

## SWOT ANALYSIS AND STRATEGY FORMULATION FOR MILK PRODUCERS OF GUJARAT DAIRY SECTOR

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### ABSTRACT

Dairying has become an important secondary source of income for more than 15 million rural families and has assumed an important role in providing employment and income generating opportunity for the most vulnerable sections of our population. For millions of small and marginal farmers as well as landless labourers, milk production provides ready cash in hand for fulfilling their daily household requirements. According to 2012 livestock census data, Gujarat had 9984 thousand cattle and 10386 thousand buffalo population. The daily milk yield per animal in the state for Cow (Crossbreed), Cow (indigenous) and Buffalo is around 9.08 kg/day, 4.19 kg/day & 5.15 kg/day respectively. The present study was conducted to evaluate the status of Milk Producers in Gujarat state and for carrying out the SWOT analysis and subsequently suggesting suitable strategies and policies for development.. The study covered all districts of the state and information was collected by using a questionnaire. After analyzing the collected data it could be, it can be concluded that-composite policy which includes dairy & farming should be devised to address problems related to “Mixed Farming”, Further policy to - develop indigenous cattle, remunerative price for raw milk and Thrust on scientific animal husbandry practices in terms of feeding and breeding the animal, should also be framed and effectively implemented in the dairy sector of Gujarat state