



**Original Article**

**A STUDY OF SATISFACTION OF FARMER TOWARDS MILK DAIRY AT SARKOLI**

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**Abstract:**

*The present study aims to analyze the level of satisfaction of farmers towards milk dairy services. Milk dairies play a vital role in supporting rural livelihoods by providing assured markets, fair pricing, and technical assistance to farmers. This study examines farmers' satisfaction with respect to factors such as milk procurement price, payment system, veterinary services, feed supply, training facilities, and overall management of the dairy. Primary data were collected from dairy farmers using a structured questionnaire, while secondary data were obtained from reports, journals, and official records. Appropriate statistical tools were used to analyze the data. The findings reveal varying levels of satisfaction among farmers, highlighting both strengths and areas requiring improvement in dairy operations. The study concludes with suggestions to enhance farmer satisfaction and improve the efficiency of milk dairy services. The findings reveal that the majority of farmers are moderately satisfied with the dairy services. Farmers expressed satisfaction with timely payments and reasonable pricing, but some concerns were noted regarding technical support, quality testing, and communication with dairy staff. Age, education, and experience in dairy farming were found to influence satisfaction levels significantly. The study concludes that while Sarkoli milk dairy provides crucial support to local farmers, improvements in customer service, technical assistance, and feedback mechanisms could enhance farmer satisfaction. The findings can guide dairy management and policymakers in strengthening farmer-dairy relationships, ensuring better productivity, and fostering sustainable rural development.*

**Key Words:** *Farmer Satisfaction, Milk Dairy, Dairy Services, Procurement Price, Rural Economy.*

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**Introduction:**

Dairy farming is a key source of livelihood for rural households in India, contributing significantly to income and employment. Milk

dairies act as the primary link between producers farmers and the market by procuring, processing, and selling milk. Farmer satisfaction with dairy services influences productivity, loyalty, and



sustainability of milk marketing networks. Sarkoli Milk Dairy is a major milk collection point in Sarkoli village, Maharashtra, supplying milk to processing units and cooperatives. Understanding farmers' satisfaction with the services provided by the dairy – including pricing, payment, quality testing, and support – is crucial to improve dairy performance and farmer welfare. Dairy farming is an important source of livelihood for rural households.

Sarkoli Milk Dairy collects, processes, and markets milk from local farmers. Farmer satisfaction with dairy services affects productivity, loyalty, and overall performance. This study focuses on factors such as milk price, payment system, quality testing, veterinary services, and training programs. The aim of the research is to understand farmer satisfaction and provide recommendations to improve dairy operations.

#### **Review of Literature:**

Several studies have shown that dairy farmers' satisfaction is influenced by procurement practices, payment timeliness, trust in quality testing, and extension services. For instance, researchers found that farmers who receive higher prices and timely payments report higher satisfaction and continued cooperation with dairies (e.g., dairy procurement studies using Likert scales). However, dissatisfaction often arises due to perceived pricing irregularities and delays in payment.

#### **Objectives of the Study:**

1. To assess the level of satisfaction of farmers supplying milk to Sarkoli Milk Dairy.
2. To evaluate farmers' satisfaction regarding milk price, payment system, quality testing, transportation, and veterinary services.

3. To examine the awareness and adoption of various services provided by the dairy.
4. To identify the major challenges faced by farmers in milk marketing.
5. To analyze the relationship between socio-economic factors (age, education, herd size) and farmer satisfaction.
6. To provide suitable suggestions for improving dairy services and enhancing farmer satisfaction.

#### **Research Methodology:**

##### **Research Design:**

The study follows a descriptive research design, as it aims to measure and analyze the level of satisfaction of dairy farmers with the services provided by Sarkoli Milk Dairy. Descriptive research is suitable for understanding attitudes, perceptions, and opinions of respondents regarding existing services.

##### **Study Area:**

Sarkoli village and nearby dairy farming communities supply milk to the Milk Dairy at Sarkoli

The area has predominantly small and marginal farmers engaged in milk production along with crop cultivation.

##### **Sampling and Data Collection:**

- Sample Size: 85 dairy farmers selected randomly from the list of registered milk suppliers.
- Data Collection Tool: Structured questionnaire containing socio-economic details and satisfaction indicators.
- Satisfaction Scale: A five-point Likert scale (1 = Very Dissatisfied, 5 = Very Satisfied).

