The cost of producing 2,250 measures of milk is Rs. 1,215 *minus* 300, or Rs. 915.

Cost of one measure of milk is Rs. 0-6-6. (One measure is 4 lb.).

The sale price of one measure being Rs. 0-8-0 the profit is Rs. 0-1-6 per measure.

From the above figures it will be noted that the milkman does make a profit. It must however be remembered that in most cases, excepting rich owners and contractors, the milkman has no reserve in case of animals dying of disease. Again the milk yield given here is a conservative estimate. In practice, it is doubtful if the average cow gives the expected quantity, for the milkman in his anxiety to make large profits does not feed his stock as well as he should. Again, if the cows are well stalled and milking is done and preserved under hygienic conditions, the milkman is likely to make very little profit, as the cost of production would naturally be higher. As matters stand, if the Madras City milkman produces really clean milk, the price of milk is likely to go up.

My thanks are due to Messrs. M. P. Kunhikutty and P. K. Krishnan Nambiyar for working out the figures mentioned in this communication.

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https://doi.org/10.29321/MAJ.10.A05035

WHY IT IS CHEAP TO MAINTAIN A HEAVY MILKER

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General condition of cattle management in this country indicates that no selection is made strictly from the utility point of view. Sentiment very often without rational reasoning affects animal husbandry. It is common knowledge that a vast number of cattle including buffaloes and sheep are not worth their keep. Any traveller will notice how indifferently our cattle are maintained. The ryot does not yet, despite the continual depression in the economics of the country, understand the value of keeping a productive animal. Again, we have Pinjarapoles for the weak and old animals when there are thousands of useful animals starving in the country. It would be far more useful for Pinjarapoles to buy up young and useful dry cattle meant for the slaughter houses and maintain them during the dry period and sell them back to milkmen. In the interest of the country it would be very useful and humane to kill all useless animals by the humane method instead of starving the cattle to death.

In our opinion there is no doubt that, when the economics of raising useful animals are brought home to the ryot, he will not lag behind in adopting new ideas. It is with this object in view that we wish to show the ryot why it is cheap to raise cows that give more milk than poor milkers. Let us for convenience select cows each giving 5 lb., 10 lb., 15 lb., 20 lb., 25 lb., and 30 lb. For the purpose of the illustration we need not take into account capital outlay, the cost of labour, housing, depreciation on buildings and animals, medicines, utensils, etc., because these items will be more or less common to all animals irrespective of yield.

Supposing that the cows under consideration require a maintenance of 10 lb. hay and 25 lb. fodder or silage and we decide to give ½ lb. cake and 1½ lb. bran mixture for every 5 lb. milk produced then our cows will get ration as follows :—

	Production ration.		*Maintenance ration.*	
	Cake.	Bran mixture.	Hay.	Fodder or Silage
	lb.	lb.	lb.	lb.
Cow yielding 30 lb. milk ...	2½	8	10	25
,, 25 ,, ...	2	7	,,	,,
,, 20 ,, ...	2	5	,,	,,
,, 15 ,, ...	1½	4	,,	,,
,, 10 ,, ...	½	3½	,,	,,
,, 5 ,, ...	½	1½	,,	,,

Taking the cost of hay at 80 lb. per rupee, fodder ensilage at 200 lb. per rupee, oil cake at Rs. 3-2-0 per 100 lb., rice bran at Rs. 3-4-0 per 100 lb., cotton seed at Rs. 4-12-0 per 100 lb. and wheat bran at Rs. 3-12-0 per 100 lb., the cost of maintaining a cow giving 5 lb. comes to Re. 0-5-3 per day, the details being given below :—

	RS	A	P
Hay, 10 lb.	0	2	0
Silage, 25 lb.	0	2	0
Cake, ½ lb.	0	0	3
Bran mixture, 1½ lb. ...	0	1	0
	0	5	3

Working on the above method the cost of feeding cows according to milk yield works out as follows :—

	RS	A	P
Cost of feeding a cow yielding 5 lb.	0	5	3
,, 10 ,, ...	0	6	7
,, 15 ,, ...	0	7	5
,, 20 ,, ...	0	8	4
,, 25 ,, ...	0	9	8
,, 30 ,, ...	0	10	7

Now, taking the cost of feeding cows it would be interesting to see what the cost of producing 1 lb. of milk would be, from poor milkers and heavy milkers. This works out as given below :—

		RS	A	P	
5 lb. cow produces milk at	...	0	1	0·6	per lb.
10 ,,	...	0	0	7·9	,,
15 ,,	...	0	0	6·0	,,
20 ,,	...	0	0	5·0	,,
25 ,,	...	0	0	4·6	,,
30 ,,	...	0	0	4·2	,,

It would now be seen how it is more economical to keep the best doer than the poor milker. Working on similar lines it will be found that the best type of animal, be it buffalo, work animal, sheep or goat, the most profitable is the best 'doer'.

RURAL STUDIES—MADATHUPALAYAM VILLAGE, COIMBATORE DISTRICT

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Madathupalayam is a hamlet situated to the north-west of Avanashi and is separated from it by a large area of cultivated land. As part of the Union, the village is entitled to the conveniences of roads, lighting and sanitary upkeep. The Avanashi tract has itself long been noted for its tobacco crop, and recently it has become the proud home of cambodia cotton under irrigation.

An account of the village which is given below, epitomises the conditions of the inhabitants and the crops in this region.

The extent of this hamlet is a little over 200 acres. The village is a level plain situated in a valley and enjoys fairly copious subterranean water supply. The place is characterised by the presence of red soils of shallow depth which are nowhere deeper than a foot, but are underlain by gravel of varying size, which facilitates free drainage. The shallow depth, however, is corrected by an annual dumping of tank silt, which is a regular feature of the preliminary cultivation of the lands.

The tract enjoys an annual rainfall of about 28″, the major portion of which is received during the north-east monsoon. The month of October, in general, records the largest portion of the precipitation. The heat in summer is tempered by occasional showers which, when they fall, contribute to the success of the irrigated crops grown during this season. There are two breaks in the year when no rain falls. The first period starts with January, and the second with June, and these help in the maturing and the harvesting of the crops that are grown.

The dwelling houses number less than a hundred and vary from *pukka* tiled houses to an apology for a hut. The Vellala Gounders are the sons of the soil and form the major portion of the population. The chucklers are