



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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A STUDY ON DEVELOPMENT AND PROCESSING IN MYSORE MILK UNION LIMITED

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ABSTRACT

In this paper I have made a study on Mysore dairy regarding the routine work which is carried out by them. This helps the development of dairy industry and the farmers of the rural economy. So for this the information has been collected from the Mysore dairy, based on this the work in the dairy is carried out by stages from the entry of milk to the dairy to packing of products, for this I given importance to types of work carried out and the development of dairy industry in Mysore. This helps in better work to be carried for the milk and milk products for the welfare of the dairy development in Mysore.

KEYWORDS

Mysore Milk Union Limited, Procurement, Contamination, Management, Operation flood

INTRODUCTION

Dairying is often dynamic, challenging and rewarding. Dairying is the heart beat of the people which occupies an important portion for our life. Dairying is a total satisfaction and oldest activities designed to plan, price, promote and distribute want satisfying products the human wants and to achieve organizational objectives of the consumer.

In dairy planning strategies, we use procurement, distribution of animals and information to assess the situation. We have to select specific important dairying targets in the form of village segments. For each segment or subdivision of the market, we formulate a combination activities that are integrated into a single program me to reach a particular target.

OBJECTIVES OF THE STUDY

The study has been carried out in Mysore Milk Union Limited, Mysore (MYMUL). The study is concentrated on Mysore dairy, adopted supply and production strategy in the organization.

The main objectives are:

1. To understand the production and distribution of Mysore Milk Union Limited.
2. To make an analysis of the various activities adopted by MYMUL.
3. To evaluate the effectiveness of the work carried in MYMUL.

THE METHODOLOGY OF THE STUDY

An important criterion to validate any research study lies in the methodology adopted. To get relevant data with reasonable accuracy, it is essential to conduct a research study in an appropriate manner.

Primary data is collected by having discussions with marketing officers of Mysore dairy. And also primary data [first hand information] is collected from plant managers and other officers of the organization and consumers of milk products sold by Dairy.

The secondary data for the study has been collected by referring various files and records of Mysore dairy. And also some important journals and magazines and periodicals like Dairymen, Business India, Dairy Industry and Indian Dairymen.

STUDY AREA

Mysore Milk Union operates its activities in eleven taluks of Mysore and Chamarajanagar District namely Mysore, T. araspura, Nanjangud, H.D. Kote, Hunsuru, Priyapatna, K.R. Nagara, Chamarajanagar, Gundlupet, Kolegala, Yelandur. But before 1987 the Mysore Dairy operated with the jurisdiction over both Mysore and Mandya districts, with the exception of the Nagamangala & Maddur taluks of Mandya Districts.

SCOPE OF THE STUDY

The milk production in the country got a boost with the implementation of several program. In India, during fifties, the term began to attract in the interest market. In sixties, a variety of new products emerged by dairies. The unions at district level formed a Milk Producer's Co-operative at the state level. The Federation renders the necessary help to the unions and in turn to the Dairy Co-operative Societies (DCS) for production, processing and marketing of milk and milk products.

This study is concerned with Mysore Milk Union Limited, Mysore, since Mysore Dairy is the sole agency marketing dairy products in Mysore.

EVOLUTION OF INDIAN DAIRY INDUSTRY

Dairy farming is not new to India; it has been in operation along with crop farming from times immemorial. It started from the year 1913 but the first official move for organized dairying in the country was taken during the British regime when military dairy farms and creameries were established towards the end of the 19th century to meet the demands of the defense forces and their families.

Organized dairy industry on modern scientific lines began taking shape only after countries independence. In 1947, the first large milk bottling plant was established in Bombay in 1947 followed by a daily plant in Calcutta in 1950 in recent years. However India has made strides in developing its dairy industry with a establishment of some 106 liquid milk plants, 64 pilot milk schemes and 50 product factories. Another 60 plants are under the different stages of completion. The total installed capacity in the organized sector is about 100 lakh lts milk per day. Recently, the country's is implementing a massive dairy development with the assistance of World Food Program involving an outlay of Rs.116 crores. While another integrated dairy development program involving Rs.483 crores in the anvil.

The integral approach to dairying included the above elements was adopted by Kaira district co-operative milk producers union limited Anand popularly known as "Amul" which was set up in 1946. Both villages and district dairy co-operatives were owned and controlled by milk producers themselves. This integrated approach to co-operative dairying proved to be a great success with Amul and naturally was adopted by many other districts of Gujarat, this approach to dairying later comes to be known as Anand pattern of dairy co-operative.

