

INTERDISCIPLINARY INTERNATIONAL SEMINAR
Agriculture and Rural Development: Spatial
Issues, Challenges and Approaches

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Organizer

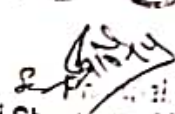
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Problems And Prospects Of Dairy Co-Operatives In India

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The milk co-operative movement has in it the seeds of a social revolution; it is a means to an end. It will inculcate the spirit of co-operation among the rural folk of the country and can prove to be instrument of initiating the process of rural development. Co-operative dairying is an agency through which the farmers can be made to realize their inherent strength and improve the milk production potential to better the social economic life of millions of small and marginal farmers and landless cattle owners scattered all over the Country. Dairy farming as an allied agricultural activity can play a significant supporting role in keeping the farmer busy through the year and providing him a steady income. Dairy is an important supportive occupation to millions of poor families in India and prevents migration of rural youth to the cities. For women rural laborers this is very useful source of income with self respect and self sufficiency. But, the dairy co-operatives in India are facing several challenges, however the united effort if taken by them, they can survive in future. They need to apply scientific and professional management. So there is an urgent need to adopt professional and market oriented approach in this sector. The efforts in this direction will offer a bright future to the dairy co-operatives.

Keywords: Social Revolution, Self respect, Self Sufficiency, Professional Management

Introduction:

Agriculture is the main occupation in India. Even though, the share of agriculture in GDP of India shows a falling trend, its significance as a means of livelihood is important today also. Agriculture coupled with the allied activities like dairy, poultry, etc. which play a very vital role in achieving all round economic development of the rural economy.

Milk is an essential commodity in human diet; it is regarded as the most complete single food available in nature. From national point of view milk contains nearly all the essential food constituents required in the human diet. "In India where a large proportion of the population, nearly 40% is vegetarian milk and milk products are of special value as they are the only source of animal protein in its diet". But in India per capita consumption of milk is very low. Most of the milk produced in rural areas of India, but the profitable market is in urban area.

After 1991, the new economic policy has brought about the number of changes on these allied activities. On this background, it will be vital importance to study growth, problems and prospects of dairy co-operatives. The present paper is an attempt towards this.

Objectives:

1. To study the role of dairy co-operatives in economic development of India.
2. To identify the challenges before dairy co-operatives.
3. To suggest measures for the development of dairy co-operatives in India.

Division Of The Paper:

The present paper is divided into three parts. First part explains the role of dairy co-operatives in economic development of India. Second part identifies the challenges before dairy co-operatives and third part suggests some measures for the development of dairy co-operatives in India.

Methodology:

The present paper is based on secondary data. Various books, articles, magazines related to dairy development in India are used for the present paper.

Role Of Dairy Co-Operatives:

It was only after the co-operative societies Act was passed in 1912 that the first co-operative dairy society was set up in 1913 at Allahabad. However, it was under the plans that the dairying in the co-operative sector made considerable progress.

The milk co-operative movement has in it the seeds of a social revolution, it is a means to an end it will inculcate the spirit of co-operation among the rural folk of the country and can prove to be instrument of initiating the process of rural development through diffusion of knowledge and information of modern techniques of cultivation development of dairying and animal husbandry on a planned scientific basis and above all create a healthy environment co-operative dairying is an agency through which the farmers can be made to realize their inherent strength and improve the milk production potential to better the social economic life of millions of small and marginal farmers and landless cattle owners scattered all over the country.

Although agriculture is the principal occupation of the country, it does not keep the farmer busy all the year round. He remains almost idle during the off-season under such conditions cattle husbandry

and dairy farming as an allied agricultural activity can play a significant supporting role in keeping the farmer busy through the year and providing him a steady income.

Cooperative sector has played a very important role in socio-economic development of India. Dairy, Poultry, Sugar factories are the main agro based industries. India has achieved phenomenal progress in co-operative dairying during the past four decades. Country's milk production has increased steadily over the years. Per capita availability of milk has grown up significantly. Indian brands of dairy products not only rule domestic markets but sold in many other countries also. Dairy is an important supportive occupation to millions of poor families in India and prevents migration of rural youth to the cities. For women rural laborers this is very useful source of income with self respect and self sufficiency. This is true women empowerment.

In India since 1970 the milk co-operatives have developed and increased in number that is after operation floods. Milk productions are considered as a reasonably profitable side business to farming. Milk production can give permanent type of employment. Unlike farming which is seasonal. In this business all men, women and children can participate especially, women can do it at home. It is necessary to increase the participation of women if the progress of milk Co-operatives is to be achieved better than today. Dairy is absolutely necessary as this will amount to liberation of women on one hand and supplementing the sources of family income on the other. This would also be an attack on poverty.

The dairy co-operatives contribute in rural development in terms of poverty alleviation, increase in education as well as income level and improve in health services. It also moves rural people from farm employment to non-farm employment and thus reduces the burden on agriculture. In Maharashtra AMUL, WARANA, GOKUL etc. these milk co-operatives has proved themselves as ideal examples in dairy industries.

Milk is considered to be one of the most sensitive agricultural commodity, so it requires special and timely care and this can be provided conveniently as well as through the collective operation of dairy co-operatives. After from the collection and marketing of milk, the milk co-operatives also provide animal feed, fodder seed, fertilizers, credit, training and education.

Thus the dairy co-operatives have proved to be a strong economic institution for improving the condition of rural poor.

Challenges Of Dairy Co-Operative:

Despite the remarkable achievements Indian dairy co-operative are today encountering some critical problem and challenges. They are:

1. Entry of private dairies under Milk and Milk product
2. Restrictive co-operative laws and policy support
3. Regional imbalance
4. Low capacity utilization of dairy plants
5. Low productivity of milch animals
6. Ineffective procurement
7. Lack of institutional support in providing quality research, education, training and technological experiments
8. Lack of govt. support in protecting dairy co-operatives from extreme fluctuations in prices
9. Acute shortage of feed and fodder
10. Poor health services
11. Poor extension support
12. Poor artificial insemination performance
13. Apathy of youth towards the dairy occupation etc.

Suggestions:

Following suggestions would be helpful in the development of co-operative dairy-Provision of Self Support Credit model for milch animals, Infant cattle orphanage home, amalgamation of milk societies, need for the government protection, need for strict quality control, involvement of youth in dairy business, controls and regulations on private sector dairy.

In short, the dairy co-operatives in India are facing several challenges, however the united effort if taken by them, they can survive in future. They need to apply scientific and professional management.

We have achieved white revolution in the country, but it is not balanced, equal and proportional. Without increasing productivity efficiency and competitiveness, it is very difficult for dairy industry to survive. So there is an urgent need to adopt professional and market oriented approach in this sector. The efforts in this direction will offer a bright future to the dairy co-operatives.

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