of the milk farmers and 76 percent of small, marginal and agriculture laborers are depending on dairying for the livelihood. It has been annually estimated that 4.2 million tons of milk are being produced in the state. To make dairying profitable venture by the milk producers so that the socio-economic conditions of the milk produces is improved.

#### **7.5 "Ksheera Bhagya" Scheme:**

The Ksheera Bhagya Scheme was launched on 1st August 2013 by GOK in co-ordination with KMF to provide nutritious food with protein and fat which is essential for healthy growth and all-round development of school children as well as Anganwadi in the State. It was an innovative project regarded by KMF based on the suggestion of honorable CM of Karnataka to help the poor children of the State and the milk producers to dispose their surplus milk production in dairy farming.

### **7.6 Ksheeradhare Programme:**

Government of Karnataka was providing Rs.2/- rupees to milk producers for every liter of milk poured to DCSs in the State during the year 2009-10. This scheme is named as Ksheeradhare from 2013 by improving Rs.2/- to Rs.4/- rupees for every liter of milk. It is one of the furthestmost successful programmes in this milk producers are getting the grant amount to their bank account directly. Due to severe drought condition in the state, milk producers have faced lot of problems to maintain their cows; hence Hon'ble Chief Minister has improved the incentive from Rs.4/- to Rs.5/- rupees in 2016. To make more transparency in this scheme, State Government has decided to make the payment to the milk pourers to their Aadhar linked Bank Account from August 2016.

During the year 2016-17, Rs.954.75 crores has been released, 8.6 lakhs milk farmers are getting benefitted in this scheme and out of this 3.5 lakhs are women milk farmers, 65,000 SC's and 35,000 ST's are also getting benefitted.

### **7.7 STEP and Ksheera-Sanjeevini Scheme:**

**Women Empowerment:** This programme announced by KMF and its impact of the upliftment of women milk producers in rural and urban areas. The programme of STEP aims to make a significant impact by upgrading skills, and providing employment and income to women on a project basis by organizing women in viable groups, improving skills, arranging for productive assets, creating backward and forward linkages, improving for support services, providing access to credit and awareness generation programmes in gender sensitization, nutrition education, legal literacy and sensitization of project functionaries. The ultimate endeavour of the project is to develop the group to thrive on a self-sustaining basis in the marketplace with the minimal governmental support and intervention after the completion of project period.

### **8. Recent Position of MYMUL**

Later the union was bifurcated into Mysore and Mandya District Co-operative Milk Producers Societies Union Ltd from 1987. The consequent to the bifurcation of Mysore District into Mysore and Chamarajanagar Districts, this union is renamed as Mysore-Chamarajanagar District Co-operative Milk Producers Societies Union Ltd. Later from April 2015 bifurcation of Mysore-Chamarajanagar District milk union as Mysore milk union and Chamarajanagar milk union. The MYMUL is one of the leading milk production and milk producers in the state. It plays a key role of the supporting to rural members of peoples, milk producers and women farmers, and its impact on socio-economic status of the milk producers in rural areas. This union established by "Cluster Artificial Insemination (AI) Centers" and its covering seven taluks and more than 984 functioning DCSs in Mysore District. In recently the dairy with 10 TLPD capacities has been expanded in phases and now days it has 3 LLPD capacities in Mysore dairy. It has chilling centers at Hunsur-60 TLPD and Kollegala-40 TLPD, total chilling capacity 100 TLPD. There are 78 Bulk Milk Coolers, 386 Automatic Milk Collection in the union. The union procures on an average 4.44 lakh kg/day of milk and sells 2.42 lakh liters/per day. The union also produces Butter, Ghee, SMP, Cream, Burfi, Peda, Paneer, Nandini Bite & Mysore Pak.

