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C H A P T E R I I I

HISTORICAL BACKGROUND OF THE ORGANISATION

An accelerated growth in agricultural production has been one of the principal aims of the Government from the beginning of the first plan. It has assumed an added urgency in recent years in view of the increasing pressure of population on land and the heavy cost of importing commodities, particularly foodgrains. In India, agriculture accounts for the largest proportion of national income. Naturally it is necessary that there should be a rapid increase in agricultural production. For these purpose farmers in our country must be provided with improved seeds, fertilizers, chemicals, technology, knowledge etc. It is observed that inspite of best attempts made by the Government from the period of the first plan, majority of farmers in our country are not taking benefits of the various facilities provided by the Government, Semi-Government and private agencies to modernise their agriculture methods and to help the Government to increase agricultural production.

With a view to help the farmers in modernising their traditional methods and to store and market their agriculture produce, the first cooperative Society of B.Sc.Agriculture graduates was set up in Sangli in the year 1972, named "Sheti Padvidhar Krishi Udhog Vikas Sahakari Sanstha Ltd.Sangli. Taking the inspiration of this Cooperative organisation the B.Sc.(Agri)degree holders got together in Kolhapur district, and they established the cooperative organisation named as, " Sheti Padvidhar Krishi Udhog Vikas Sahakari Sanstha Ltd.Kolhapur on 16th January 1973. Their marketing activity covers the whole Kolhapur district. The organisation is purchasing the fertilizers, seeds, insecticides, pesticides etc. from various places outside the Kolhapur district. The purchases are provided to the farmers. The cooperative organisation has its objectives, bye-laws and Article of Association. According to the byelaws and Articles of Association organisation is carrying out and managing its marketing activities.

The Sheti Padvidhar Krishi Udyog Vikas Sahakari Sanstha Ltd. Kolhapur was established on 16.1.1973

as per rules and regulations of the Maharashtra State Cooperative Society Act 1960- its Registration no. is KPR/GNL -131/73. The opening ceremony of the organisation was arranged on 26th January, 1973. For that function, Mr.G.M.Joshi, K.D.C.C.Bank Manager and Mr.Salasaheb Mane, Chairman of the Zilla Parishad Kolhapur were chief guest. The inauguration function was conducted in the "Kolhapur Urban Bank's meeting hall". The founder of the Society was Mr.D.H.Jadhav. The marketing activities i.e.purchasing, selling, storage, capital formation, standardising, Advertising, etc. started from April, 1973. In 1973, Zilla Parishad had given the permit to the organisation to sale the controlled hybrid seeds, insecticides, fertilizers etc. Thus actual functioning of the organisation started in April 1973.

The organisation has following objectives :

- Society will provide seeds, fertilizers, pesticides, chemicals, insecticides etc. for increasing the agricultural production.

- To undertake the marketing of the processed agricultural produce of the farmers.
- To provide the agricultural, modern implements with sales, spares and services.
- To have a use of modern method of cultivation and modern technology for the agriculture, these techniques are to be spread over among the farmers.
- To provide the cold storage facilities for grapes, oranges, tomatoes, lemons and mangoes etc. for juice purpose. The same juice will be marketed in off season.
- To make available the costly spray pump for the use to farmers.
- To advise the members, farmers about crop, fertilizers and soil. To undertake the research and demonstrate the same.
- Advertising and guiding the farmers about their agricultural problem for which the seminar, group discussions will be arranged at Taluka places in Kolhapur district.

SHARE HOLDERSTYPE.

According to the bye-laws and objectives of the Sheti Padvidhar Krishi Udyog Vikas Sahakari Sanstha Ltd. Kolhapur. The Sanstha is providing the technical services and guidance about crops, fertilizers use, examination of soil etc. To provide the service and technical knowledge, the Sanstha sold their shares only to the degree holders of agricultural science (B.Sc.)(Agri). The organisation has not sold any share to farmers as well as primary cooperative societies. At the time of establishing the organisation, there were only 12 members. Within 15 years, working of the organisation, the members are increased upto 154, as on 30.6.1985. At the same time, the capital was increased from Rs.15250 upto Rs.36800. These are good response from the degree holders by way of becoming a member of the organisation.

Functioning area of the organisation.

The area of marketing functions are limited to Kolhapur

district only. The products are purchased from manufacturers, which are out of Kolhapur district. The purchased products and necessary services are provided to the farmers in Kolhapur district only. The organisation is working mainly in the Karvir, Radhanagari, Panhala and Hatkanangale Talukas of Kolhapur district. The organisation has ample scope to develop marketing functions and financial status by covering the other talukas too.

LOSS Contribution fund.

The organisation creates various types of funds to face the incidental losses in future i.e. Reserve fund, building fund, development fund, incidental expenses fund, dividend equilisation fund, gratuity fund etc. These funds are invested in various companies and Bank's in the form of shares and bank deposits.

N.C.D.C. Scheme.

The National Cooperative Development Corporation

scheme started during the year ending June 1975 for strengthening the share capital base of selected cooperative marketing societies. These help to improve and expand their business activities in marketing of agricultural inputs and supply of consumer articles in rural area.

Under this scheme, The Maharashtra State Cooperative Land Development Bank had sanctioned a loan for godown, store capacity of which is 500 metric tonnes. The organisation has availed the loan from this Bank and completed the construction of godown in November 1985.