TOTAL OUTLAY AND EXPENDITURE ON DAIRYING IN VARIOUS PLAN PERIODS

Plan periods	Approved	
	Outlay	Expenditure
First Five Year Plan (1951-52 to 1955-56)	78.10	77.80
Second Five Year Plan (1956-57 to 1960-61)	174.40	120.50
Third Five Year Plan (1961-62 to 1965-66)	360.80	336.00
Annual plans (1966-67 to 1968-69)	261.40	257.00
Fourth Five Year Plan (1969-70 to 1973-74)	1309.00	787.50
Fifth Five Year Plan (1974-75 to 1977-78)	NA	940.30
Sixth Five Year Plan (1980-81 to 1984-85)	4603.00	4362.90
Seventh Five Year Plan (1985-86 to 1989-90)	4934.70	4762.30

Source: Annual report of the Ministry of Agriculture, Department of Agriculture and Co-operation, Government of India and Planning Commission documents.

OPERATION FLOOD

One of the main aims of the dairy development program of Government of India is Flood with milk in India. One such program is "Operation Flood" designed by the National Dairy Development Board to create virtual flood of rurally produced milk in India. This has been in operation since July 1970. The first phase of the program ended in 1981, 1.5 million families were bound together in more than 12,000 co-operatives.

NATIONAL DAIRY DEVELOPMENT BOARD (NDDDB)

The National Dairy Development Board was set up in year 1965 to replicate the annual pattern co-operatives and make available multidisciplinary professional dairy expertise in the public and co-operative sectors.

It was in October 1964, on the occasion of the inauguration of the cattle feed plant at Kanjari, a unit of Kaira district co-operative, Late Sri Lal Bahadur Shastri, the former Prime Minister of India paid a visit to village milk co-operative society. Thus, the NDDDB was setup with its head quarters at Anand. Under the Ministry of Agriculture, Govt. of India, registered in September 1965 under the Societies Registration Act as a charitable trust. The DDC is a non profit making body.

The Gujarat government provided 25 acres of land for construction of the NDDDB offices. It received aid from UNICEF in the form of teaching aids and equipments, soon NDDDB decided to charge fee for its consultancy services which would cover the cost of providing each service.

INDIAN DAIRY CORPORATION (IDC)

The NDDDB designed the project Operation Flood in 1968 which was approved by the Govt. of India in 1969. However, it had been decided that as Charitable Trust NDDDB could not receive and sell the projects donated commodities. Therefore the govt. of India establishment a new company of its own under the Indian Companies Act, 1956, as Indian Dairy Corporation (IDC) under the control of the Department of Agriculture, Ministry of Agriculture and Irrigation. The IDC is responsible for receiving the project-donated commodities testing their quality, storing them, transferring them to user dairies and receives the dairies payments. The IDC was designed as the authority responsible for the implementations of operation flood.

'ANAND' PATTERN AND ITS SIGNIFICANCE FOR DAIRY DEVELOPMENT

One of the main aims of the dairy development policy of the Government of India is to "flood" India with milk. India ranks twentieth in production of milk, it is because of the vast majority of dairy farmers are rural based. The production of milk is not well marketed and it is dominated by sheer exploitation by middleman, buyers and distress sole by producers. Since returns from milk have been small, hardly any attention has been paid to increase the production of milk.

Impressed with the immense success of the Anand pattern in Gujarat, the Government of India setup the national dairy development board (NDDDB) to replicate dairy co-operative in the pace of the dairy development. NDDDB launched a project known as Operation Flood. The Government of India established the Indian Dairy Corporation (IDC) to analyze the finance for Operation Flood, NDDDB provides the technical expertise.

The essence of Anand pattern is that the milk producers own and run the dairy organization, performing all the functions of dairying. This however, did not find favor with vested interests. Consequently, the implementation of the Operation Flood faced many obstacles. The result of Operation Flood achieved so far, however have very clearly established that the 'Anand' pattern can be the only successful system for dairy development in India. With this realization Operation Flood phase is being implemented with new vigor.

MILK PRODUCTION IN INDIA

The bulk of the milk supply of the country is produced in rural areas. It has been estimated that only 4 percent of milk cows and less than 61 percent of mulch buffaloes are kept in towns and cities. U.P is the largest producer of milk followed by Punjab, Bihar, Andhra Pradesh and Rajasthan. M.P and Orissa account for very low production.