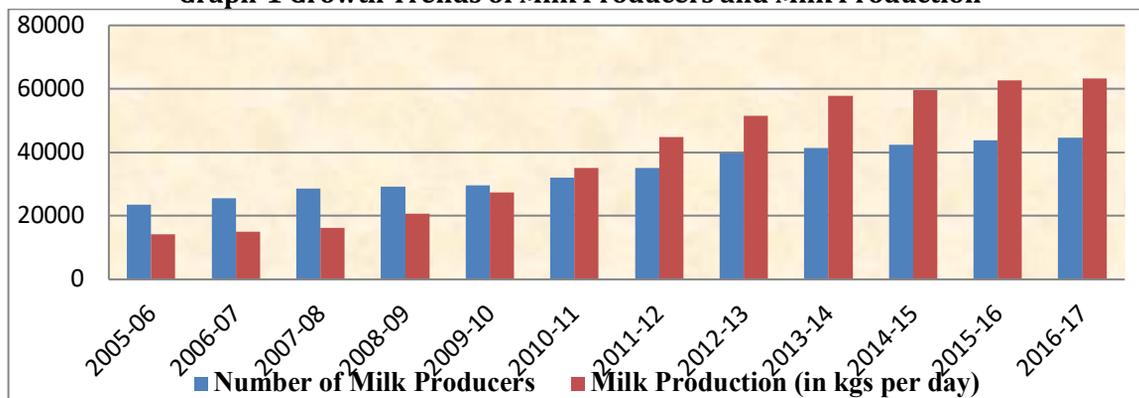
**Table-1 Growth Trends of Milk Producers and Milk Production of Mysore Taluk**

<b>Year</b>	<b>Number of Milk Producers</b>	<b>AGR</b>	<b>Milk Production (in kgs per day)</b>	<b>AGR</b>
2005-06	23567	-	14168	-
2006-07	25641	8.80	15101	6.59
2007-08	28563	11.40	16323	8.09
2008-09	29282	2.52	20791	27.37

2009-10	29586	1.04	27320	31.40
2010-11	32049	8.32	35016	28.17
2011-12	35119	9.58	44768	27.85
2012-13	39738	13.15	51480	14.99
2013-14	41370	4.11	57862	12.40
2014-15	42364	2.40	59613	3.03
2015-16	43856	3.52	62582	4.98
2016-17	44606	1.71	63341	1.21
<b>Total</b>	415741		468365	
<b>CAGR</b>	6.24		17.29	
<b>Average</b>	34645.08		39030.42	

Source: Annual Progress Reports (2005-06 to 2016-17), MYMUL, Mysore.

**Graph-1 Growth Trends of Milk Producers and Milk Production**



From table-1 and graph-1 indicate that growth trend of milk producers and milk production in Mysore taluk of Mysore district. It is present above table and figure found that increasing of milk producers and production in Mysore taluk during period from 2005-06 to 2016-17. During 2005-06 the numbers of milk producers is 23567 and production of milk is 14168 kgs per day which increased to numbers of milk producers is 44606 and increased to production of milk is 63341 kgs per day the study period 2016-17 in Mysore taluk. Above table is used for annual growth rate, compound annual growth rate and average of the milk producers and milk production in study area.

**9. Impact of Dairy Schemes on Socio-Economic Conditions of Milk Producer Farmers in Mysuru Taluk**

The present study focuses on the socio-economic status of sample milk producers in Mysore Taluk of Mysore district. The socio-economic conditions of 140 milk-producing farmers have been examined. The study considers various aspects such as age, marital status, occupational background, educational level, the impact of dairy schemes, access to veterinary facilities, and income generated from dairy farming in the study area. Table-3 below presents the socio-economic profile of the respondents in the case study area.

