

CHAPTER-I

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1.1 INTRODUCTION :

Co-operatives in different forms have been influencing the social and economic life of the rural population in India since Independence. The modern co-operative movement was formally introduced in India in 1904 with the promulgation of the Indian Co-operative Societies Act. In the beginning, co-operatives confined their activities to providing cheap credit to farmers. Gradually, and particularly after Independence, co-operative activity was extended to other spheres such as banking, marketing and processing. Co-operation soon became one of the instruments of rural development. Successive Five Year Plans have emphasized the importance of co-operation in the field of agricultural development and assigned an important role to co-operatives for implementing development programmes in rural areas.¹

Co-operatives have been expected to achieve a number of economic and social goals. In addition to increasing production and mobilizing underutilized resources, they have also been expected to increase social justice and equality of opportunity, to reinforce social solidarity, and to rebuild communities supposedly fragmented by the impact of colonial regims, market expansion, and new technologies.² It is seen that since co-operation as an instrument of rural development has been accepted by the Government, the co-operative philosophy and formulations have been rooted in India and the socio-economic atmosphere of the country has been pervaded by various types of co-operatives and co-operative type of activities carried out by them.

Milk co-operatives are one of these co-operative ventures which have gained importance in the rural life in India. Indian farmer has been rearing milch animals along with cultivation of crops since traditional times. The milch animal, cattle and buffellow were kept to gratify two twin requirements of the farmer. One the domestic milk consumption and the other draft animals. In the past there was no milk market as such. During recent years great emphasis has been laid on dairy development with the coming up of the milk market as such. It is observed that dairy industry in India has developed on lines somewhat different from that in other advanced countries. On account of the increasing pressure on land, the small size and continued fragmentation of agricultural holdings there are no medium or privately owned dairy farms. Stray efforts by some manufactures of dairy products to set up such farms did not succeed and they have also come to depend mainly milk collected from small producers in the rural areas either by their agents or by the co-operatives.³ Due to the absence of a system of dairying based on commercial rural milk production, collection, bulk transportation, processing and marketing of milk and milk products to meet the demand of the growing urban population, the gap between demand and supply in cities continued to grow and acute shortage was felt in many areas. Private vendors took full advantage of such shshortages by large scale adulteration of milk and also charged high prices for poor quality milk. On account of the general exploitation by the private vendors and as a measure for counter-acting these acute shortages a few co-operative milk supply societies were started during the second and third decades of this century but these societies were invariably consumer oriented and they did not try to organize the

producer or provide facilities and inputs for increasing milk production.

The first dairy co-operative society was registered in 1913 at Allahabad in Uttar Pradesh and was called "Katra Co-operative Dairy Society". Soon, thereafter, a number of dairy co-operative societies were registered at Baroda, Belgaum, Dhulia, Bhagalpur, Hubli, Bagalkot, Calcutta and at many other places.

These were however, small societies mainly formed with a view to meet the consumer demand for milk from people residing in a specified area in which the society was operating. Between World War I and World War II a number of co-operative milk supply unions were registered in different States. During the Second World War the increased demand for milk and milk products from the army and acute shortage of milk in various urban areas gave a new push to the organization of milk co-operatives and a number of milk supply societies were registered in different parts of the country, particularly in the then Bombay and Madras States which included parts of the present States of Gujarat and Andhra Pradesh. Most of the societies however, continued to be consumer oriented.

The Kaira District Co-operative Milk Producers Union at Anand (Amul) was formed in 1946, and constituted an important landmark in the development of the Co-operative Movement in Dairy sector as this was the first Producer Oriented Dairy Co-operative formed in India. Around this time the Government of India also decided to make arrangements for the supply of hygienic milk to Bombay City and this resulted in organised collection of rural milk production in Kaira District

and its bulk transport by rail to Bombay for distribution.⁴

The successful dairy co-operatives centred in Anand town in Gujarat are known throughout the world, and there are many efforts to replicate them in other regions and countries.⁵ In 1964, the Prime Minister, Lal Bahadur Shastri, visited Anand and was so impressed by the co-operative that he suggested its replication in other parts of the country. For this purpose the Government of India set-up the National Dairy Development Board (NDDB) in 1965.⁶

The real impetus to replicate the Anand pattern co-operatives came in 1970 with the launching of the dairy development programme known as Operation Flood.

