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CHAPTER : I

INTRODUCTION

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CHAPTER : IINTRODUCTION

An activity of milk selling has a background in the traditional Indian setting. In a traditional sense, milk selling is the job of people known as 'Gawali' in many parts of urban and rural India. That is the reason, that, in many cities and towns the localities of those milk-men are found. Generally, in villages, milk is sold by the agricultural families who possess cattle but not as a business. But in Kolhapur district it is seen that the milk-men, who have come up, many of them do not have a background of such caste, occupation in their families. A green revolution has taken place in south-western Maharashtra. As a result a number of dairy development institutions are set up, for example, National Dairy Development Board (NDDB) in 1965, The Warana Dairy in 1967, The Indian Dairy Corporation (IDC) in 1970 and a number of dairy co-operatives in south-western Maharashtra.

The demand of milk is increasing day by day due to the growing market to milk and its number of products. In order to fulfill this demand, it has

inducted many people towards a job of milk-selling. Therefore, it appears that the job of milk-selling has not been so longer limited to the Gawali community, at least in Kolhapur district. It is in this background the concerned investigator has undertaken a study on newly emerged class of milk-men.

A few studies are available on dairy developing in India. B.S. Baviskar (1988), A.S. Patel (1988), D.P. Apate (1988) and Shanti George (1988) have studied on dairy co-operatives in Gujarat. Bedi (1987) has investigated the dairy development from the marketing view point. Philip Salzman (1988) has undertaken a study especially on dairymen. He has illustrated how the harding cast groups shifted from subsistence to market-oriented dairying in Surat city. What Slazman observed was that, during the recent decades, the two Bharawad groups, traditionally, known as the pastoral castes revised their adaptive strategies. With a view to making a better living, the Bharawads transformed their life from nomadic to sedentary residence pattern and from subsistence to market dairying. They voluntarily changed in response to the possibilities of milk demand in the urban setting and that too without any guidance

or assistance from outside. But the transformation among the Umarpada Bharawad was initiated by the agents of the Surat District Co-operative Milk Producers' Union. As a result, the livelihood of Bharawads has improved and they have the comforts of material possession.

But this study on milk-men is a different case from the pastoral Bharawad. For the present study, the research design is formulated as under :

THE OBJECTIVES OF THE STUDY :

The general objective of the study is to explain the growing number of milk-men from different caste-groups, irrespective of their educational levels. And the specific objectives are laid down as under :

- 1 To identify the milk-men by variables such as age, sex, marital status, caste, religion and educational level.
- 2 To examine the ^{fact} entry into the job of milk-selling.
- 3 To classify the categories of milk-men i.e. their belongingness to land-holding families, milch cattle rearing households and adopting as a source of self-employment.

- 4 To examine the relations of the milk-men with the milk-producers and the customers as well.
- 5 To examine the impact on milk-men and their families' economic and social life.
- 6 To examine the scope in the job of milk selling not only in their life time but also its continuity in their families.

THE HYPOTHESES :

For this study, the following hypotheses are formulated :

- 1 The growing market of milk has encouraged many people to do the job of milk selling.
- 2 A number of financing sources have motivated the persons towards starting the milk selling activity.
- 3 Own milch cattle inspired the persons towards the adoption of milk selling job.
- 4 Milk selling activity adopted by others has been perceived by some persons as a source of self-employment.

5 In some cases, a traditional background of milk selling job has caused to continue the activity.

6 Experience in dairy cooperatives caused to be helpful to some, to adopt the job of milk selling.

THE UNIVERSE AND THE SELECTION

OF THE RESPONDENTS :

A milk selling activity has a background in the traditional India setting, but a green revolution has brought about a change in it. The south-western Maharashtra is known for its 'green' and 'white' revolutions. Many persons have been attracted towards the job of milk-selling. For the convenience of the study purpose, as many as 94 persons have been selected at random as respondents engaged in the job of milk selling. All the selected respondents were from the seven villages of Kolhapur district. Their village-wise break-up is given below :

TABLE NO. : I - 1VILLAGE-WISE DISTRIBUTION OF THE RESPONDENTS

Sr.No.	Villages	No. of Respondents
1	Rui	27
2	Valivade	20
3	Harle	13
4	Shiroli	12
5	Halondi	08
6	Mangao	07
7	Rukadi	07
	Total	<u>94</u>

THE COLLECTION OF DATA :

For the collection of data the Interview schedule was prepared for interviewing the proposed respondents engaged in milk-selling activity. The Interview Schedule consisted of eight sections viz.

- i) the profile of the milk-men,
- ii) the encouraging factors for the activity,
- iii) the background factors of the milk-men,
- iv) the milk collection activity,
- v) the service to the customers,
- vi) the impact on the socio-economic conditions of the respondents' family,
- vii) the security measures for the continuity of job and
- viii) the problems faced by the milk-men.

For the details of the question items, the Interview Schedule can be seen in Appendix-I in this copy of the dissertation.

The data were collected from the respondents by the investigator himself. The investigator himself was doing the job of milk-selling. So in many respondents it was easy to contact the respondents for the interview purpose. Every possible efforts were made to get the necessary information from the respondents. The interviews were conducted during the months of May and June, 1990.

The respondents were available from 12.00 noon to 7.00 p.m. everyday. The investigator conducted the respondents either in their respective villages anywhere or at their home place. The respondents were responsive. However, some of the respondents were not frank in the matters of their income and the adulteration in milk. Thus the difficulties could not be avoided in getting information in these matters.

The data processing have been manually done and, therefore, the investigator had certain limitations for sharp analysis.
