

**RESEARCH ARTICLE :**

# Perceived socio-economic development of farm families through Khoa production

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**SUMMARY :** The present study was undertaken in the purposively selected Washi taluka of Osmanabad district is a major Khoa producing area of Marathwada region. Seven villages were randomly selected. Fifty respondents were selected and interviewed with the help of structured schedule. The data were analyzed with the help of frequency, percentage, mean and standard deviation. It was found that majority of the respondents had medium investment, net profit received and using local agents for selling of khoa production. The average expenditure for 10 kg khoa production was Rs. 1149/-, marketing cost 10 kg Khoa was Rs. 100/- in pune market and Rs. 120/- in Hyderabad market. More than one third of the respondents had small and medium production unit. Majority of the respondents had medium level of socio-economic development.

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**KEY WORDS :**Khoa , Expenditure,  
Profit, Development**BACKGROUND AND OBJECTIVES**

Milk Production is one of the subsidiary business in farming. Large number of farmers from Marathwada region of Maharashtra State are involved in milk production. Milk has been used as an article of food since ancient times in India. It plays an important role in the diet. In India, the share of milk and its products is the largest after cereals, and it accounts for 16% of the total food expenditure (Mahesh Kumar, 2010). India's estimated milk production in 2015-16 was 155.49 million tonnes estimated per capita availability in 2015-16 was 337 grams per day, an increase of 4.7 per cent over the previous year (Anonymous, 2016). In Maharashtra annual

milk production is 8.73 MT. Uttar Pradesh being the top state in milk production with 23.330MT (Wanjari *et al.*, 2016). In India, large quantity of milk is converted in to variety of dairy products like Khoa, Ghee, Chhana etc. (Kulkarni and Hembade, 2010). These milk based sweets are available throughout country in all seasons (Aneja *et al.*, 2007). According to one estimate about 5.5 % of total milk production is converted in to Khoa and on the basis of present milk production of about 91 million tones per annum, this amount is equivalent to 3 million kilos of Khoa per day. The food and nutritive value of Khoa is very high. Conventionally, it is prepared by continuous boiling of milk in an open kettle

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until desired concentration (normally 65-72% total solids) without the use of any foreign ingredients and texture are achieved. Khoa is partially dehydrated milk product indigenous to India, was prepared from buffalo milk by boiling it vigorously in an open pan and reducing its volume to approximately 25% within 30min (Patil *et al.*, 1992).

Texture of Khoa plays an important role in its suitability for the production of sweets, three different types of khoa are known, 'Dhap', 'Danedar', and 'Pindi' Khoa (26-34% moisture) has a smooth-grained texture and a firm body and is extensively used as an ingredient (Rajorhia and Srinivasan, 1979). All of these varieties are in demand and are required for making value added Khoa based products like *Burfi*, *Peda*, *Gulabjamun*, *Kalakand*, milk cake, Kunda, etc.

The manufacture of Khoa is largely in the hands of private traders in Marathwada region. They use highly primitive techniques essentially based on their experience. As the area under Khoa production is very high in Osmanabad, the present investigation was undertaken with following specific objectives.

#### Objectives :

- To study the economic characteristics of the Khoa producers
- To know the perceived socio-economic development of farm families through Khoa production

### RESOURCES AND METHODS

The present study was undertaken in the purposively selected Osmanabad district as this is one of the major Khoa producing district of Marathwada region. Washi taluka of the Osmanabad district was selected purposively. From selected tahsil seven villages namely Para, Pimpalwadi, Tandalwadi, Fakrabad, Ghodki, Pimpalgaon and Sarola were randomly selected. Khoa producers from these villages those who were producing more than ten kg. Khoa per day were considered. Minimum five respondents from each village thus comprising of fifty Khoa producers from these villages were selected by proportionate random sampling method for the present study. The respondents were interviewed with the help of structured schedule prepared for the purpose of the study. Four positive and four negative statements each with regards to social, economical and educational development included in the schedule to

assign the socio-economic development of the Khoa producers. The data were analyzed with the help of frequency, percentage, mean and standard deviation

### OBSERVATIONS AND ANALYSIS

The results obtained from the present study as well as discussions have been summarized under following heads:

#### Economic characteristics of the Khoa producers :

##### Investment for Khoa production :

Table 1 shows the investment for Khoa production of the respondents. It was noticed that majority (72.00 %) of the respondents had medium investment for Khoa production, whereas 16.00 per cent of the respondents had high investment and 12.00 per cent of the respondents had to low investment for Khoa production.

**Table 1 : Distribution of the respondents according to investment for Khoa production**

Sr. No.	Category (Rs.)	Frequency	Per cent
1.	Low (Upto Rs. 15965 )	6	12.00
2.	Medium (Rs. 15966 to 33355)	36	72.00
3.	High ( Rs. 33356 and above)	8	16.00
	Total	50	100.00

##### Average expenditure for 10 kg Khoa production :

Perusal of the data in Table 2 elucidates that average expenditure for procuring of milk Rs. 1000, wages Rs. 70, fuel Rs. 60, transportation Rs. 10 and packing Rs 9. It comprises about Rs. 1149/- average expenditure for 10 kg Khoa production.

