

PERFORMANCE OF MILK PRODUCERS' CO-OPERATIVE SOCIETIES IN TRIBAL AREA OF SABARKANTHA DISTRICT

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ABSTRACT

Gujarat is a leading state in milk production with sound network of cooperative for efficient marketing. Cooperatives, in the dairy sector have recognized to be an effective measure to improve milk production potential. Despite of these, many dairy cooperatives are not successfully running their business particularly in undeveloped, hilly tribal areas may be due to various factors influencing the performance of Milk Producers' Cooperative Societies (MPCs). Keeping this in view, the present study was undertaken with an objective to assess the managerial and business performance of MPCs. Among four tribal talukas, Bhiloda and Khedbrahma talukas were purposively selected. Ten MPCs from Bhiloda talukas and five MPCs from Khedbrahma talukas were selected and equal number of member dairy farmers i.e. 10 were selected from each MPC to make the sample size of 150 dairy farmers. The data revealed that majority of the MPCs (60.00 %) had average performance and 20.00 per cent each of them had poor and best performance. The important factors which were highly affecting the performance of MPCs were; digital fat testing equipment and computer facilities for accounting, A.I. services and animal health services provided by MPCs. The important common constraints as reported by member dairy farmers in effective functioning of MPCs. were; scarcity of green fodder for animals (90.66 %), non availability of A.I. services timely (84.66 %), low milk price to the producers (80.66 %) and lack of adequate knowledge of improved animal husbandry practices (78.00 %).

Keywords : performance, constraints, organizational factors

INTRODUCTION

Dairying plays a crucial role in Indian economy and Dairy Cooperative Societies played vital role in bringing about the "White Revolution" in India. The dairy cooperative movement in India has achieved a remarkable success in the past 50 years, particularly in the last 20 years. In the dairy development of India. Gujarat occupies a place of pride and proverbially known as "Milk bowl of India." This is possible through cooperative network of Gujarat Cooperative Milk Marketing Federation (GCMMF). The present study was planned with following objectives.

OBJECTIVES

- (a) To assess the managerial and business performance of Milk Producers' Co-operatives (MPCs)
- (b) To identify the factors influencing performance of MPCs
- (c) To identify the constraints as perceived by member respondents in effective functioning of MPCs

METHODOLOGY

The present study was under taken in Sabarkantha district which have considerable tribal population in four talukas. Among four tribal talukas, Bhiloda and Khedbrahma talukas were purposively selected for the study having more number of MPCs running for since last five years. For selection of MPCs and respondents simple random sampling technique was used. Ten MPCs from Bhiloda talukas and five MPCs from Khedbrahma talukas were selected and equal number of member dairy farmers i.e. 10 were selected from each MPC to make the sample size of 150 dairy farmers. Most of the data pertaining to performance of MPCs were collected from secondary sources.

RESULTS AND DISCUSSION

Performance of MPCs

Performance is an indicator of an organization in its business not only in terms of profit orientation but also in terms of social and economical aspects. For measuring the

performance, total 54 criteria had been selected and performance score was obtained. Based on performance score, the performance index of each MPCs was calculated. Using performance index score, the MPCs were categorized into three groups viz. poor performance, average performance and best performance. The data regarding performance of MPCs are depicted in Table 1.

Table 1: Distribution of MPCs according to their performance Index

Sr. No.	Category	Frequency	Percent
1	Poor performance (below 48.70 score)	03	20.00
2	Average performance (between 48.70 – 73.42)	09	60.00
3	Best performance (above 73.42)	03	20.00

Mean = 61.06

S.D. = 12.36

The data presented in Table 1 reveal that the average Performance Index Score of all the MPCs was 61.06. The data further show that 60 per cent of the total MPCs under study had average performance while, 20 per cent each of them had poor and best performance.

Factors influencing the performance of MPCs

The performance of MPCs is largely based on managerial and business indicators. Even then, several other factors in form of physical services are also responsible in deciding performance of MPCs. The overall image of the MPCs depends on how it provides the important physical services required for dairy farming. Keeping this in view, the information on factors influencing the performance of MPCs was collected from the member farmers and frequency and percentage were computed. The data regarding this aspect are presented in Table 2.

