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A STUDY ON THE PERFORMANCE OF DAIRY CO-OPERATIVES IN TAMIL NADU

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ABSTRACT

Milk is the prime product of Dairying. India is the largest milk producing country in the World, in which Tamil Nadu is one of the frontline States in milk production and ranks as number one in the country in the coverage of more than 50 per cent of revenue villages under Co-operative ambit. There are 8246 functional primary milk societies with 22.29 lakhs members. To further develop the dairy sector in Tamil Nadu and to improve rural economy, the thrust area covered are animal induction, infrastructure development, implementation of clean milk production, sustainability of cattle population, quality animal health cover and technical manpower. The Dairy Development Department was established in Tamil Nadu during 1958. The milk procurement by the 17 District Unions of the Tamil Nadu Co-operative Milk Producers' Federation is on the increase with the daily procurement touching a record figure of 17.00 lakh litres per day. During 2009-10, 206 societies were newly registered, including 66 milk Co-operative societies exclusively managed by women. Apart from this, 226 dormant societies were also revived. For the benefit of the members, farmer induction programmes are conducted on modern animal husbandry practices for upgrading milch animals and their productivity.

KEYWORDS

Animal Husbandry, Dairy Development, Marketing, Milk Producers' Federation.

INTRODUCTION

Milk is the prime product of Dairying. India is the largest milk producing country in the World, in which Tamil Nadu is one of the frontline States in milk production and ranks as number one in the country in the coverage of more than 50 per cent of revenue villages under Co-operative ambit. There are 8246 functional primary milk societies with 22.29 lakhs members. To further develop the dairy sector in Tamil Nadu and to improve rural economy, the thrust area covered are animal induction, infrastructure development, implementation of clean milk production, sustainability of cattle population, quality animal health cover and technical manpower. Dairying is a centuries-old tradition for millions of Indian rural households, domesticated animals have been an integral part of the farming systems from time immemorial. Milk contributes more to the national economy than any other farm commodity. In the context of poverty and malnutrition, milk has a special role to play for its many nutritional advantages as well as providing supplementary income to some 70 million farmers in over 500,000 remote villages. More importantly, the farmers earn an average 27.3 per cent of their income from dairying, with as high as 53 per cent for landless and as low as 19 per cent for the large farmers.

The expansion of the dairy co-operative network in India was by far the most important factor in the remarkable increase in milk production in India. Milk production increased from about 20 million tonnes in 1950s, when India was an importer of milk and milk products to over 74 million tonnes in 1998-99, and became the largest producer of milk in the world then after. About nine million milk producers in India were affiliated to milk co-operatives and supplied milk through 70,000 village co-operatives. It is noteworthy that about 6000 village dairy co-operatives are co-operative societies in which only women are members. Over 300,000 women has been organised through these co-operatives. The dairy co-operative movement in India started in Gujarat it began with a modest attempt to organise twenty villages in Kheda district to produce and supply milk to the city of Bombay. It is also noteworthy that within the organised sector, the co-operatives has a dominant market share in urban milk supply in India, and has maintained it even in the face of competition from the private sector. The Dairy Development Department was established in Tamil Nadu during 1958. The milk procurement by the 17 District Unions of the Tamil Nadu Co-operative Milk Producers' Federation is on the increase with the daily procurement touching a record figure of 17.00 lakh litres per day. In this connection there are seven headings in introduction, review of literature, scope of study, objectives, methodology and analysis conclusion.

REVIEW OF LITERATURE

Shiyani (1993), carried studies in Saurashtra region of Gujarat on economics of dairy enterprise by different categories of farmers and compared result between members and non-members of co-operative. His result show that dairying was profitable for all classes of farmers and with cows as well as buffaloes and it provided substantial income to family labour. However the income was more from buffaloes compared to cows and land less and small holder farmers earned higher profit than medium and large farmers.

Kumar (1997), carry out an economic analysis of dairy production from different dairy animals in some district of Tamil Nadu. The result of the study are very different. The report states marginal profit INR 697 / year from local cow and high profit from cross breeds. Kumaravel (1998) in his study "Dairy Production from Different Dairy Animals" reported highest profit from buffaloes of crossbreeds and negative contribution from local market prices of milk and yield are the main factors for this variation.