**Table 2: Average expenditure for 10 kg Khoa production**

Sr. No.	Particulars	Expenditure (Rs.)
1.	Fuel	60
2.	Wages	70
3.	Procuring of milk	1000
4.	Packaging	9
5.	Transportation	10
	Total	1149

##### Average marketing cost 10 kg Khoa :

Table 3 shows the average marketing cost 10 kg Khoa, it was reported that no marketing cost for selling khoa through local agent while marketing cost to sell Khoa in pune market was Rs. 100/- and marketing cost to sell Khoa in Hyderabad market was Rs. 120/-.

**Table 3 : Average marketing cost 10 kg Khoa**

Sr. No.	Market place	Expenditure (Rs.)
1.	Through local agent	00
2.	Pune market	100
3.	Hyderabad market	120

**Net profit received from 10 kg Khoa production :**

It is apparent from Table 4 that 72.00 per cent of the respondents were having medium (Rs. 95 to 160) level of net profit received from 10 kg Khoa production

and 24.00 per cent of the respondents were having high (Rs. 161 and above) level net profit. A meagre percentage (4.00 %) of them were having low (upto Rs. 94) level of net profit from 10 kg Khoa production.

**Type of Khoa production unit :**

It is observed from Table 5 that equal percentage (44.00 %) of the respondents were in small (upto 20 kg) and medium (21 to 39 kg) of Khoa production unit and 12.00 per cent of the respondents had big (40 kg and

**Table 4 : Distribution of the respondents according to net profit received from 10 kg Khoa production**

Sr. No.	Category ( Rs.)	Frequency	Per cent
1.	Low (Upto Rs. 94 per 10 kg)	2	4.00
2.	Medium (Rs.95 to 160 per 10 kg)	36	72.00
3.	High ( 161 and above per 10 kg)	12	24.00
	Total	50	100.00

**Table 5 : Distribution of the respondents according to Khoa production unit**

Sr. No.	Category (Production in kg)	Frequency	Per cent
1.	Small (Upto 20 kg)	22	44.00
2.	Medium ( 21 to 39 kg)	22	44.00
3.	Big ( 40 kg and above)	6	12.00
	Total	50	100

**Table 6 : Distribution of the respondents according to the mode of marketing**

Sr. No.	Mode of marketing	Frequency	Per cent
1.	Main market (Pune, Hyderabad) through commission agent	15	30
2.	Through local agent	35	70
	Total	50	100

**Table 7 : Distribution of the respondents according to the extent of socio-economic development of farm families through Khoa production**

Sr. No.	Perceived socio-economic development	Frequency	Per cent
1.	<b>Social development</b>		
	Low (upto 4)	17	34.00
	Medium (5 to 7)	30	60.00
	High (8 and above)	3	6.00
2.	<b>Economic development</b>		
	Low (upto 5)	18	36.00
	Medium (6 to 7)	23	46.00
	High (8 and above)	9	18.00
3.	<b>Educational development</b>		
	Low (upto 5)	13	26.00
	Medium (6 to 7)	31	62.00
	High (8 and above)	6	12.00
4.	<b>Overall socio-economic development</b>		
	Low (upto 15)	12	24.00
	Medium (16 to 20)	32	64.00
	High (21 and above)	6	12.00

above) Khoa production unit.

*Mode of marketing pattern followed by Khoa producers :*

It is evident from Table 6 that the Khoa producer comprised (70.00 %) were using local agents for selling their produce and 30.00 per cent of the respondents were selling their produce in main market (Pune, Hyderabad) through commission agents.

**Socio-economic development of farm families through Khoa production :**

A glance at relevant data in Table 7 would make it apparent that considerable percentage (60.00%) of the respondents were having medium level of social development, while 34.00 per cent and 6.00 per cent of respondents were having low and high level of social development, respectively

As concern to the economic development below half (46.00 %) of the respondents had medium level whereas 36.00 per cent of the respondents had low economic development and 18.00 per cent of the respondents had high economic development

With regards to educational development it was observed that two third (62.00 %) of the respondents were having medium educational development while 26.00 per cent and 12.00 per cent of the respondents were having low and high educational development, respectively.

In case of overall socio economic development, it was observed that majority (64.00 %) of the respondents had medium level whereas 24.00 per cent of the respondents had low level and 12.00 per cent of the respondents had high level

**Conclusion :**

- Majority of the respondents had medium

investment, net profit received and using local agents for selling of khoa production.

- The average expenditure for 10 kg khoa production was Rs. 1149/-
- The marketing cost 10 kg Khoa was Rs. 100/- in pune market and Rs. 120/- in Hyderabad market.
- More than one third of the respondents had small and medium production unit
- Majority of the respondents had medium level of socio economic development

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