

PERFORMANCE OF MILK COOPERATIVE SOCIETIES IN PROMOTING DAIRY FARMING IN PUNJAB

Manmeet Kaur¹, G. S. Khurana² and Rajinder Kalra³

ABSTRACT

Milk cooperative societies are engaged in arranging marketing facilities, input supply, Artificial Insemination (A.I.) services and veterinary services to the dairy farmers of Punjab. While studying their performance, it was found that they play an essential role in enhancing dairy farming in Punjab. Majority of the dairy farmers in both the districts were satisfied with the functions like marketing of milk and payment for milk but they were found dissatisfied with the supply of inputs, A.I. services, veterinary services and arrangement of infertility and animal health care camps. The findings revealed that milk cooperative societies are playing a positive role in helping the farmers in diversification of their agriculture and conservation of natural resources.

INTRODUCTION

Dairying in India is considered to be an important subsidiary occupation for most of the rural households. It has become major occupation for most of the small and marginal farmers. This holds true especially in case of an agrarian state like Punjab (Sharma, 1997). Dairy cooperatives have emerged as the most cohesive and fruitful organization of the farmers, which can handle the procurement, transportation, processing and successful execution of cattle development programme. The sole purpose of these societies is to perform milk-marketing functions, arrange facilities for the members for enhancement in milk production, and increase milk production and standard of living of members of these societies. This is done by providing a competitive market for milk as well as by supplying quality inputs for dairying at cheaper rates. The study of the functions of milk cooperative societies will help to bring improvement in the working of these societies and providing better services to the member farmers. How these functions

are being performed to the best satisfaction of the dairy farmers needs empirical evidence. The study has been conducted with following objectives:

- ♦ To study the performance of the milk cooperative societies in promoting dairy farming in Punjab.

METHODOLOGY

The study was conducted in the year 2001 in Ludhiana and Hoshiarpur districts of Punjab owing to maximum and minimum milk procurement respectively from the milk cooperative societies in the two districts. Each of the two districts was divided into 12 zones. One zone was randomly selected from each district and from each selected zone ten milk cooperative societies were again selected randomly. A sample of 200 respondents (member dairy farmers of milk cooperative societies) was drawn in proportion to the total number of members of the selected societies with the help of probability proportional method. Thus, 139 members from Ludhiana district and 61

1 Research Associate, Department of Extension Education, PAU, Ludhiana

2 Professor of Extension Education, Department of Extension Education, PAU, Ludhiana

3 Associate Professor Extension Education, Department of Extension Education, PAU, Ludhiana

members from Hoshiarpur district were selected for the present study.

RESULTS AND DISCUSSION

Performance of the milk cooperative societies in promoting dairy farming in Punjab.

Marketing of milk:

The figures in Table 1 revealed that 100 per cent of the respondents in Ludhiana district and 90.16 per cent of them in the Hoshiarpur district reported that procurement of milk was always done (morning and evening). Lack of transportation was sometimes the reason for non-procurement of milk in the evening. Regarding the marketing functions like fat testing of milk, standard measurement of milk and record keeping of daily milk supply, 100 per cent of the respondents in both the districts were satisfied with the performance of societies. The milk cooperative societies provided fat testing instruments, standard measurers of milk and record registers to the member dairy farmers, which facilitated them in performing the above functions.

Similar findings were reported by Chahal and Gill (1988)

Payment for milk:

The data in Table 2 revealed that 100 per

cent of the respondents in both the districts were satisfied with the payment of milk. It was found that the payment for milk was done timely and according to the fat percentage of milk. Regarding the bonus for producing good quality milk 100 per cent of the respondents in Ludhiana district and majority (63.93%) in Hoshiarpur district reported that bonus was always given to the dairy farmers. In case of incentives for producing good quality milk, 64.75 per cent and 60.66 per cent of the members in Ludhiana and Hoshiarpur districts respectively reported that they were always given. The dairy farmers contributing maximum amount of milk in the society were given incentives in the form of new milk cans, buckets and packets of ghee etc. Advance payment for milk was never done as reported by 96 per cent and 46 per cent of the members in Ludhiana and Hoshiarpur districts respectively. The above findings indicate the good performance of the societies and better production of milk. Since the payment is made every ten days so the authorities generally avoid giving advance payment.

On the basis of Z-test, a significant difference was observed in the performance of milk producers' cooperative societies of Ludhiana and Hoshiarpur districts regarding

Table 1 : Distribution of respondents (members of milk cooperative societies) according to their opinion regarding the performance of milk cooperative societies about the marketing of milk.