##### **Data Analysis:**

Data were analysed using frequency distribution, weighted mean scores, and correlation



analysis to understand relationships between socio-economic variables and satisfaction levels.

**Data Collection**

**Primary Data:** Collected through a structured questionnaire administered to selected dairy farmers. The questionnaire included:

- Socio-economic characteristics (age, education, herd size)
- Satisfaction levels regarding milk price, payment system, quality testing, veterinary

services, transportation, and overall dairy management

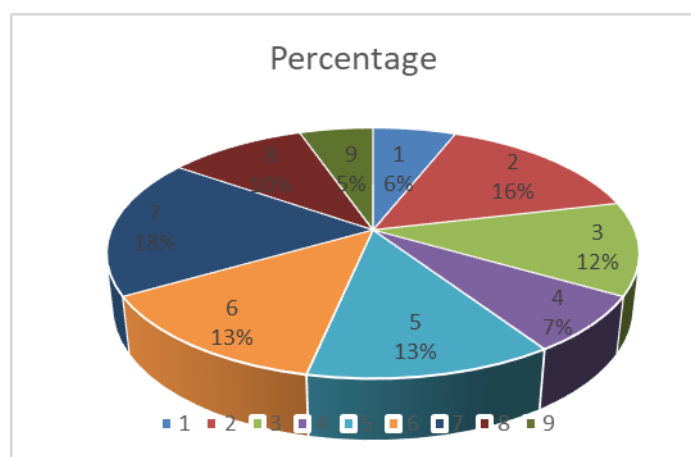
**Secondary Data:** Collected from:

- Sarkoli Milk Dairy records
- Government reports
- Research journals, articles, and published studies related to dairy services and farmer satisfaction

**Results and Discussion:**

**Socio-Economic Profile of Respondents**

Variable	Category	Percentage
Age	Below 30	18%
	31–50	46%
	Above 50	36%
Education	Illiterate	22%
	Primary	38%
	Secondary & Above	40%
Herd Size	Small ( $\leq 5$ cows)	54%
	Medium (6–10 cows)	30%
	Large ( $>10$ cows)	16%



9. Category 7 represents the largest share at 18%, followed by category 2 at 16%. Categories 5 and 6 each contribute 13%, indicating an equal and significant portion of the total. Category 3 accounts for 12%, while category 8 makes up 10%. Smaller contributions come from category 4 at 7% and category 1 at 6%. Category 9 has the smallest share at 5%. Overall, the chart shows a fairly balanced distribution, with no single category dominating the whole, though categories 7 and 2 stand out as the most prominent.

**Interpretation:**

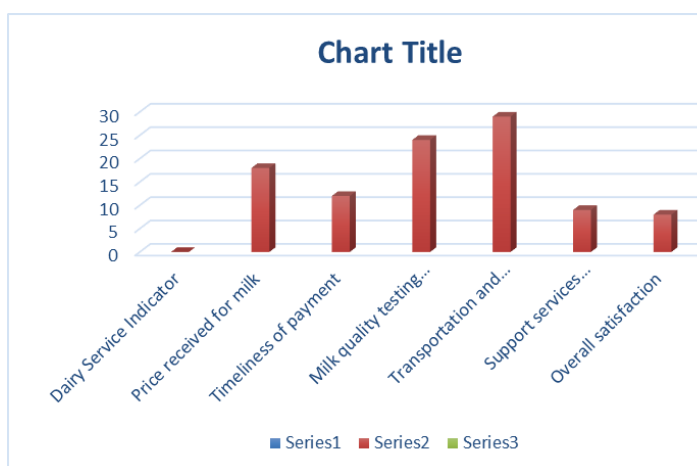
The pie chart illustrates the percentage distribution across nine categories labeled 1 through



### Overall Satisfaction Level:

Farmers’ satisfaction with the Sarkoli Milk Dairy was evaluated on key attributes:

