



CHAPTER II

PROFILE OF THE MAYUR KUKKUT

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- 2.1 INTRODUCTION.
- 2.2 HISTORICAL BACKGROUND.
- 2.3 NATURE OF BUSINESS.
- 2.4 ORGANISATIONAL STRUCTURE.



2.1 INTRODUCTION.

In this chapter, profile of the Mayur Kukkut is presented. For this purpose, three aspects, viz., historical background, nature of its business and the organisational structure of the Mayur Kukkut are studied.

2.2 HISTORICAL BACKGROUND:

Krishna Sahakari Sakhar Karkhana (henceforth called "The Karkhana") was established in 1952 at Rethare BK. (Shivnagar), Dist.Satara. Because of the establishment of the Karkhana, the farming community in general and the cane growing farmers in particular started getting a number of benefits like better price for sugarcane, timely payment of bills of the sugarcane supplied, better approach roads in the area of jurisdiction of the Karkhana, availability of more and more irrigation facilities etc. Dry-land farmers, small and marginal farmers, landless labour, etc, however, were some segments of the Society which received no such direct benefits from the Karkhana. The Mayur Kukkut was established with the main objective of giving a secondary occupation to such type of people so that their socio-economic position is improved. The Karkhana took the lead in the matter, organised meetings of the interested people, collected share capital from them and the proposal for its registration was duly sent to the Co-operative Department of the Government of Maharashtra. The Co-operative Department give its approval immediately to the proposal sent on 10th February 1964 and the Mayur Kukkut was registered as a co-operative society on the 20th February 1964. The Mayur Kukkut's registration number is S.A.T./P.R.D./(A) 26, 1964.

2.3 NATURE OF BUSINESS:

Nature of the business of the Mayur Kukkut is described below. Location, objectives and the business of the Mayur Kukkut are the aspects to be considered for this purpose.

2.3.1 LOCATION OF THE MAYUR KUKKUT:

The Mayur Kukkut is located at Rethare BK.(Shivnagar) Dist.Satara. This is 20 k.m. from Karad city. Karad is an important taluka place in Satara District.

Rethare BK. is situated on the Bank of the Krishna and Koyna river and at the foot of Machaindragrah fort which is holy place of Shri.Machindranath.

2.3.2 OBJECTIVES:

The main objective of starting the Mayur Kukkut was to help the dry-land owners, small and marginal farmers and landless labour by giving them one more source of livelihood. With the help of the poultry business, these economically backward segments of the society can earn more income which can help them have, economic and social upliftment. The bye-laws of the Mayur Kukkut contain the following as its main objectives:-

- i) To motivate the farmers and non-farmers to start the poultry farms in the area of its operation.
- ii) To improve and develop the poultry farming business scientifically in its area of operation.
- iii) To supply quality birds, medicine, vaccine, feed, etc., to its members at reasonable rates.
- iv) To help and guide the poultry farmers in doing the poultry business efficiently and effectively.
- v) To collect and sell the eggs of the members.

The above mentioned objectives highlight three points:

- 1) Motivation of the people to enter into the business of poultry farming.
- 2) Help the poultry farmers in respect of the production and marketing functions of the poultry farms and
- 3) Provision of the necessary infrastructural facilities which help the achievement of the ultimate objective.

2.3.3 BUSINESS OF THE MAYUR KUKKUT:

Business of the Mayur Kukkut has to be studied in the context of the two phases, the first phase being upto the year 1977-78 and the second phase being from the year 1978-79. In the first phase, the business of the Mayur Kukkut was to run its own poultry farm. The business in the second phase, however, consisted of running

its own poultry farm and helping the members establish poultry farms and operate them efficiently and effectively. For running its own poultry farm, the Mayur Kukkut had to purchase birds, provide them necessary shelter, feed them properly, take medicinal precaution to arrest spread of a disease, collect and sell eggs and sell the cull birds. Helping the member establish and operate poultry farms meant additional responsibilities for the Mayur Kukkut. They included: selling birds to the members, providing them with feed and medical help, if required, and giving them support in the form of guarantee for bank loan. The Mayur Kukkut supplied to the members feed and medicines on credit basis on selective basis.

In the year 1965-66, the Mayur Kukkut had 22,000 birds in its own farm and it sold eggs with a sales value of Rs.3.61 lakhs. Birds and the rupee sales value stood at 70,000 and Rs.23.33 lakhs respectively at the end of 1973-74 which further increased to 74,000 and Rs.30.18 lakhs respectively at the end of 1977-78.

During 1978-79, i.e., the first year of the second phase, the Mayur Kukkut helped 27 members establish the poultry farms by supplying them 12,000 birds. By the end of 1987-88, i.e., 10 years latter, the Mayur Kukkut supplied 91,000 birds to 198 poultry farms established by its members. The sales turnover stood at Rs.40.27 lakhs and Rs.257.86 lakhs for the year 1978-79 and 1987-88 respectively.

The following table shows the details of the business done and the operational results of the Mayur Kukkut.

Table 2.1: Statement Showing Operational Details.

Year	Birds (In '000)			Turnover (Rs in Lakhs)	Profit (Loss) (Rs in Lakhs)
	In Own farm (i)	In farms of members (ii)	Total (iii)		
1964-65	N.A.	-	-	N.A.	(0.04)
1968-69	48	-	48	12.32	0.03
1972-73	55	-	55	18.68	(2.67)
1976-77	59	-	59	22.30	0.16
1977-78	74	-	74	30.18	2.04
1978-79	90	12	102	40.27	11.33
1981-82	130	31	161	97.89	(0.30)
1985-86	134	54	188	213.40	(22.18)
1986-87	84	68	152	283.42	(12.19)
1987-88	30	91	162	257.86	34.64

Source:- Annual Reports and Other Records of the Mayur Kukkut.