S. No.	Aspects	Ludhiana (n=138)			Mean score	Hoshiarpur (n=61)			Mean score	Z-value
		Always F (%)	Sometimes F (%)	Never F (%)		Always F (%)	Sometimes F (%)	Never F (%)		
1	Procurement of milk morning and evening	139 (100)	0 (0)	0 (0)	2.00	55 (90.16)	6 (9.84)	0 (0)	1.90	0.09
2	Fat testing of the milk	139 (100)	0 (0)	0 (0)	2.00	61 (100)	0 (0)	0 (0)	2.00	0.00
3	Standard measurement of the milk	139 (100)	0 (0)	0 (0)	2.00	61 (100)	0 (0)	0 (0)	2.00	0.00
4	Record keeping of the milk	139 (100)	0 (0)	0 (0)	2.00	61 (100)	0 (0)	0 (0)	2.00	0.00

Note: Figures in the parentheses indicate percentages to the total. Overall Mean Score = 1.99

the bonus for producing good quality milk and advance payment for milk.

The above findings are in confirmation with Sinha and Murthy (1988) and Rao and Babu (1998).

Supply of inputs:

As reported by the data in Table 3, regarding the supply of inputs, 94.96 per cent and 77.05 per cent of the members reported that cattle feed was always supplied to them in Ludhiana and Hoshiarpur district respectively. Mineral mixture was reported as never supplied by 52.52 per cent of the respondents in Ludhiana district and always supplied by 52.46 per cent of the respondents in Hoshiarpur district. Dairy farmers were found more aware regarding the mineral mixture in Ludhiana district rather than in Hoshiarpur district. This may be the reason that consumption of mineral mixture was more in Ludhiana district and farmers faced its shortage. Fodder seeds were reported as never supplied and sometimes supplied by 48.92 per cent and 80.33 per cent of the respondents in Ludhiana and Hoshiarpur districts respectively. Lack of land with the milk unions for cultivating fodder was found to be the

reason for its shortage. Veterinary medicines were reported as sometimes supplied by 33.81 and 52.46 per cent of the respondents in Ludhiana and Hoshiarpur districts respectively. It was found that there was shortage of veterinary medicines with the unions itself. Regarding the Milkotester, all the respondents in Ludhiana district reported that they were always supplied while 83.61 per cent of them in Hoshiarpur districts reported that they were never supplied while A.I. instruments were reported as always supplied by 47.48 per cent of the respondents in Ludhiana district and never supplied by 57.38 per cent of the respondents in Hoshiarpur district. The reason behind this may be that such expensive instruments were made available to those societies which made maximum milk contributions to the unions.

Thus it can be inferred from the data in Table 3 that since Ludhiana union is functioning profitably than Hoshiarpur union, therefore the input supply is more regular in case of Ludhiana district.

Timely supply of inputs was reported as always by 90.65 per cent of the respondents in Ludhiana district and 75.41 per cent of

Table 2 : Distribution of respondents (members of milk cooperative societies) according to their opinion regarding the performance of milk cooperative societies about the payment of milk.

S. No.	Aspects	Ludhiana (n=138)				Hoshiarpur (n=61)				Z-value
		Always F (%)	Sometimes F (%)	Never F (%)	Mean score	Always F (%)	Sometimes F (%)	Never F (%)	Mean score	
1	Timely payment	139 (100)	0 (0)	0 (0)	2.00	61 (100)	0 (0)	0 (0)	2.00	0.00
2	Payment according to fat (%age)	139 (100)	0 (0)	0 (0)	2.00	61 (100)	0 (0)	0 (0)	2.00	0.00
3	Bonus for good quality milk	139 (100)	0 (0)	0 (0)	2.00	39 (63.93)	0 (0)	22 (36.07)	1.28	7.49**
4	Incentives for good quality milk	90 (64.75)	13 (9.35)	36 (25.90)	2.00	37 (60.66)	0 (0)	24 (39.34)	1.21	1.31
5	Advance payment for milk	10 (7.19)	33 (23.74)	96 (69.07)	0.38	0 (0)	15 (24.59)	46 (75.41)	0.25	2.48*

Note 1: Figures in the parentheses indicate percentages to the total.

Note 2: *: Significant at 5 per cent level; **: Significant at 1 per cent level. Overall Mean Score = 1.48

the respondents in Hoshiarpur districts respectively. Regarding the quality supply of inputs, 100 per cent of the members in Ludhiana district and 62.30 per cent of them in Hoshiarpur district were found satisfied with the quality of inputs. It was opined by 66.19 per cent and 44.26 per cent of the members that inputs were supplied at a reasonable cost. Although few of the dairy farmers found the cost of the inputs a little higher than the market price, they were satisfied with the quality of inputs which they perceived as more important. Thus it can be inferred from the above findings that the inputs supplied by the milk union were good quality inputs at affordable prices.

On the basis of Z-test, significant difference was observed in the performance of milk producers' cooperative societies of Ludhiana and Hoshiarpur districts regarding the supply of cattle feed, mineral mixture, fodder seeds and A.I. instruments and regarding the supply of good quality inputs in sufficient quantity and at a reasonable cost.

These findings are similar to the findings of Bhagwan and Kuber (1989), Reddy and Rao (1990) and Naidu et al (1998).

