



Research Article

Strategy for effective functioning of dairy co-operative societies in central eastern part of Rajasthan

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SUMMARY : The present study was conducted in Jaipur and Dausa district in operational area of Rajasthan Co-operative Dairy Federation. There were 240 milk producer members, 60 management committee members and 12 union officials were selected for the purpose of investigation from 20 dairy co-operative societies by simple random sampling technique. The findings of the study reveal that around 79 per cent milk producers suggested about correct and regular testing of fat and 76.25 per cent proposed that there should regular payment of milk. The management committee members of dairy co-operative societies suggested that payment should be made on time by union to societies and there should proper co-operation and co-ordination among management committee members. Union officials suggested about the need of adequate fund for developmental activities and need of proper communication between union and societies for smooth functioning of dairy co-operative societies.

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KEY WORDS:

Dairy co-operative society

BACKGROUND AND OBJECTIVES

Co-operatives are playing a significant role in dairy development in India. Presently there are 123 dairy plants in the country composing 60 liquid milk plants, 10 milk product factories and 44 pilot milk scheme/ rural dairy centres. Out of the 123 plants, 34 are in the co-operative sector and Rajasthan dairy co-operative federation is one of them.

For the dairy development in Rajasthan 'Rajasthan Dairy Development Project' was launched in March 1975 with the implementing agency 'Rajasthan State Dairy Development Corporation'. In 1978-97 Rajasthan State Dairy Development Corporation was replaced by Rajasthan Co-operative Dairy Federation. At present the 16 milk unions in Rajasthan cover all the 32 districts in the state. Towards fulfilment of the national objectives of making India self sufficient in milk production and improve rural economy, a small step was taken in March, 1975 and Jaipur Zila Dughd Utpadhak Sahakari Sangh Ltd., Jaipur (Jaipur Dairy) was registered under co-operative act to work in the Jaipur district. Now

the Jaipur dairy carried out the milk procurement, processing, marketing and many other dairy extension activities for members of dairy co-operative societies.

After all good advertisement with extension and working proficiency of dairy co-operative societies second production targets are still awaited. For effective functioning of Jaipur dairy it was necessary to know the strategy suggested by dairy milk producer members, management committee members and union personnel involved in execution of dairy activities. Therefore, the present study entitled strategy for effective functioning of dairy co-operative societies in central eastern part of Rajasthan was undertaken in the study.

RESOURCES AND METHODS

The present study was conducted in Jaipur and Dausa district of Rajasthan. Among the total milk procuring routes, 10 routes were selected purposively. Two milk co-operative societies (one male and female) from each identified route were selected purposively. From the selected societies

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240 milk producers (120 male and 120 female) were selected by simple random sampling technique. Three members of management committee were selected randomly from each selected dairy co-operative society (DCS). Thus there were 60 management committee members (30 male and 30 female) were selected for the purpose of investigation. There after, 12 union officials were also selected randomly from P&I unit of the union. The three sets of interview of schedule for milk producers, MCM and union officials were prepared separately. Investigator recorded the response by personal interview method. The data so collected were classified, tabulated and analysed in light of present study. Inferences were drawn after subjecting the data of the statistical analysis.

OBSERVATIONS AND ANALYSIS

In present study the suggestions were collected from the dairy co-operative society milk producer members, management committee members and union officials of Jaipur dairy to overcome the constraints for effective running of societies. The results are presented as under :

Strategy suggested by dairy co-operative society milk producer members:

The perusal of data presented in Table 1 depicts that 79.17 per cent milk producer members suggested that testing of fat should be correct and regular. It was suggested by 76.25 per cent members that more attention should be given on regular and timely payment of milk. Cattle feed and fodder seeds should be provided to the milk producer members timely and at reasonable cost by the dairy union was suggested by 72.92 per cent of dairy co-operative society milk producer members. Whereas, 74.17 per cent milk producers suggested for emergency veterinary services and A.I. facilities .

