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A STUDY ON CONSUMER'S CO-OPERATIVE SOCIETIES AND ITS MOVEMENT IN INDIA**A.NALINI****GUEST LECTURER****P.G. & RESEARCH DEPARTMENT OF COMMERCE****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****DR. P. ASOKAN****ASSOCIATE PROFESSOR****P.G. & RESEARCH DEPARTMENT OF COMMERCE****THIRU.VI.KA. GOVERNMENT ARTS COLLEGE****TIRUVARUR****ABSTRACT**

Consumer co-operatives are more widely found in advanced countries, although their role in developing countries is more widespread and compelling. The consumer co-operative movement began in India in the year 1904. But the movement did not amount to much till the beginning of the First World War, and then it began to develop gradually. These societies formed by ordinary people obtaining essential commodities or day to day requirements of goods at cheaper prices for this purpose, consumer co-operative stores are organized by such societies these societies make their purchases in bulk from wholesalers at wholesale rate and sell the goods to members and non-members at market prices. The vision for the second century is to withstand the challenges of competitive business environment where excellence, efficiency and high productivity parameters will be given priority.

KEYWORDS

consumer co-operatives, business environment.

INTRODUCTION

The consumer co-operative movement started with the foundation of the Rockdale model in the first half of the nineteenth century in Britain. Later, it spread to other parts of the world to meet the challenges posed by technical changes and changes in the social policy. Consumer co-operatives are more widely found in advanced countries, although their role in developing countries is more widespread and compelling. The term consumer co-operative society refers to the economic institution, which is set up by the consumers themselves on a co-operative basis to protect their collective interests.

OBJECTIVES

The societies, irrespective of the country in which they function, operate with the following objectives:

- The most important objective of consumer co-operatives is to supply goods to consumers at reasonable prices.
- While purchasing any commodity, the rational consumer considers only two aspects, namely, the price and the quality.
- Retail traders try to maximize their sales without affecting their profit margin.
- Unscrupulous retail traders, wishing to maximize their profits at any cost, might offer adulterated goods to consumers.
- The broader objective of consumer co-operative societies is to eliminate the dishonest intermediaries in trade whose action benefit neither the producers nor the consumers.

CONDITIONS FOR SUCCESS OF CONSUMERS' CO-OPERATIVES

(i) Consumers' Involvement (ii) Size (iii) Location (iv) Purchasing Policy (v) Amalgamation (vi) Constant Supply (vii) Financial Strength (viii) Sales Policy.

CONSUMER'S CO-OPERATIVE MOVEMENT IN INDIA

The consumer co-operative movement began in India in the year 1904. But the movement did not amount to much till the beginning of the First World War, and then it began to develop gradually. The Second World War was mainly responsible for the momentum gained by the movement. When our country became independent, the Government took keen interest in popularizing the movement among the masses.

There is a great need for the development of customer co-operatives in India because of the following reasons. (i) The consumers in India are not organized as a class. (ii) There is great exploitation of consumers by retail traders in so far as price, quality, weight, etc. are concerned. (iii) Retail trade is conducted on a non institutional basis. (iv) There is shortage of essential consumer goods because of the increased demand consequent on the increase in population. (v) The supply of goods in the agricultural sector has not expanded at a rapid rate because agriculture continues to depend heavily on rainfall. The supply of industrial goods is not large enough as a result of the scarcity of capital. (vi) Quite often, retailers and wholesalers in India create an artificial scarcity of essential goods (vii) India does not have enough foreign exchange reserves to import foodstuffs and other essential commodities, and that is why their prices are high.

These societies formed by ordinary people obtaining essential commodities or day to day requirements of goods at cheaper prices for this purpose, consumer co-operative stores are organized by such societies these societies make their purchases in bulk from wholesalers at wholesale rate and sell the goods to members and non-members at market prices. The difference is represented by surplus which's distributed among the purchasing members in the form of bonus in the purchases. It is the oldest form of co-operative organization.

OBJECTIVES AND AIMS

- To strengthened the bargaining capacity of the members
- To secure the members, a better price for their products
- To eliminate middlemen
- To provide finance facilities to its members
- To stabilize the prices
- To develop fair-trading practices
- To provided the facility of grading and transportation
- To act as an agent between government and producers or members for procurement and implementation of price support policy
- To provide economic interest of its members
- To promote encouraging self help and thrift among members
- To act as a distribute centers for agricultural requisites.

CAUSES FOR POOR PERFORMANCE

(i) Poor result of official initiative (ii) Target Hunting (iii) Unplanned setup (iv) No integration of tiers (v) Weak organizational structure (vi) Competition from credit societies (vii) Poor Management (viii) Mal practices (ix) Unregulated Markets (x) Lack of supervision and audit (xi) Purchase through private person or traders.

SUGGESTIONS

- The promoters must thoroughly understand the principles and methods of consumer co-operation.
- The promoters should work out a detailed plan for setting up the store, taking into consideration the resources available and the local needs.
- To arrange adequate financial resources.
- To give suitable accommodation facilities.
- To supervise the members and working staff.

INDUSTRIAL CO-OPERATIVES

An Industrial co-operative is an undertaking of draft man or skilled workers engaged in the cottage or small scale industries to undertake production, purchase and supplied of raw materials, Marketing of products and supplying other services to the members.

OBJECTIVES**SOCIAL OBJECTIVES**

- (i) Safeguarding of the interest of the poorer sections against exploitative trends.
- (ii) Disposal of wealth from rich to poor.

ECONOMICAL OBJECTIVES

- (i) To Create employment opportunities
- (ii) To provide machines and raw materials
- (iii) To increase in production.

ADVANTAGES

- It helps the workers to purchase raw materials, equipments and tools at cheaper rates.
- It help to the workers in marketing their products
- It provides the necessary mutual help and production for the members and both industries
- It increases the income of the members.

PROBLEMS OF INDUSTRIAL CO-OPERATIVES

(i) Poor result of official initiative (ii) Target Hunting (iii) Unplanned setup (iv) No integration of tiers (v) Weak organizational structure (vi) Competition from credit societies (vii) Poor Management (viii) Mal practices (ix) Lack of supervision and audit(x) Unregulated Markets.

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- To give suitable accommodation facilities
- To supervise the members and working staff.

CONCLUSION

The Cooperatives in the 21st Century must remain on vanguard in providing the required lead to the millions of our producers. This calls for well managed efficient cooperative sector and to keep them away from the fears to draconian laws and unwanted interference. The vision for the second century is to withstand the challenges of competitive business environment where excellence, efficiency and high productivity parameters will be given priority.

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