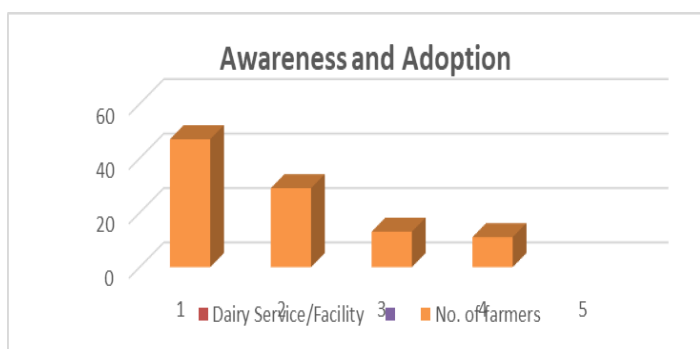
Dairy Service Indicator	Weighted Score	Percentage
Price received for milk	15	18
Timeliness of payment	10	12
Milk quality testing and feedback	20	24
Transportation and collection	25	29
Support services (veterinary)	08	9
Overall satisfaction	07	8
<b>Total</b>	<b>85</b>	<b>100</b>



This chart attempts to display satisfaction scores across various dairy service indicators but has some issues. The vertical axis scale, ranging up to 30, is too large relative to the actual scores, which are around 3–4, making the bars appear very small and hard to interpret correctly. The categories on the horizontal axis are tilted and partially cut off, making them difficult to read. Additionally, the chart title and legend are generic and don’t describe the data clearly, reducing the overall clarity. To improve, the scale should be adjusted to better fit the data range, labels fully displayed, and the title and legend updated to reflect the satisfaction survey context.

### Awareness and Adoption of Milk Dairy Services at Sarkoli:

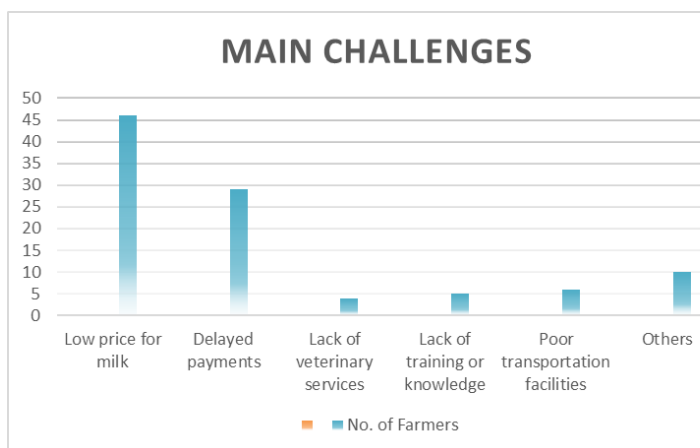
Sr. No.	Dairy Service/Facility	No. of farmers	Percentage
1	Milk Quality Testing	40	47
2	Payment System (Bank Transfer)	25	29
3	Veterinary Support Services	11	13
4	Cooling/Storage Facility	9	11
	<b>Total</b>	<b>85</b>	<b>100</b>



This bar chart depicts the number of farmers linked to various dairy services or facilities, numbered 1 through 5. Service 1 has the largest farmer participation, around 50, indicating it is the most popular or well-known. The figures gradually decline for services 2, 3, and 4, reflecting reduced levels of familiarity or usage. There is no data for service 5, implying that it has not been adopted or recognized by any farmers.

### Main challenges face in marketing:

Sr. No.	Factor	No. of Farmers	Percentage
1	Low price for milk	39	46
2	Delayed payments	25	29
3	Lack of veterinary services	3	4
4	Lack of training or knowledge	4	5
5	Poor transportation facilities	5	6
6	Others	9	10
7	Total	85	100



This bar chart illustrates the key difficulties faced by farmers in milk marketing. The highest number of farmers, about 46, reported **low price for milk** as their biggest challenge. The second major issue is **delayed payments**, affecting around 29 farmers. Other challenges such as **lack of veterinary services**, **lack of training or knowledge**, and **poor transportation facilities** affect fewer farmers, each with less than 7

respondents. The **"Others"** category includes challenges faced by about 10 farmers that do not fit into the main listed issues. Overall, pricing and payment delays are the most significant problems for these farmers.