Two more noteworthy feature is that, first the business of the Mayur Kukkut saw ups and downs during both the phases mentioned above and second the Mayur Kukkut has started its own feedwill in 1972. More details of the business of the Mayur Kukkut would follow in the subsequent chapters at appropriate place.

2.4 ORGANISATIONAL STRUCTURE:

The Mayur Kukkut is a Co-operative Society registered under the Maharashtra Co-operative Societies Act, 1960. The society has to work within the framework of the law, i.e., the provision of the Act, the rules made thereunder and the bye-laws.

The supreme authority of the Mayur Kukkut rests with the General Body of all the members.

2.4.1 GENERAL BODY:

General Body is the supreme authority of the Mayur Kukkut. The General Body consists of 2,585 members as on 30-6-88 and the members are from three different talukas.

The General Body has the following major responsibilities to discharge and the necessary authority for the purpose.

1. Approval of the financial statements (i.e. profit and loss account and the Balance Sheet) of the previous year and the Budget for the next year.

2. To accord approval to the appropriation of profit as recommended by the Board.

3. To authorise the Board to raise capital, if necessary.

4. To elect the Board of Directors from amongst the members.

5. To appoint Local Auditor and fix his remuneration.

6. To consider the Auditor's report and its rectification report prepared by the Board.

7. To consider amendments to the bye-laws and recommend them to the cooperative department for approval.

The General Body meeting is normally held once in a year, except any Extra Ordinary Meeting. The Chairman of the Board normally presides over the General Body Meeting.

2.4.2 BOARD OF DIRECTORS:

General Body elects the members of the Board of Directors from amongst the members of the society. Management of the Mayur Kukkut is entrusted to the Board of Directors. The composition of Board of Directors is as under:-

1. 12 directors are selected from amongst the members.

2. One director is nominated by the Karkhana.

3. One director is elected from amongst the financial institutions providing financial assistance.

4. One director is co-opted from amongst the scheduled caste members.

5. One director is co-opted from the employees of the Mayur Kukkut.

6. One director to be co-opted from amongst the members belonging to minority group.

7. One director is co-opted.

From amongst the members of the Board are elected the Chairman and Vice-chairman.

The Board of Directors is responsible for taking important decisions and the execution thereof. The functions of the Board of Directors are as follows:-

1. Consider the applications for new membership and for shares.
2. Preparation of Annual reports and accounts and agenda for the General Meeting.
3. Giving sanction to the various expenditures of capital as well as revenue nature.
4. Preparation of the rules regarding poultry farming business.
5. Appointment of manager and other employees, fixation of their salaries, termination, etc.
6. Appointment of Sub-Committees, if any, with specifications regarding the duties to be performed by them.
7. To utilise property, the various assets of the society, keep them in servicable condition and take necessary precaution for their protection.

2.4.3 EXECUTIVE COMMITTEE:

An executive committee is constituted as per the provisions contained in the by-laws. The Executive Committee consists of the following members.

1. Chairman of the Board of Directors.
2. Vice-chairman of the Board of Directors.
3. Two members elected from amongst the directors.
4. One member nominated by the Karkhana.

This executive committee is responsible for carrying out the following functions:-

1. Sanctioning capital expenditure up to Rs.5,000/-
2. Appointment, confirmation, termination etc. of the employees with a total monthly emoluments not exceeding Rs.500/-
3. Releasing the amount or sanctioning the advance to those who have done the work worth Rs.10,000/-

4. Making purchases up to the value of Rs.10,000/- and giving advance for such transactions.

5. Making arrangement for sale of birds, eggs, feed etc.

6. Consideration of filing suits in the courts of law and taking necessary action in connection therewith.

The Executive Committee would meet as and when required, but at least once in a month.

2.4.4 MANAGER:

Manager is the Chief Executive Officer of the society. He reports directly to the Executive Committee and is assisted by the assistants. Manager is appointed with the prior approval of the District Deputy Registrar, Co-operative Societies. The functions of the Manager are as under:-

1. To call and attend General Meeting and the meeting of Board of Directors and Executive Committee.

2. Noting down the proceedings of the meetings in the minutes book(s).

3. Receive and pay cash on behalf of the society, maintain accounts and other records and prepare, and keep in custody, necessary documents.

4. To supervise the work of the subordinates by giving them necessary directions.

5. To make purchases up to an amount of Rs.100/-

6. To do any other work entrusted by the Executive Committee.

Secretary assists Manager is carrying out the above functions.

2.4.5 FARM MANAGER:

The Mayur Kukkut has its Veterinary Service Department headed by Farm Manager. The present encumbent is a qualified ~~veterinary doctor~~. Giving advice to member farmers in connection with any disease of the birds is the main duty of the Farm Manager.

2.4.6 PRODUCTION MANAGER:

Production Manager directly reports to manager of the Mayur Kukkut. He is the chief of the Feedmill Department. He is responsible for purchase of raw material for producing feed and production of quality feed.

2.4.7 TRANSPORT INCHARGE:

The Mayur Kukkut has a Transport Department and Transport Incharge is the head of this department. He is responsible for collection of eggs from the farms of members and transport eggs to the various market places like Bombay.

Figure 2.1

ORGANISATION CHART OF THE MAYUR KUKKUT