Table 2 : Factors influencing the performance of MPCs

n=150

Sr. No.	Factor	No. of respondents					
		Highly affecting		Moderately affecting		Not affecting	
		Freq- uency	Per cent	Freq- uency	Per cent	Freq- uency	Per cent
1	Number of households in the operational area of MPCs	43	28.67	76	50.67	31	20.66
2	Distance (km) of MPCs from milk union/ chilling centre	23	15.33	48	32.00	79	52.67
3	Years of registration of MPCs	15	10.00	59	39.33	76	52.67
4	Types of office building of MPCs	19	12.66	43	28.67	88	58.67
5	Market competition for milk in village	83	55.33	54	36.00	13	08.67
6	Digital fat testing equipment and computer for daily accounting	103	68.67	38	25.33	09	06.00
7	A.I. services/ Bull services	101	67.34	35	23.33	14	09.33
8	Animal health services	90	60.00	42	28.00	18	12.00

The data in Table 3 indicate that availability of digital fat testing equipment and computer for daily accounting was the most important factor influencing the performance as more than two – third (68.87 %) farmers stated it as highly affecting. A.I. service/ bull services was the second important factor influencing performance of MPC as reported by 67.34 per cent respondents to be highly affecting the performance. The other important factors reported as highly affecting factors by more than half of the respondents were animal health

services (60.00%) and market competition for milk in the village (53.33%).

In order to know the actual problems of the farmers which ultimately hinder the effective functioning of the MPCs, a list of constraints was prepared and responses were obtained from each of the respondent. The frequency and percentage were worked out and ranks were given to the constraints. The data regarding the constraints are depicted in Table 3.

Table 3 : Constraints in effective functioning of MPCs

n=150

Sr. No.	Constraints	Frequency	Percent	Rank
1	Agro-climatic condition is not suitable for dairying	73	48.66	XI
2	High price of milch animal	112	74.66	V
3	Low milk price to the producers	121	80.66	III
4	Lack of adequate knowledge about improved animal husbandry practices	117	78.00	IV
5	Ineffectiveness of dairy extension services	78	52.00	X
6	Lack of coordination among concerned line agencies	68	45.33	XIII
7	Unfavorable milk pricing policy	90	60.00	VIII
8	Difficulty to get compensation from insurance company	46	30.66	XVII
9	High insurance premium	31	20.66	XX
10	Less availability of animal insurance in the village	48	32.00	XVI
11	Scarcity of green fodder	136	90.66	I
12	Unavailability and/ or high costs of improved forage/ fodder seeds	70	46.66	XII
13	A.I. services are not available timely	127	84.66	II
14	Non-availability of veterinary services at the place and in time	94	62.66	VII
15	High rate of dairy veterinary services than private practioener	55	36.66	XV
16	Milk holiday during flush season	37	24.66	XIX
17	Poor quality of cattle feed supplied by cooperatives	43	28.66	XVIII
18	High rate of concentrate feed supplied by the district milk union	82	54.66	IX
19	Young generation is not interested in dairying	57	38.00	XIV
20	Lack of subsidized credit facility	99	66.00	VI

The data presented in the Table 7 portray that important constraints reported by great majority of the farmers were; scarcity of green fodder (90.66%); non availability of A.I. services timely (84.66%), low milk price to the producers (80.66%) lack of adequate knowledge of improved animal husbandry practices (78.00%) and high price of milch animal (74.66%) which were ranked first, second, third, fourth and fifth, respectively.

The constraints viz. lack of subsidized credit facility (66.00%), non availability of veterinary services at the place and time (62.66%) unfavorable milk pricing policy (60.00%), high rate of concentrate feed (54.66%) and ineffective dairy extension services (52.00%) and were ranked sixth, seventh, eighth and ninth respectively. The remaining constraints were not considered to be the important as they are reported by less than half of the farmers.

CONCLUSION

The average Performance Index score of all 15 MPCs was 61.06. Majority of the MPCs (60.00 per cent) had average performance and 20.00 per cent each of them had poor and best performance. The major factors affecting the performance of MPCs were; availability of digital fat testing equipment and computer for daily accounting availability of AI, Bull services and animal health services. The major constraints hindering performance of MPCs were; scarcity of green fodder, non-availability of AI services, low milk price and lack of knowledge of improved animal husbandry practices.

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