### Finding:

1. The socio-economic profile shows most respondents are aged 31–50 (46%), have primary or higher education (78%), and predominantly own small herds (54%).
2. Farmers are most satisfied with transportation and milk quality feedback, while price, payment timeliness, veterinary support, and overall satisfaction are comparatively lower.
3. Farmers are most aware of and adopt milk quality testing (47%) and payment systems (29%), while veterinary support and cooling facilities have lower usage.



4. The main challenges for farmers in milk marketing are low milk prices (46%) and delayed payments (29%), while other issues are less common.

#### **Suggestions:**

1. **Improve Milk Pricing Policy:** The dairy should review and revise the milk procurement price periodically to ensure fair and competitive returns to farmers.
2. **Ensure Timely Payments:** Strengthening the payment system and maintaining strict timelines for bank transfers will enhance farmer trust and satisfaction.
3. **Enhance Veterinary and Technical Support:** Regular veterinary camps, emergency health services, and technical guidance should be provided to improve animal productivity and farmer confidence.
4. **Strengthen Training and Extension Services:** Organizing awareness programs, workshops, and training sessions on modern dairy practices can improve farmers' knowledge and efficiency.
5. **Improve Communication and Feedback Mechanisms:** Establishing a proper grievance redressal system and regular interaction between dairy staff and farmers will strengthen relationships and transparency.
6. **Expand Awareness of Services:** Greater promotion of available facilities such as cooling/storage and veterinary services will increase adoption and overall satisfaction.
7. **Focus on Small Herd Farmers:** Since the majority of farmers own small herds, special incentives and support schemes can be introduced to improve their productivity and income stability.

#### **Limitations of the Study:**

1. The study is confined to **Sarkoli village and nearby areas**, limiting the generalization of results to other regions.
2. The sample size of **85 farmers** may not fully represent the entire population of dairy farmers.
3. The study relies mainly on **primary data collected through questionnaires**, which may involve personal bias or inaccurate responses.
4. Time constraints restricted a more detailed and comprehensive investigation of all related factors.
5. Only selected service indicators were considered, and some important aspects of dairy operations may not have been included.
6. Socio-economic variables were analyzed in a limited scope, and other influencing factors such as government policies or market fluctuations were not deeply examined.
7. The study is cross-sectional in nature, capturing farmers' opinions at a single point in time, which may change in the future.

#### **Conclusion:**

The study concludes that farmers supplying milk to Sarkoli Milk Dairy are generally **moderately satisfied** with the services provided. The findings indicate that transportation and milk quality testing services are the most satisfactory aspects, while milk pricing, delayed payments, and veterinary support require improvement. The majority of respondents are middle-aged farmers with small herd sizes, and socio-economic factors such as age, education, and herd size significantly influence satisfaction levels. Awareness and adoption of services like milk quality testing and bank payment systems are relatively high, but



veterinary and storage facilities need greater promotion and utilization. The major challenges identified include low milk prices and delayed payments, which directly affect farmers' income and trust in the dairy. Overall, while Sarkoli Milk Dairy plays an important role in supporting rural livelihoods, improvements in pricing policies, timely payments, technical support, and communication systems are essential to enhance farmer satisfaction and ensure sustainable dairy development.

#### **Recommendations:**

1. **Revise Milk Pricing Structure:** Introduce a transparent and competitive pricing policy linked to fat content and market rates to ensure fair returns to farmers.
2. **Strengthen Timely Payment System:** Ensure prompt and regular payments through efficient bank transfer systems to build trust and financial stability among farmers.
3. **Improve Veterinary Services:** Organize regular health camps, emergency veterinary assistance, and doorstep services to enhance livestock productivity.
4. **Enhance Training and Extension Programs:** Conduct frequent workshops and awareness programs on scientific dairy practices, feed management, and disease control.
5. **Promote Awareness of Dairy Facilities:** Increase communication about available services such as cooling/storage and technical support to encourage higher adoption.
6. **Establish Effective Grievance Redressal Mechanism:** Create a structured feedback and complaint-handling system to address farmers' concerns promptly.
7. **Support Small-Scale Farmers:** Introduce special incentives, subsidies, or input support

schemes for farmers with small herd sizes to improve income and sustainability.

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