PRODUCTION OF MILK IN INDIA (000 TONS)

YEAR	COW MILK	BUFFALO MILK	GOAT MILK	TOTAL
1951	7,743	9,184	479	17,406
1956	8,180	10,976	561	19,717
1961	8,753	11,087	535	20,375
1966	6,918	11,879	571	19,368
1973-74	7,085	13,498	588	21,171
1989-90	14,895	22,325	1,488	51,408
1990-91	22,240	28,675	2,381	53,938
1996-97	27,679	34,903	2,707	65,289
1997-98	27,832	35,692	2,973	66,497
1998-99	31,546	40,122	3,032	74,700
1999-2000	33,046	41,622	3,432	78,100

Source: Economic & Commercial Geography of India, C.B. Mamoria (P. 108)

MILK PRODUCTION IN INDIA COMPARED TO OTHER DAIRY COUNTRIES

The average annual milk yield per animal in India is very low compared to other countries advanced in dairying such as Canada, Denmark, Japan, Netherlands, UK, USA, etc., This low yield is attributed mainly because of the local breed of milk animals and also the way in which they are maintained. The bulk of milk production in India is in the hands of millions of small producers scattered all over the country. To most of them it is a supplementary or complementary

enterprise. These rural producers are from low economic background and at times it becomes difficult for them to feed animals with proper feed in required quantity. The milked animals are mostly sent for grazing and in most of the cases, the animals are malnourished which leads to poor yield.

AVERAGE MILK PRODUCTION PER COW IN VARIOUS COUNTRIES

COUNTRY	MILK YIELD PER COW
Canada	2896 kg
Denmark	3946 kg
Japan	4284 kg
Netherlands	4207 kg
UK	3797 kg
USA	3767 kg

The poor milk yield of the Indian cow is the combined result of very low level of feeding, indifferent management and indiscriminate breeding. This is basically attributable to the Indian system of farming which has as its primary objective, the production of food and cash crops, the growing of fodder being hardly attended. To the inadequate quantity of feed available is mostly served to the bullocks while cows and female young stock are generally neglected. A cow is kept to procure milk as a produce and bullocks for the work of cultivation. India has world's largest cattle population, nearly 54 percent of the world's buffaloes and 20 percent of the world's cattle has been accounted in India of which more than 90 percent of the cattle population remains in villages. But unfortunately, India's contribution to world milk production is less than seven percent, the average annual production per cow being 175 kgs.

BRIEF HISTORY OF DAIRY DEVELOPMENT IN KARNATAKA

The primary objective of Dairy Development Program in this state has been to encourage the growth of the Dairy Industry in the rural areas and to supply wholesome genuine milk to cities and townships in the state.

In the first phase of the program, no specific provision was made for Dairy Development and thereafter when the recognition of the state occurred in 1956, added to the state, the milk supply scheme at Dharwad-Hubli and Kudige in Kodagu under the control of Animal Husbandry Department of this State. The Dharwad-Hubli region was earlier in Bombay Presidency area, which after 1956 was included in Mysore. Thus, the Dairy Development Program assumed little significance during the second phase of the program of the state. Thereafter, Bhadravati Milk Supply Scheme was initiated in 1960.

This amount was excluding the value of the UNICEF assistance received from the Bangalore Dairy Plant which had been organized as a separate state government until later on. Thereafter, four new milk supply scheme were sanctioned by the government for establishing the same at Mangalore, Belgaum, Gulbarga and Mysore. A Danish modern dairy farm, under Indo-Danish Co-operation was inaugurated at Hesaraghatta in July 1964 and the work was taken up as per the scheme and agreement with Danish Government. Few Holstein Freasion pedigree cows and bulls were received as gifts from Australia and were stationed at Hesaraghatta. During this time, the milk scheme was established at Davangere and it was handed over to Bhatthi Co-operative Union, Davangere to work in the co-operative sector for the state.

During the fourth phase program, efforts have been made towards the collection of milk from rural areas on the organized basis so as to ensure the supply of good quality genuine milk and milk products at a reasonable price to the consumer in the urban area in the state.

The outlay has been proposed for opening four rural dairy schemes in the states and they are proposed to be located at Bellary, Bijapur, Raichur and Hassan. As far as possible, these schemes will function through the milk supply unions and their affiliated milk producer's societies. Rs. 1 million has been proposed for the rural dairy extension scheme to be spent by the state government of milk production on co-operative lines in the milk shed areas of the state.