**Table-2 Socio-economic Profile of the Sample Respondents.**

Category	Variables	No. of Respondents	Percentage
Age	Below 20	08	5.07
	21-25	19	13.57
	26-30	21	15.00
	31-35	33	23.58
	36-40	26	18.57

	41-45	14	10.00
	46-50	12	8.58
	51 and above	07	5.00
Gender	Male	84	60.00
	Female	56	40.00
Marital Status	Married	88	62.85
	Unmarried	52	37.16
Educational Level	Illiterate	22	15.73
	Primary	23	16.45
	Secondary	31	22.19
	PUC	20	14.28
	Graduate	29	20.1
	Postgraduate	09	6.44
	Technical/Diploma	06	4.08
Occupation	Daily wages	49	35.00
	Employees	18	12.85
	Housewife	28	20.00
	Business	11	7.86
	Farmers	34	24.29
Annual Income	Below Rs 15000	30	21.43
	Rs 16000-20000	21	15.00
	Rs 21000-25000	29	20.72
	Rs 26000-30000	19	13.57
	Rs 31000-40000	17	12.14
	Rs 41000-45000	15	10.72
	Rs 45000 and above	09	6.42
Land	Below 2 acres	69	49.29
	2-4 acre	31	22.15
	4-6 acre	24	17.14
	6 and above acre	16	11.42
Types of Farmers	Small	67	47.86
	Marginal	46	32.85
	Large	27	19.29

Source: Field Survey

#### 10. Age Details of the Respondents:

In the above table collected data has been classified based on age group of the milk farmers. The above table shows that 23.58 percent of them are belonging to 31-35 age group and 18.57 percent of the producers belong to 36-40 age group and 50 and above ages consists only 5 percent of the respondents.

#### 11. Education level of the Respondents:

Out of the 140 respondents, 60 percent of male beneficiaries and 40 percent of females respondents were benefited for dairy facilities. The above table gives information about educational qualification of the respondents. Out of the 140 respondents, 22.19 percent of respondents were secondary education level, 20.1 percent of beneficiaries were graduate level

and only 4.08 percent of respondents where they studied up to technical/diploma education of the study area.

**12. Occupation of the Respondents:**

As can be seen from the table-2 the occupation of the respondents. Out of 140 respondents are majority of the respondents depend on daily wages (35 percent), and 24 percent of the respondents were agriculture farmers and only 7.86 percent of the respondents was involved in other business activities.

**Table-3 Opinion about the Dairy Schemes by the Respondents.**

S. No	Opinion	No of Respondents	Percentage
1	Good	13	9.28
2	Very good	82	58.57
3	Satisfactory	45	32.15
	<b>Total</b>	<b>140</b>	<b>100.00</b>

Source: Field Survey

The above Table-3 and graph-2 illustrated that the opinion about the dairy schemes by the beneficiaries in study area. Out of the 140 respondents, 9.28 percent of respondents were opined by good, 58.57 percent of beneficiaries were opined by very good, and 32.15 percent of beneficiaries were opinion about satisfactory situation of the dairy schemes in study area.

**Table-4 Income earning through Dairy Farming by the Respondents**

S. No	Income Level	No of Respondents	Percentage
1	Below 20000	19	13.57
2	21000-30000	24	17.14
3	31000-40000	44	31.43
4	41000-50000	36	25.71
5	51000 and above	17	12.14
	<b>Total</b>	<b>140</b>	<b>100.00</b>

Source: Field Survey

Table 4 indicates the income earned through dairy farming by the sample respondents in the study area. Out of 140 respondents, the majority (31.43%) belong to the income group of ₹31,000–₹40,000. About 25% of the respondents reported an income between ₹41,000 and ₹50,000, while 17.14% fall within the ₹21,000–₹30,000 income range. Additionally, 13.57% of respondents earned below ₹20,000, and only 12.14% reported an income above ₹51,000.

**Table- 5 Result of Garret’s Ranking**

S. No	Factors	Total Score	Mean Score	Rank
1	Dairy Animal Management	8490	60.64	VII
2	Feed and Fodder Development	8630	61.64	VI
3	Cattle Breeding and Management	8249	58.92	VIII
4	Incentive of Milk	8180	58.42	IX
5	Training for Cleaning Milk and Management	8842	63.15	III
6	Cattle Health Facilities	9074	64.81	I
7	Cattle Subsidy	8981	64.15	II
8	Artificial Insemination Facilities	8829	63.06	IV
9	STEP for Women Training Programmes	7965	56.89	X
10	Visit to MYMUL and KMF	8761	62.57	V