The launching in 1970 of Operation Flood, a major programme of dairy development, appears to be one of the most promising events in the field of rural development in recent years.⁷ It is claimed by the promoters of the programme and generally accepted, that the new 'white revolution', unlike the 'green' one, has improved the lot of the poor and reduced economic disparities in rural areas. Milk production has of course been an integral part of the traditional rural economy in India.⁸

The Anand Pattern of dairy co-operatives has been followed by the promoters of 'white revolution' and the organization of the milk production, procurement, processing and marketing as an integrated activity on the Anand Pattern in Maharashtra along with other States in the country. This has made possible for the poor section of the rural

areas in Maharashtra to develop their own milk co-operatives at the village level and to try for unlifting their economic and social standing.

Table No. 1

Milk Co-operatives in Maharashtra :	13294
Milk collected in liters per day :	25 lakhs liters ¹
Milk co-operatives in Kolhapur District :	1114
Milk collected in liters per day :	2 lakhs 47 thousand ²

Source : 1. Maharashtra, 1992.

2. Government of Maharashtra Publication, 1989.

The above table shows that there are dairy co-operatives in the Kolhapur district and almost every village has a Milk co-operative as an economic institution serving social cause.

It should be noted that the development of milk co-operatives in the district have been motivated by the Amrut Milk Co-operative Society, Amrutnagar (Warananagar) and 'Gokul', milk co-operative society at M.I.D.C., Kolhapur. These two district level milk producers societies have developed a network for the production, procurement, processing and marketing of milk. The development of dairy co-operatives on the Anand pattern is for the land poor and landless. It takes the household with a small number of milch animal as the unit of production, which is the traditional mode of production.

The above discussion about the development of milk co-operatives in the country and particularly in the State of Maharashtra and in Kolhapur district leads us to discuss another important issue regarding the maintenance of milch animals and production of milk.

It has been observed that rural woman performs a large part of the work related to the maintenance of milch animals, milk production and processing. Woman's labour inputs for milch animals maintenance and dairy production vary according to landholding and livestock holding classes.

1.2 PROBLEM :

For rural women, dairying is an additional job which is taken along with other wage and non-wage work. Most dairy related jobs such as cutting and fetching grass and fodder, bathing the buffaloes, cleaning cattlesheds, milking, pouring milk at the co-operatives or other collection centres are all labour intensive activities that are performed by women in landless and small peasant households. In medium farmer households, women are engaged in dairy related work such as feeding and milking which is confined to the house, while outside jobs are carried out by hired labour. In rich farmer households, the role of women in livestock maintenance and dairy production ^{is} mainly supervisory.

On the question of access to milk products across class, gender is the line of differentiation women and female childrens are always relatively deprived even within households where there is a higher incidence of milk consumption. This is more or less all-India picture with some local variations. The income from dairying rarely reaches the women directly. Men, as head of the household, market the milk and collect the income. In various cases, men's role is limited to marketing.

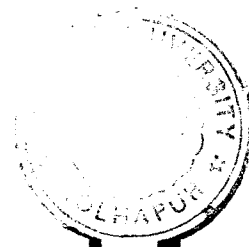
In the co-operatives which have been built-up since 1970 under the Anand pattern, membership is given to "farmers" who own buffaloes. This is almost the male farmer. Ownership of productive assets such as land and cattle is generally in the hands of men. Hence, women rarely own the cattle they look after and maintain. Since membership is generally restricted under the Anand pattern to one per household and to owners of dairy cattle, women constitute a very minute percentage of the total membership.⁹

The above discussion leads us to undertake the present study of the impact of a milk co-operative on the life of rural women in a Maharashtra village.

1.3 OBJECTIVES OF THE STUDY :

This study has two major objectives. First, it attempts to explain the working of a milk co-operative under Anand pattern in a Maharashtra village. The organization of a milk co-operative, how the production of milk is being promoted by the society and how procurement, and marketing of the milk is done at the village level.

Secondly, how the milk co-operative has influenced the women engaged in dairy work as an integral part of their work. Whether the women folk is able to have control over the milk produced and the income gained from its selling to the society. Is there any shift from traditional role of a woman in the family to a developed one due to her involvement in dairy activity ? Is there any attitudinal change among family members regarding the role of women in dairy activity fetching more income to the family ?



There are the major objectives of the present study.

1.4 HYPOTHESIS :

Keeping in view the objectives of this study, the following hypotheses were formed in order to test in the field.

Development of milk co-operatives on the Anand pattern offers a considerable scope for improving economic and social conditions of the milk producers especially the women folk coming from small farmers families in the rural areas. The women engaged in dairy activity have improved their social and economic conditions through milk co-operative in the village.