The Bangalore Dairy with the assistance of the UNICEF was inaugurated on January 1965, however due to inadequate and irregular supply of milk and inadequate unorganized marketing facilities. The dairy could not reach targeted 50,000 liter capacity per day until 1970. The efforts are under progress to increase the intake of milk at the Bangalore Dairy up to 1,00,000 liters of milk per day. The NDDDB established by the Govt. of India was delegated by the state government to examine the potential and the significant working of the Bangalore Dairy for future prospects and development by deputing a team of technicians and to submit the report to the government for immediate follow up.

MYSORE DAIRY-A BIRD'S EYE VIEW

Prior to 1964, dairying was only undertaken by the unorganized, private individuals in the district. In the early years, very few dairy farms were operated by private people with the encouragement of the rulers of Mysore, mainly for the purpose of supply of milk to the palace, later due to population growth in Mysore City new private dairy farms came into existence to cater to the needs of citizens of Mysore City for dairy products.

In order to popularize dairy farming in Mysore district, it was started in 1964 by the then State Govt. of Mysore to provide for supplementary income to the farmers and to supply quality milk to the urban consumers, in the beginning. The milk was sold in bulk to hotels and other food processing institutions and in later years it was chilled & sold to the city consumers.

In the year 1972 the old Mysore Dairy was modernized at a cost of Rs. 2.3 lack with a capacity million their modernized dairy provided the facility to supply pasteurized milk to the consumers at large. For the first time, the World Bank team visited India in 1974 for taking up feasibility study on dairy development programmer in Karnataka State. The main objective of their project was to bring about socio-economic reformation of the farmers in the rural area through dairying as a main subsidiary occupation to improve their living standards keeping there objectives in mind 450000 farmers families were proposed to be brought under the milk producer's co-operative societies to be established in the project area, over a period of 5 year from 1975 to 1980.

The target number of DCS to be established during their period was fixed at 1800. A separate corporation was established in the year 1975 for the implementation of their project namely, the Karnataka Dairy Development Corporation (KDDC) with its headquarters at Bangalore. For administrative convenience four zones were created in the project area with their headquarters at Mysore, Bangalore, Hassan and Tumkur. Mysore dairy was handed over the KDDC, the field activities were started in all there areas through freshly recruited and well trained staff at NDDDB, Anand in the year 1975. This team was known as the spearhead team for implementing the program.

The KDDC established under the Companies Act 1956 in the year 1974 was converted into Karnataka Cooperative Milk Producers Federation Limited (KMF) under the Cooperative Act in the year 1984 at the instance of NDDDB for taking up implementation of operation flood phase II from 1984. Automatically the ownership of Mysore dairy was handover to KMF from KDDC.

Later the Union was bifurcated into Mysore and Mandya District Cooperative Milk Producers Societies Union Ltd from 01-04-1987. Consequently to the bifurcation of Mysore District into Mysore and Chamarajanagar Districts, this Union is renamed as Mysore-Chamarajanagar District Coop Milk Producers Societies Union Ltd.

FUNCTIONS OF MILK DAIRY

The overall functioning of the dairy can be studied in many stages:

1. PROCUREMENT AND INPUT DEPARTMENT
2. PRODUCTION DEPARTMENT
3. PRODUCTS DEPARTMENT
4. PROCESSING DEPARTMENT

5. MARKETING DEPARTMENT
6. PURCHASE AND STORE DEPARTMENT
7. TRANSPORT DEPARTMENT

MILK PROCUREMENT AND INPUT DEPARTMENT

Particulars	No. of Centers
A. Dairy Co-operative societies supplying milk	78
B. Procurement routes	38
C. Chilling centers	03
D. Distribution covered (District)	02
E. Taluk covers	11
F. Number of Tankers	10

The Procurement and Input Department is concerned with collection of milk from various DCS. The Milk Producer's Co-operative Societies will receive milk from their member producer, grade it, assemble it and dispatch the entire quantities to the dairy within three hours. Each society is located in an appreciable commending village and its area of operation may be extended to one more satellite village within a radius of two three KMF.

The process of milk procurement in the society begins with each producers pouring the milk in the society is measuring set. Drawing of milk for samples in fat tested recorded the milk delivered, assembling milk of all the producers, testing the sample and recording the results, loading the milk into the tracks, supervising milk transportation and checking pilferage in transport process and collection of empty milk

PROCESSING DEPARTMENT

Processing department is a part of Production department. Here, the tankers are tested for freshness. After the milk is tested, it is weighed and samples are drawn for analysis where milk is tested (fat contents and SNF). This milk is stored in insulated stainless steel tanks. Milk is processed in closed system without exposing milk to the atmosphere or to human hands. Hence, the milk is protected from the contamination by external sources of bacteria and other contaminants.