BRANCH

The Sheti Padvidhar Krishi Udyog Vikas Sahakari Sanstha Ltd. Kolhapur is showing remarkable progress in the business activities. To keep close relation with customer farmers and providing better service, guidance, the organisation has opened its first branch on 26th January 1985 at Peth-Vadagan, Tal. Hatkanangale. The organisation

opened second branch at Rankalves, Taluka Karvir for operating separate marketing activities from main office. Both of these branches are doing marketing activities satisfactorily. Organisation and its branches cover almost all marketing activities and supply materials and assist in purchasing, selling, storage.

EXHIBITION AND SEMINAR.

The organisation has main objective of guiding the farmers about crops, fertilizers, use of instruments. To fulfil this objective, the organisation conducts seminars at Taluka level. The organisation also participates in the exhibition conducted by other Sansthas and municipal corporation. The organisation won the first prize in exhibition which was decorated by the organisation as "Rose Mixture Fertilizers Decoration Stall". The Main theme behind the decoration was to advertise the Rose Mixture Fertilizers because organisation was dealing mainly in the said fertilizer. In 1985-86 organisation has participated in exhibition which was conducted at Private High-

school Ichalkaranji, especially to guide the farmers about inspection of soil, providing the technical introduction and knowhow.

WAREHOUSING FACILITIES.

According to the objectives of the organisation, the organisation provides warehousing facilities to the farmers. Organisation stores fertilizers seeds, chemicals, insecticides, pesticides in the godown situated in Marketi Yard Kolhapur. The storage capacity of this godown is 500 metric tonnes. The godown was constructed under the N.C.D.C. Scheme. The financial assistance was provided by the "Land Development Bank" as stated earlier.

DEALERSHIP.

The Sheti Pavidhar Krishi Udyog Vikas Sahakari Sanstha Ltd. Kolhapur has dealership of following Corporation/Societies/Companies.

1. Maharashtra Krishi Udyog Vikas Mahamandal Ltd. Bombay.
2. Rallies India Ltd., Bombay.
3. Maharashtra State Coop. Marketing Federation Ltd. Bombay.
4. Indian Farmers Fertilizers Coop. Ltd. Delhi.
5. Rashtria Chemicals & Fertilizers Ltd. Bombay
6. National Seeds Corporation Ltd. Delhi
7. Maharashtra State Seeds Corporation Ltd. Akola.
8. Ankur Seeds Private Ltd. Nagpur.

Above institutions are extending full cooperation to the organisation regarding delivery, transportation, reasonable prices, discount facilities. Hence the organisation is able to run business efficiently with the help of above companies.

SELLING AND DISTRIBUTION CHANNEL

The Sheti Padvidhar Krishi Udyog Vikas Sahakari Sanatha Ltd. Kolhapur sells fertilizers, seeds,

chemicals, cattle feed, pesticides and insecticides directly to the farmers who are not members of the organisation. The organisation carries out selling activity through its two branches as well as a primary cooperative societies. The selling operations are effected all over the Kolhapur district through the following primary cooperative societies.

1. Bharat Vikas Society Ltd. Awali Tq. Karvir
2. Shetkari Vikas Society Ltd. Kalambe Tq. Karvir
3. Jaibhawani Vikas Society Ltd. Shirgaon
Tal. Radhanagari.
4. Ingali Vikas Society Ltd. Ingali,
Tal. Hatkanangale.
5. Kedarling Vikas Society Ltd. Sawarde,
Tal. Panhala
6. Pandhurang Vikas Society Ltd. Sangrul
Tal. Karveer.

Some of the cooperative societies of other districts also purchase the products from the

organisation, for example - Dharti Agri-Chemicals
Nipani, Krantisingh Nana Patil Dudh Sahakari
Sanstha Tandulwadi, Dist.Sangli.

MANAGEMENT BODY.

For looking after day to day marketing activities in ~~an~~ efficient manner and controlling other allied activities, the share holders of the organization has formed a Managing body. The Managing body will be replaced after completing five years span, second managing body will take over the charge and carry out duties and responsibilities after replacement or re-election. There are seven elected members on managing body. One of them is Chairman, while others are acting members of the Managing Committee. There are seven other members assisting in the actual activities of the organisation. One of them is Manager at Head Office, One Accountant, Two sales representatives, and remaining three persons work as Assistants. At the branch, three persons are conducting Branch business, one of them is Branch Manager, one clerk and one assistant.

MANAGEMENT STRUCTUREBoard of Directors.

↓
 Chairman
 ↓
 Vice Chairman
 ↓
 Manager

↓	↓	↓	↓	↓
Office Superintendent	Inspector.	Audit Section	Cashier.	Chief Accountant
	↓	↓	↓	↓
	Sales Representative	Accountant.		Assistant Peon.

ORGANISATIONAL SET UP AT BRANCH.

Branch Manager

↓	↓
Clerks	Sales-man
	↓
	Assistant.

About Services :

The organisation has always kept before it the motive of customer service. The policy has always been maximum service at a minimum rate of profit. The organisation has always shown a deep interest

and concern in the needs of its members. By virtue of its service multiplicity of functions and efficient handling of the activities, the organisation has spread over its roots in a wide base by rendering many fold services.

Marketing activities and cooperation has a particular approach to the problem of economic life with two general ideas i.e. association and use. The significance of marketing approach to economic life consist in its emphasis on social welfare, cooperative approaches man as a whole never disassociated from the social and moral aspects. Cooperation does not look upon man as an economic man of classical school of economics. Thus the cooperation, especially the school of welfare economics. So it means development of human being and carry on the social welfare activities by conducting the marketing activities.