Further there should be provision of loan for cattle purchasing by the society or union, in winter season collection of milk should not be done early in the morning, price of milk offered by union should be increased, frequent training and tours should be organized for milk producer members were reported by 70.42, 68.33 and 66.25, per cent dairy co-operative societies milk producer members, respectively for smooth functioning of dairy co-operative societies. While, the less importance was given by the members on the statement like there should be correct weighing of milk, payment of milk should be made on fat and SNF basis not only on fat basis and there should be provision to punish the DCS secretary for any unfair means. It should be kept in mind that the above suggestions were offered by nearly half of the study sample.

Strategy suggested by dairy co-operative society management committee members :

The perusal of data presented in Table 2 depicts that payment of milk should be made on time by union to the co-operative societies was suggested by 96.67 per cent of management committee members. There should be proper co-operation and co-ordination among management committee members at society level was suggested by 76.67 per cent members followed by veterinary services should be made available sufficient and timely was suggested by 73.33 per cent of management committee members. While 53.33 per cent members suggested for that frequent training programme should be organized and only 46.67 per cent management committee members suggested that field supervisor should be in sufficient numbers in the study area.

Strategy suggested by union officials of Jaipur dairy:

It is clear from Table 3 that 75 per cent union officials suggested that there should be adequate funds for

Table 1 : Strategy suggested by dairy co-operative society milk producer members

Sr. No.	Suggestions	Frequency	Percentage
1.	Testing of fat should be correct and regular	190	79.17
2.	There should be regular payment of milk	183	76.25
3.	Emergency veterinary services and A.I. facilities should be made available on time	178	74.17
4.	Cattle feed and fodder seeds should be made available timely and at reasonable rates	175	72.92
5.	There should be provision of loan for cattle purchasing	171	71.25
6.	In winter season collection of milk should not be done early in morning	169	70.42
7.	Price of milk should be increased	164	68.33
8.	More training and tours should be organized	159	66.25
9.	Election of the executive members of the society and union should be done timely and fair manner	158	65.83
10.	New branch of society should be opened for distant location of dairy members	151	62.92
11.	Provision for purchasing cattle feed and fodder seed on credit basis	123	51.25
12.	There should be correct weighing of milk	118	49.17
13.	Payment of milk should be made on fat and SNF basis	117	48.75
14.	There should be provision to punish the DCS secretary for any unfair means	114	47.50

Table 2 : Strategy suggested by dairy co-operative society management committee members

Sr. No.	Suggestions	Frequency	Percentage
1.	Payment of milk should be made on time by union	58	96.67
2.	There should be proper-operation and co-ordination among management committee members	46	76.67
3.	Veterinary services should be made available sufficient and timely	44	73.33
4.	Frequent training programmes should be organized	32	53.33
5.	Field supervisor should be in sufficient numbers	28	46.67

Table 3 : Strategy suggested by union officials of Jaipur dairy

Sr.No.	Constraints	Frequency	Percentage
1.	There should be adequate funds for different development activities	09	75.00
2.	There should not be any communication gap between societies and union	08	67.67
3.	Each executive member and official should be assigned independent work to avoid factions	08	66.67
4.	There should be sufficient staff for efficient working	06	50.00
5.	The politics and political leaders should keep away from the dairy co-operative societies and union	06	50.00

development activities. Whereas, 66.67 per cent officials expressed that there should not be any communication gap among societies and union. Likewise, same as above 66.67 per cent union officials also recommended that each executive member and official should be assigned independent work. The table also shows that 50 per cent union officials suggested about there should be sufficient staff for efficient working and the political leaders and politics should keep away from the dairy co-operative societies and dairy union for smooth working of dairy co-operative societies.

A similar investigation on factors affecting milk cooperative in Anantpur district of Andhra Pradesh was also carried out by Vithal (1986).

Conclusion:

It is concluded from the above presented that a large number of milk producers (79%) suggested about correct and regular testing of fat followed by 76.25 per cent milk producers who proposed for regular payment of milk. The management committee members (MCM) of dairy co-operative societies suggested that the payment should be made on time by union to

societies and there should be proper co-operation and co-ordination among MCM. Union officials suggested for the need of adequate fund for developmental activities and need of proper communication between union and societies for smooth functioning of dairy co-operative societies.

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