Artificial Insemination Services:

The data in Table 4 revealed that majority (47.48%) of the members in Ludhiana district reported that A.I. services were always provided to them at reasonable cost by the societies while 57.38 per cent of them, in Hoshiarpur district reported that these were never supplied. Due to the shortage of veterinary staff in the milk unions, these services could not be provided efficiently to the dairy farmers. Besides, milk procurement being less in Hoshiarpur district much expensive services could not be provided to the dairy farmers in this district as compared to those in Ludhiana district.

Veterinary services:

The figures in Table 5 revealed that 80.58 per cent of the respondents in Ludhiana

district reported that veterinary services were provided by the veterinary doctors of the milk cooperative union while 57.38 per cent of them in Hoshiarpur district reported that these services were never supplied. It was found while conducting the study that there was shortage of veterinary staff in the milk unions. There were no regular visits by the veterinary doctors nor there was any dispensary opened by the union at village level. Deworming of animals were reported as always performed and sometimes performed by 80.58 per cent and 57.38 per cent of the respondents while dehorning of calves was never performed as reported by 92.81 per cent and 83.61 per cent of the respondents in Ludhiana and Hoshiarpur districts respectively. Vaccination facilities were reported as always performed and sometimes performed by 62.59 per cent and 45.90 per cent of the respondents in Ludhiana and Hoshiarpur districts respectively. Regarding the infertility and animal health care camps, 66.91 per cent of the respondents in Ludhiana district and 83.61 per cent of them in Hoshiarpur district reported that these camps were never organized. A large amount of money is required for regular organizing of these camps. Therefore some agencies should be identified that can associate themselves with the milk cooperative societies in organizing such camps. Due to the shortage of veterinary staff, none of the veterinary services are efficiently fulfilled and the problem is more severe in Hoshiarpur district.

On the basis of Z-test, significant difference was observed in the performance of milk producer's cooperative societies of Ludhiana and Hoshiarpur districts regarding dehorning of calves and arrangement of infertility and animal health care camps.

The above findings are in agreement to the findings of Chahal and Gill (1988), Bhagwan and Kuber (1989) and Naidu et al (1992).

Table 6 : Ranking of various aspects of performance of milk cooperative societies on the basis of the response given by the members of the societies.

S.No.	Performance	Overall Mean Score	Rank
1.	Marketing of milk	1.99	I
2.	Payment for milk	1.48	II
3.	Supply of inputs	1.47	II
4.	Veterinary services	1.18	III
5.	A.I. Services	0.90	IV

Ranking of various aspects of performance of milk cooperative societies:

Ranking of various aspects of the milk cooperative societies was done on the basis of the overall mean score gained by them. The data in Table 7 showed that marketing of milk was given the first rank with the overall mean score of 1.99 followed by payment for milk and supply of inputs, veterinary services and artificial insemination services with overall mean scores of 1.48 and 1.47, 1.18 and 0.90 respectively.

CONCLUSION

Thus it can be concluded that majority of the respondents in both the districts were satisfied with the functions like marketing of milk, payment for milk and supply of inputs like cattle feed but the dairy farmers were not found satisfied with the supply of mineral mixture and veterinary medicines. The members of the societies were found dissatisfied with the Artificial Insemination services and veterinary services. The respondents were also not satisfied with the arrangement of infertility and animal health care camps.

Keeping in view the above findings, it can be suggested that sufficient veterinary staff be employed by the milk cooperative societies for providing better veterinary services to the members of the societies. A number of dispensaries should be opened at the grass root level to facilitate the dairy farmers. This would also enhance the faith of the dairy farmers towards cooperatives. Adequate A.I. facilities should be given to the dairy farmers so that milk production can

be increased by breeding high yielding milch animals. Loan facilities also need to be arranged for them to facilitate dairy farming on larger scale. Milk cooperative societies need to have collaboration with various credit, input and veterinary agencies to provide better facilities in the form of input supply and loans to their member farmers and organize frequent training camps. This would not only help the dairy farmers but also help the milk cooperatives to increase their membership and create goodwill for themselves and help in diversification of agriculture for a sustainable future of dairy farmers in Punjab.

REFERENCES

- Bhagwan Dass and Kuber (1989) Impact of dairy cooperatives on marketing of surplus of milk on farms in the milkshed area of Lulka Milk Plant, Nainital. *Indian Coop Rev* 27(7): 112-22
- Chahal SS and Gill GS (1988) Milk cooperatives for rural development in Punjab. *Kurukshetra* 36(5): 12-15
- Naidu RR, Babu VJ and Jaya Chandra K (1992) Impact of dairy cooperatives on income and employment of marginal and small farmers- A case study. *Indian Dairyman* 44: 9-11
- Rao PM and Babu GR (1993) Problems in Cooperative Agricultural Marketing Committees. *Indian Coop Rev* 31(10): 182-87
- Reddy PI and Rao KS (1996) Consumer protection through cooperatives. *Indian Coop Rev* 33(1): 250-254
- Sharma P (1997) Milk industry through cooperative unions- A case study of Godavari Cooperative Dairy. *Indian Coop Rev* 35(10): 141-150
- Sinha MN and Murthy HSR (1988) A study of impact of membership of dairy cooperatives. *Indian Coop Rev* 26(10): 159-166