Source: Field Survey

Table 5 clearly presents the Garrett ranking scores of training programmes attended by the respondents in the study area. The results indicate that milk producers assign the highest importance to training programmes related to cattle health facilities, which secured Rank I with a score of 64.81. This is followed by training related to cattle subsidies (Rank II, 64.15), and training on milk cleaning and management (Rank III). Artificial insemination facilities were ranked IV with a score of 63.06, while visits to MYMUL and KMF received Rank V (62.57). Training on feed and fodder development was placed at Rank VI (61.64), followed by dairy animal management at Rank VII (60.64). Training related to cattle breeding and management was assigned Rank VIII (58.92), milk incentives received Rank IX (58.42), and STEP (Support to Training and Employment Programme) for women was ranked X with a score of 56.89.

**Table-6 Result of Garret's Ranking**

S. No	Factors	Total Score	Mean Score	Rank
1	Improvement of Social Status	9403	67.16	III
2	Enhanced Socio-economic Condition	9422	67.30	II
3	Improvement of Quality of Food	8729	62.35	VII
4	Creation of Employment and Income	8574	61.24	VIII
5	Development of Children Education	8395	59.96	IX
6	Self Help Groups	9551	68.22	I
7	Additional Milch Animals	8337	59.55	X
8	Basic Financial Supports	8921	63.72	VI
9	Improvement of Health and Nutrition	9118	65.12	V
10	Free Interest loan and Asset creations	9204	65.74	IV

**Source:** Field survey

The above table observed that Garret's ranking scores impact of socio-economic dairy schemes on samples. It is clear that milk producers are given more status to the benefits that Rank (I) is consist of SHGs (68.22), Rank (II) positions of enhanced socio-economic conditions (67.30), Rank (III) improvement of social status(67.16), Rank (IV) was found that free interest loan and asset creation (65.74), Rank (V) is occupied improvement of health and nutrition(65.12), Rank (VI) is obtained basic financial supports (63.72), Rank(VII) improvement of quality of food (62.35), Rank (VIII) is study found that creation of employment and income generation (61.24), Rank (IX) development of children education (59.96), Rank (X) occupied additional milch animals (59.55).

### **13. Dairy Schemes in Milk Producers: Challenges and Opportunities**

Dairy schemes aim to improve the standard of living and overall quality of life for milk producers. They contribute to poverty reduction, creation of employment opportunities, increased income, and the promotion of self-reliance, thereby fostering a vibrant rural economy. These schemes provide a supportive environment for the growth of dairy cooperatives as autonomous economic and social institutions. Overall, they have been largely successful in offering a viable subsidiary occupation to unemployed rural poor, enhancing their income-earning capacity while ensuring a steady supply of quality milk at reasonable prices to urban consumers.

### **14. Opportunities of Milk Producers**

Dairy development programmes have been a key role of the socio-economic conditions of the milk producer farmer's development in Karnataka as well as Mysore taluk. It is providing to ensuring accessibility to basic dairy infrastructures, incentives of milk, cleaning milk, veterinary and artificial insemination facilities, cattle management, skill of dairy farming activities, STEP for women, feed and fodder development, and others implementation of the milk producers.

1. To organize exclusive women dairy co-operatives, dairy farming, and to take up employment and income generation activities of milk producers in rural and semi-urban areas.
2. To provides women empowerment, skill development programmes and its impact on socio-economic conditions of the women milk producers.
3. To ensuring accessibility to cattle health services, cattle insurance facilities, Artificial Inseminations (AIs) facilities through the implementation of alternative basic need for the rural milk farmers.
4. To provide various Amrutha Yojene, Ksheerabhagya Scheme, Ksheeradhare Scheme, STEP for women development programmes and the growth of the nutrition of school children, improve the devadasi, widows, incentive of milk to producers, strengthening of dairy infrastructure facilities for drought prone areas etc.
5. To opportunities of women empowerment programmes like gender sensitization, legal literacy programme, margin money, self-help groups, nutrition education, skill up-gradation, legal literacy etc.
6. To opportunities of 'Ksheera Sanjeevini' programmes focusing on three aspects- social inclusion which includes mobilization of the poor and building their institutions; financial inclusion which includes linking Self-Help Groups (SHGs) and banks, financial literacy and banking for those left out of the banking system; economic inclusion which includes livelihood promotion in milk producers.
7. Mobilizing women in formation of Self-Help Groups as a tool for income generating, dairy farming and management activity and for easy access to credit.
8. Provide support services, backward and forward linkages and improving employment conditions of women, rural poor peoples and its impact of the marginal farmers in rural areas.
9. Creating awareness through designed dairy development and feed and fodder development programmes.