Sikka et al., (2007) in there article "Rural Woman and Buffalo Rearing" analysed the active participation of buffalo farming community through technical interactions through local functionaries and is expected to provide a medium through which transfer of the technology efforts can be canalized. The primary goals for such offers would be to project buffalo keeper women from these units as leaders in adoption of improved technological practices and to influence the mindset of the popular at large, woman farmers as the technology carries would empower the transfer of technology process and can amply emphasize the necessities towards more profitable and desired gains.

Rangasamy and Dhaka (2007), in their article "Milk Procurement Cost for Co-operative and Private Dairy Plants in Tamil Nadu" in the analysis the per litre procurement cost of milk was higher in co-operative dairy plant than the private dairy plant and the same increased between fresh, transitory and lean seasons. It could be attributed to increase in the reception cost of milk and marginal increase in Transportation cost milk in the co-operative dairy plant.

SCOPE OF THE STUDY

The role of dairy farming in the livelihoods of the small and medium farmers in important in their production systems. The marketing of the dairy product is done through the co-operative societies in the rural areas. Therefore studies like this would throw light on the functioning of the societies and its problems and the problems faced by the dairy farmers while marketing their product. Which would be useful for the decision making authorities and the farmers.

OBJECTIVE

- To examine the dairy co-operatives in Tamilnadu.

METHODOLOGY

The secondary data have been collected from annual reports of other required the journals, unpublished dissertations and other publication from various institutions. Data from different websites have also been collected.

TABLE 1: PERFORMANCE OF CO-OPERATIVE SOCIETIES IN TAMIL NADU DURING 2010

S.NO.	ITEMS	ACHIEVEMENT 2009-10
1	Total number of functional Milk Producers' Co-operative Societies	8246
2	New Milk Producers' Co-operative Societies registered during 2009-10	206
3	Total number of Members in Milk Producers' Co-operative Societies (in lakhs)	22.29
4	Total No. of pouring members(in lakhs)	4.15
5	Milk Production by societies	26.34
6	No. of District Unions	17
7	State Level Federation	1
8	No. of Registered private dairies in the State	32
9	Milk Procurement by Unions	22.37
10	Milk Marketing in Chennai City	10.32
11	Milk Marketing in District Unions	9.83
12	Number of Union Dairies	15
13	No. of Federation Dairies	4
14	Handling Capacity of Union Dairies	19.42
15	Handling Capacity of Federation Dairies	10.00
16	Handling capacity of Registered Private dairies	47.64
17	Number of Chilling Centres	36
18	Handling Capacity of Chilling Centres	13.55
19	No. of Bulk Milk Cooler units	166
20	Handling capacity of Bulk Milk Cooler units	6.56
21	No. of rural milk collection routes	528
22	No. of milk distribution routes at District level	230
23	No. of milk distribution routes in Chennai Metro	107
24	No. of Powder Plants	4
25	Capacity of powder plants for drying milk	70 MT / day
26	No. of operational Automatic Vending Machine Units in Chennai metro	157

Source: www.tn.gov.in

Dairying, by playing a significant role in strengthening rural economy, has brought about socio-economic transformation in Tamil Nadu. Small farmers, marginal farmers and downtrodden constitute majority of milk producers. Dairying has vast potential to generate employment and has helped in poverty alleviation in the rural belt. Dairying provides definite and regular income and employment to millions of rural families throughout the year, especially to women thereby improving the quality of their life. The milk producers in the State in the Co-operative sector on an average get daily income of 396.20 lakhs for the milk they pour to the dairy societies which indicate the importance of this sector in the rural economy.