1.5 AREA OF THE STUDY :

This study has been conducted in a mult caste village near Kolhapur. The selection of this village is made on two important considerations. One, it is a mult caste village and second, it is accessible for field work and extensive study as it is close to Kolhapur.

There are three milk co-operatives in the village covering a population of about 600 milk producers - who have been also the members of these milk co-operatives.

For the present study we have selected the Union Milk Producers Co-operative Society, because it is the only society which has been registered for landless scheduled castes and other backward castes of the vilage. It is the society covering the hitherto backward sections of the society.

The milk co-operative under study was registered on 14-6-1979 and is having 105 as its producer members. However, about 250 milk producers sell their milk to this dairy and the financial help along with the subsidy for to purchase the better breed buffelows and cattles has been provided to 65 persons coming from the economic and social backward classes.

This dairy has been known to give maximum price to milk supplied and its financial set-up is reliable according to the share holders and milk suppliers opinion.

1.6 DEFINITION OF VARIABLES :

For the present investigation we have concentrated on the following variablws.

Age -

Family is taken as the unit of participation in the agricultural and other economic and social activities in the village.

Family -

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Family is classified into nuclear and joint on the basis of its composition.

A nuclear family consists of husband, wife and their unmarried children, if any.

Two or more nuclear families living in the same household sharing the same kitchen constituted a joint or extended family.

Land holding -

It is measured by the number of acres actually cultivated by the respondents family.

Milch Animal -

Cattle and she buffaleo producing milk.

Breed -

The genital quality of the milch animal.

Family income -

The income from agricultural and other sources plus income from milk production is taken into consideration while deciding the total family income.

Occupation -

Agriculture is the main occupation while service in the factory, government office, school and at other places is considered as non-agricultural occupations. Any other occupation than those mentioned above are also categorised in the non-agricultural occupation.

Education -

Educational level of the respondent was measured by the actual grade or actual number of years sent in the school and the certificate or degree obtained by them.

Crops -

Crops are divided into two classes one, staple crops which include Jawar, Rice, Pulses, Wheat and Vegetables and other, commercial crops which include sugarcane, soyabeen, cotton and other.



With The Respondents



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Activities supporting to agriculture -

Those activities like helping at the time of harvest, storing and cleaning of the produce, supply of meals and snacks and tea at the field are taken as supporting activities.

Dairy work -

Cutting of grass, watering of milch animals, milking animals and cleaning of the cattle yard, taking milk to dairy are included as activities concerned with dairy work.

Household work -

It includes cooking, cleaning the house and court hard, fetching water, cleaning utensils washing of cloths, looking at the younger ones and old ones are included as household duties.

Leisure Time Activity -

It includes weaving, threading, reading, ironing, gossiping and watching T.V. and listening radio.

The above mentioned variables are some of the important variables used in the present study.

1.7 DATA COLLECTION :

Data were collected through interview and field observation methods. A first hand observation of the milk producers, especially women at milk producing work was done by visiting the village.

The intensive study of milk producer women was done with an exhaustive interview schedule. All the members of the Union milk co-operative was taken into consideration. The number of women share holder is 21 and the number of male share holders is 84. Though

the majority of the shareholders are heads of the families, the intensive interviews were taken of the head of the family wife, a head woman in the family.

The interview schedule was designed to collect information and data pertaining to the nature and size of the family, its land holding and other economic details, educational and occupational status of the members of the family, number of milch animals and the income from milk provided to the co-operative, nature of work of a woman member in the family, her involvement in decision making and her control over the income and expenditure, her household and leisure time activities, her political knowledge and attitudes of other members towards the lady engaged in dairy work.

The data collection was done during 1992 December to November, 1993 with frequent visits to the village. The members were co-operative and could allow to collect information in detail regarding dairy activities and also regarding their personal life activities.

1.8 PLAN OF THE REPORT :

Chapter-I introduces the problem, objectives and hypotheses and the methodology used for the collection of data for the present study.

Chapter-II is devoted to present the review of the existing literature on the problem concerned.

Chapter-III is concerned with the socio-economic and demographic features of the respondents and their family members and general information regarding them.

CHAPTER IV: is devoted to the explanation of milk production and live stock position in regard with the respondents.

CHAPTER V: is concerned with the impact of milk co-operative on social and economic conditions of the milk producer women respondents and concludes the analysis.

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