### **15. Challenges of Milk Producers**

The DDP is an important development/ empowerment programmes for milk producers in rural and semi-urban areas. And it is also so many important and varied challenges or problems. The main challenges or problems of dairy development programmes include are lack of high financial support, not aware of new incentive of milk, high cost of feeds and fodder facilities, lack of dairy infrastructure facilities and its adequacy, lack of new breeding and milch cattles, distant location of AIs centers, non-availability of veterinarians, lack of knowledge about new dairy development programmes, poor quality of feed and fodder facilities, non-availability of seeds etc.

### **16. Findings, Suggestions, and Conclusion**

This research paper finds that most milk farmers have benefited from dairy schemes facilities, which have contributed to improvements in their socio-economic conditions, quality of life, standard of living, and livelihoods. As a result, they are better able to engage effectively in dairy farming activities. Based on the analysis and discussion, the following suggestions/ conclusion are presented:

1. Out of the 140 respondents, 23.58 percent of them are belonging to 31-35 age group and 18.57 percent of the producers belong to 36-40 age group and 50 and above ages consists only 5 percent of the respondents.
2. More than 84 (60 percent) male beneficiaries and 56 (40 percent) females' respondents are benefited for dairy facilities.

3. Out of the 140 respondents, 22.19 percent of secondary education milk farmers, 20.1 percent of beneficiaries were graduate level and only 4.08 percent of respondents where they studied up to technical/diploma education of the study area.
4. Out of the 140 respondents, 9.28 percent of respondents were good opinion for dairy development programmes, 58.57 percent of beneficiaries were opined of the very good, and 32.15 percent of farmers are opinion about satisfactory situation of the dairy development programmes in study area.

### **17. Suggestions**

Based on the present study, the following suggestions are provided to enhance the effectiveness of dairy schemes and strengthen the socio-economic conditions of milk producers in the study area

1. KMF should establish cattle health helpline facilities to support milk farmers in remote areas.
2. The government should enhance the availability of veterinary doctors and extension officers to provide better manpower support to milk producers.
3. More basic dairy infrastructure facilities should be provided to members in rural areas.
4. Feed and fodder quality should be ensured and supplied timely to dairy members.
5. A better mechanism needs to be developed for cattle insurance coverage and faster settlement of claims through KMF.
6. Support for cattle shed loans should be provided to milk producers to improve their housing facilities for livestock.

### **18. Conclusion**

Dairy schemes have great potential to enhance rural income and employment, improve access to feed and fodder facilities, support small and marginal farmers, and empower women involved in dairy farming. A well-designed scheme enables most milk producers to capitalize on emerging opportunities, thereby making a significant impact on rural livelihoods. In rural areas, especially in villages around Mysore, many people directly depend on dairy farming, primarily relying on milking cows for their income. Most producers have benefited from dairy schemes, which have positively influenced their socio-economic conditions and improved the livelihoods of small and marginal farmers.

This study investigated dairy schemes have played a vital role in transforming the dairy sector by improving milk production, enhancing the socio-economic status of milk producers, and promoting rural development. These schemes have empowered small and marginal farmers, increased employment opportunities, supported women's participation, and ensured better access to veterinary and infrastructure services. With continued support and effective implementation, dairy schemes can further strengthen the livelihoods of dairy farmers, contribute to poverty reduction, and sustain the rural economy. Overall, dairy schemes remain a key driver for the growth and modernization of dairy farming in the study area.

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