The processing machinery should match the average milk produced and it should have handling capacity to capture a major share of the market. This arrangement can enable to dairy, assure it producers of good market and its consumers a regular supply of wholesome milk.

Milk is delivered to plant section from the co-operative societies in tankers on reception at the dairy; the tankers are placed on a platform and tested for freshness. After the milk is tested, it is weighted and samples are drawn for analysis where milk is graded. The milk is dumped in a tank and led to another tank as standardized. Here, the milk is standardized by removing excess fat content present, thereby rendering milk to 4.5 percent fat content of 8.5 percent SNF (Solid Not Fat). After standardized milk is chilled in the chillers, to check the growth of harmful micro-organisms. Next, milk is led to the raw milk storage, milk tank to arrange the uniform flow of milk to the pasteurized, where it is heated and then cooled through which is sent to the pasteurizes and the milk is heated and immediately cooled.

After pasteurization milk is kept in cold store and is packed in sachets and distributed when required.

PRODUCT DEPARTMENT

Product's department concerned with reception, storage maintenance of processed milk products which received from processing department.

MARKETING DEPARTMENT

Marketing is the process by which growing needs and expectations of customers are identified and satisfied with internal customer support, retain existing customers and get more new customers to finally realize organizational objectives and consumer delight.

Marketing department plays a vital role in determining the future ability of the company. Its main objective is to distribute goods from producers to the customers. This department is vested with responsibility of marketing milk and milk products under the corporate brand "NANDINI".

AREA OF OPERATION

The dairy authority principle is to market the product by eliminating middlemen. Therefore, the dairy authorities have developed certain agents with the sale purpose of distributing the products to the consumers, the contract vehicles for the transport of milk.

The route covered by each delivery, truck is planned in such a way that the time involved in the process in minimum "cash and carry" system has been followed by the Mysore dairy in marketing. The products up to 1980, the dairy was marketing milk in half liter bottle and now all the dairies in Karnataka have switched over to the plastic sachet system.

The major portion of milk is comprised of household buyers. There are few institutional buyers like factories, hostels, hospitals, etc., There are 31 parlors and 370 agents in city and there are 23 parlors and 257 agents in rural area where the dairy products are sold in the brand name of "Nandini".

GENERAL INFORMATION

1.	No. of Districts covered	2
2.	No. of Taluks covered	11
3.	Total villages covered	1994
4.	No. of DCS functioning	883
5.	Total members enrolled	223551
6.	Women	69532
7.	S.C.	27824
8.	S.T.	6362
9.	Small Farmers	93590
10.	Marginal Farmers	58105
11.	Landlines Labours	30659
12.	Other	32197
13.	Milk Routes	44
14.	Bulk Milk Coolers	27
15.	Automatic Milk collection units	137
16.	E.M.T.	250
17.	Milking Machine	15

18	No. of Employees in the Union	388
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MARKETING ACTIVITIES

Particulars	City	Rural
No. of Distribution routes	24	10
No. of Agents	370	257
No. of Milk Parlors	31	23
No. of Sales Depot	0	4

YEAR WISE SALE OF MILK

Year	Milk in lakhs / kgs
2002-03	93415
2003-04	99398
2004-05	106015
2005-06	110764
2006-07	120536
2007-08	138697

FUNCTIONS

- Planning the marketing programs:** Marketing department in MYMUL will also plan the marketing programs apart from the KMF to market in and around Mysore i.e., in its area of operation.
- Analyze the marketing opportunities and fixing the target:** Marketing department will analyze the marketing opportunities by making the surveys and fixes the target on the basis of consumption pattern.
- Developing marketing strategies:** Marketing department will develop the new marketing strategies in order to increase the sales.
- To connect the consumer with the products:** Marketing department will ensure that, the products produced by the dairy will reach the end user in time.
- To deliver the goods to agents and get cash receipts from beginning to last point as per MIS route sheet:** The salesman of the marketing department will go along with the supply vehicle and deliver the goods to the agents and get the cash receipts from the agents.
- Collects indents from the agents for the next day:** Salesman of marketing department will collect the indents from the agent for the next day.
- Sending the production budget i.e., the quantity to be produced:** Marketing department will prepare the budget i.e., how much products to be produced for the next day, they will prepare it on the basis of indents they had collected from the agents.