The advisory committee on Animal Husbandry and Dairying constituted by Union Planning Commission in its final reports submitted in January 2010 mentions "The potential for the growth of Animal Husbandry and Dairy Sector in Tamil Nadu is quite impressive, i.e. the dairy sector grew from 2.87 per cent of annual compounded growth to 5 to 6 per cent"

PRIMARY MILK CO-OPERATIVE SOCIETIES

In Tamilnadu they are 8246 Milk Producers' Societies including 1474 Milk Producers' Co-operatives exclusively for women and 62 Primary Milk Consumer Co-operative societies are functioning. During 2009-10, 206 societies were newly registered, including 66 milk Co-operative societies exclusively managed by women. Apart from this, 226 dormant societies were also revived.

For the benefit of the members, farmer induction programmes are conducted on modern animal husbandry practices for upgrading milch animals and their productivity. Since members of the milk producers' Co-operative societies are stakeholders, when the society earns profit, the member producers are paid dividend on share capital, patronage rebate and bonus for the services rendered by them to the society. This ploughing back of profit for the benefit of producers is unique in the dairy co-operative sector and this has created a close bond between the producers and the co-operative societies.

DISTRICT CO-OPERATIVE MILK PRODUCERS UNION LIMITED

17 District Co-operative Milk Producers' Unions are functioning covering all the districts of Tamil Nadu with primary milk co-operatives as affiliated members to the District Unions. The District Collectors are the Special Officers of the Unions.

TABLE 2: MILK PROCUREMENT BY DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS DURING 2010

Sl. No.	Name of the Union	2009-10 (In thousand litres per day)
1.	Kancheepuram-Tiruvallur	48
2.	Villupuram	158
3.	Vellore	280
4.	Dharmapuri	149
5.	Salem	437
6.	Erode	228
7.	Coimbatore	227
8.	The Nilgiris	21
9.	Madurai	208
10.	Dindigul	45
11.	Tiruchirapalli	282
12.	Thanjavur	30
13.	Pudukottai	13
14.	Sivagangai	30
15.	Virudhunagar	11
16.	Tirunelveli	64
17.	Kanyakumari	6
	Total	2237

Source: www.tn.gov.in

The main functions of these Unions are procurement of milk from primary societies by ensuring clean milk production, quality based milk cost payment, supply of input services, animal health coverage, development and supply of feed and fodder, implementation of State and Central Government schemes at District level, marketing of liquid milk locally and through metro dairies and conversion of surplus milk into traditional and value added products.

TAMIL NADU CO-OPERATIVE MILK PRODUCERS' FEDERATION

The Tamil Nadu Co-operative Milk Producers' Federation Limited, the Apex body of 17 District Co-operative Milk Producers' Unions, was established on 1st February of 1981. The Federation has 3 dairy plants in Chennai which collect milk from District Unions, process and pack in sachets and send for sale to consumers in and around Chennai City. The market shares of Dairy Co-operatives have increased considerably and aavin brand holds the major market share in Tamil Nadu. Ambathur product dairy is engaged in manufacturing of milk products.

TABLE 3: MILK SALES IN DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS AND CHENNAI METRO DURING 2010

Sl. No.	Name of the Union	2009-10 (In Thousand litres per day)
1.	Kancheepuram-Tiruvallur	1
2.	Villupuram	33
3.	Vellore	74
4.	Dharmapuri	17
5.	Salem	153
6.	Erode	70
7.	Coimbatore	168
8.	The Nilgiris	18
9.	Madurai	193
10.	Dindigul	13
11.	Tiruchirapalli	108
12.	Thanjavur	15
13.	Pudukottai	7
14.	Sivagangai	33
15.	Virudhunagar	5
16.	Tirunelveli	57
17.	Kanyakumari	18
	Total	983
18.	Chennai Metro Sales	1032
	Grand Total	2015

Source: www.tn.gov.in

CONCLUSION

The Milk Producers' Co-operative Societies are formed and functioning at village level. In these societies only the milk producers are enrolled as members. The animals owned by producer members are provided with animal health cover at the doorsteps of the members by the Veterinary Assistant Surgeons of the Veterinary Units, procurement teams and input wings. Breed improvement through artificial insemination is also carried out at a nominal rate. The milk procurement by the 17 District Unions of the Tamil Nadu Co-operative Milk Producers' Federation is on the increase with the daily procurement touching a record figure of 17.00 lakh litres per day.

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