
CHAPTER - I

INTRODUCTION AND METHODOLOGY

- 1.1 Introduction
- 1.2 Selection of the Problem
- 1.3 Objectives of the Study
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1.1 INTRODUCTION:

This chapter deals with the selection of the problem and objectives of the study. It also includes the scope and limitations of the study along with methodology and chapter scheme.

1.2 SELECTION OF THE PROBLEM : <

"Milk is hereby defined to be the lacteal secretion, practically free from colostrum, obtained by the complete milking of one or more healthy cows, which contains not less than $8\frac{1}{4}$ percent milk solids-not-fat and not less than $3\frac{1}{4}$ percent milkfat."¹ Milk is the most unique and ideal food for man. It meets the nutritional needs of the body better than any other single food. Hence it is rightly noted that, "Milk is nature's most perfect food. It is because, milk is an excellent source of proteins, carbohydrates, calcium, phosphorus, vitamins and other important ingredients which are essential for physical and mental development of human beings."²

As stated above the milk is nature's most perfect food, its consumption should be high. Particularly in India, large proportion of population is vegetarian, in whose diet milk and milk product assume a great importance, as they are only source of animal protein in their diet. With the industrialisation and growth of cities and increasing population, the demand for milk and milk products has been steadily increased in India. While considering the position of milk consumption in India, it can be said that, we people consume

very little milk i.e. " 134 grams per day which is less than the minimum nutritional requirements of 210 grams per day, which is recommended by the National Expert Committee Group of Indian Council of Medical Research. However, this normative index is much lower than the world average of per capita milk availability of 281 grams per day." 3

At present, the dairy industry in India is in its developing stage. Before independence, dairying in India was a neglected field but after independence a serious thoughts was given to the problem of livestock improvement and dairy development and adequate attention is being paid in the national planning programmes. Today, dairying is both a science as well as an art and has turned into a business and industry. It has witnessed quite a high rate of growth during the last decades. There was a rapid transformation in the mode of production from the traditional methods to the most modern and upto date methods.

There are various organised and unorganised private, institutional, military, government and co-operative agencies engaged in running the dairy industry. Maharashtra has achieved a fairly good success in dairy activity through co-operative structure which was not existing in the past. Today near about 85 percent of the milk is being handled by the co-operative sector. The primary dairy co-operative societies were established mostly with a dual purpose of providing pure milk to the consumers and developing dairy industry in the rural areas to supplement agricultural incomes. For increasing the milk production and dairy activities in the rural area, it is essential to provide

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better marketing facilities for milk and milk products and also a reasonable price for milk. In this heavy endeavour, co-operative unions have been entrusted the responsibility of collecting and transporting milk from production point to the government milk scheme. The success or failure in dairy industry will depend upon the efficiency of this organisation.

Presently an optimum desirable level of efficiency is yet to be achieved in procurement and marketing of milk and milk products. About 90 percent of the total milk handled in the country is produced in rural area which finds a potential markets in urban areas. The perishable nature of milk brings further restrictions on distance over which milk has to be transported and necessitates frequent, usually daily delivery. It leads to processing which generally tends to be highly specialised activity and adds to the marketing cost of the milk. A way to reduce the cost of processing is to increase the efficiency of processing methods on the one hand and to reduce the expenditure on collection, transportation and cooling of milk on the otherhand. Processing not only maintains the quality of milk but also improves quality of the milk products. The efficiency at which milk procurement operation is performed, however, depends on the installed capacity of plants, organisational set-up, location of the plant, sources of the subsidiary services, mode of transportation employed, total milkshed area, system of milk collection and marketing.

The KSDUPS Ltd., Karad is one of the co-operative milk unions, which collects the milk, processes it, manufactures

milk product and markets milk and milk products. It is the first village level co-operative milk union in Maharashtra. From its inception i.e. 1st October 1957 this co-operative milk union has been playing an important role in dairy industry. One of the peculiar features of the Koyana Sahakari Dudh Utpadak Prakriya Sangh Ltd., is that it is the only Sangh in Satara District which supplies the milk directly to government. It has not accepted the structure or set-up of operation flood programme. Therefore the researcher has selected this topic " A Study of Working of Koyana Sahakari Dudh Uptapadak Prakriya Sangh Ltd., Karad, 1981-82 to 1985-86" for present study, particularly in connection with its collection and marketing of milk and milk products.

1.3 OBJECTIVES OF THE STUDY :

The main objective of the present study is to make a view of working of Koyana Sahakari Dudh Utpadak Prakriya Sangh Ltd., Karad during the period of five years from 1981-82 to 1985-86 with special reference to the following :-

- a) Collection of Milk : Study the milk procurement from Karad and Patan Talukas.
- b) Study the utilisation of processing capacity
- c) Study the marketing of milk and milk products
- d) Study the working of other subsidiary units viz. Ice factory, Transport unit and Petrol pump.

1.4 SCOPE AND LIMITATIONS OF THE STUDY :

The Koyana Sahakari Dudh Utpadak Prakriya Sangh Ltd., Karad is playing a key role in collection and marketing of milk and milk products. A researcher has tried to complete this study under the following scope :

- 1) Here the term " Working " deals with only the collection and marketing of the milk and milk products. The actual working of the Koyana Sahakari Dudh Uptapadak Prakriya Ltd., Karad in connection with collection and marketing of milk and milk products is taken into consideration for study.
- 2) The study covers the period of five years from 1981-82 to 1985-86.
- 3) The records and documents in the offices of the Koyana Sahakari Dudh Utpadak Prakriya Sangh Ltd., Karad were neither complete nor properly maintained. This hindered the collection of material in an orderly and sequential manner.

1.5 METHODOLOGY :

The present study is based on the primary and secondary data. The necessary data was made available from various sources for the purpose of present study. In order to study the collection, processing and marketing aspects of the Koyana Sahakari Dudh Utpadak Prakriya Sangh Ltd., Karad

the researcher had to make on-the-spot study of the working of the KSDUPS Ltd.

The main sources of data were Annual Reports of the KSDUPS Ltd. for the years 1981-82 to 1985-86 and the official records of the KSDUPS Ltd. for the same years.

The KSDUPS Ltd. had also published " Dudhasagar " A Roupya Mahotsavi Smarnika in Marathi in 1983 - which is also used in getting some information regarding the history and development of the KSDUPS Ltd.

The personal discussions took place with the General Manager, Dairy Manager and other concerned officers of the KSDUPS Ltd. The discussions also took place with the customers and non-customers of the KSDUPS Ltd.

1.6 CHAPTER - SCHEME :

The present study is divided into five chapters. The first chapter introduces the background of the development of dairy industry in selection of problem. It also includes the objectives, scope and limitations and methodology of the study.

The second chapter deals with the history and development of dairy industry in World, India, Maharashtra as well as in Satara District. It also includes the operation flood programme.

The third chapter describes the history and development of the KSDUPS Ltd. It includes the establishment and location,

operational area, objectives, functions and organisational set-up of the KSDUPS Ltd.

The fourth chapter discusses the working of the KSDUPS Ltd., in connection with the collection and processing of milk, manufacturing of milk products and marketing of milk and milk products and working of other subsidiary units viz.- Ice Factory, Transport and Petrol Pump.

The last chapter gives conclusion and suggestions based on the study. Appendices relevant to the study have been given at the end along with the bibliography.

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