PARAMETERS FOR THE TARGET

Local demand
Last year actual sales
Present sales
Future development

OBJECTIVES OF MARKETING DEPARTMENT

- ✓ To increase the market share of 'NANDINI' milk.
- ✓ To increase the average sales in milk and milk products.

To deliver its products to the right place and at the right time

The following table indicates the comparison of year wise sales of milk from 2002-2003 to 2007-08. The performance of the union can be well appreciated, if we have the knowledge of its strength, weakness, threats and opportunities.

ORGANIZATIONAL STRUCTURE OF MYSORE DAIRY

Mysore dairy organization is made up of people. Organization structure plays an important role in reaching goal cooperation between the various departments in organization plays a vital role in smooth flow of work. The organization structure must be in planned manner for not giving scope for future. Mysore dairy carries on its day affairs with various departments and its total workers are 317.

The fact that organizations are also designed around other factors, besides people, such as markets, products, process or regions and complexity to the organizing of the people that manage and staff all those other resources and functions.

FINDINGS

MYMUL is serving the rural region and helping for their upliftment, by way of procuring milk through poor farmers through its formed societies and paying them fair returns. It is contributing for economic upliftment of farmers.

- MYMUL even gives more important towards animal health care, artificial insemination, cattle feed and fodder development (supplier relationship).
- MYMUL is serving the society and its customers by providing better supply chain strategy.
- The presence of large buyers will create an incentive for suppliers to develop technologies yielding greater economies of scale. Such technologies further improve input prices for the largest buyers and damage them for the smallest buyers.
- It can be seen that sales network of Nandini milk is easily accessible.
- MYMUL is equipped with fully automated systems which ensure total quality maintenance.
- It sells its products under the brand name 'Nandini' which has got more consumer preferences and loyalty due to its quality products.
- Marketing department of MYMUL plays a very important role in increasing the sales through promotional activities like supplying milk in time to the consumers.
- MYMUL is also under the process of computerizing whole organization within the short span of time.
- MYMUL is providing remunerative market for the milk produced by the rural farmers throughout the year irrespective of the quantity supplied by them.
- MYMUL is supplying balanced Cattle Feed to the farmers of the Coop Societies at subsidized rates.
- There are effective supervision / extension services through field executives of the Union.

SUGGESTIONS

- MYMUL should give more importance for their interiors and interior design for the departments and make it more attractive.
- MYMUL can increase its sales and earn more profit by increasing its sales points and starting parlors in colleges, market places and in such other public places.

- Information Technology has evolved from a mere transaction processing tool to its present role as an effective aid to decision making. MYMUL should develop IT in Supply Chain Management.
- MYMUL can update its Supply Chain Management Software.
- MYMUL can adopt E-Commerce to its organization, because e-commerce applications manage all the order processing activities for an online store.

CONCLUSION

Today, firms compete not only on their end-products or services of dairy. They have discovered that they can come out with differentiated product offerings and offer better value to their customers, only when they make improvements in all the supply chain processes.

MYMUL, which refers to Mysore Milk Union Limited, is playing a vital role in serving the rural class and contributing for the economic upliftment of farmers. It is helping the farmers by giving them all facilities to rear their cattle by supplying fodder and feed, improving the breed by artificial insemination with the of their veterinary services.

MYMUL is not only helping the rural society but it is also catering the urban region by providing its products to all ages supplying milk to took and corner of Mysore and Chamarajanagar district. Mysore dairy has gained more number of customers in urban area as well as rural areas. The daily sales has increased day-by-day from past 2 years.

It concludes by exploring the drivers of the growth of supply chain management and the objectives of MYMUL by adopting supply chain management practices.

MEASURES FOR IMPROVEMENT

The most urgent need is therefore, stabilizing the number of breed able females which hold the key to increased milk production by way of controlling the total number of useful cow-buffalo population.

Superior quality of fodder is to be provided to the milk cattle at reasonable prices. The successful development of dairy industry depends upon the establishment of close link between the rural producers of milk and urban customers of milk in a centrally organized system of procurement, processing and distribution. It is necessary to find out the ways to assist the primary producers in

- (a) Prevention of premature death/incapacitation of their bull stock through efficient health services.
- (b) Timely breeding of animals through a network of artificial insemination centers.
- (c) Ensuring with milk yield through cross breeding/use of superior bulls.
- (d) Supply of and fodder seeds at fair price.
- (e) Bringing know-how at farmers' doors through an extension service.

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