

CHAPTER - I

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## 1.1 INTRODUCTION

In recent years dairying has emerged as an important instrument for providing additional income to the farmers and employment. As a result role of dairying has gained further importance to provide a direct solution to the problem of rural poverty.

In past, dairy farming was basically carried out and managed at the individual level. Milk and its products were produced mainly for home consumption and to some extent, for local market. Rapid growth of urban population have changed the previous picture in respect of production and marketing of milk. Commercialisation in milk production, processing and marketing is the main feature of changed dairying and is mainly carried out through co-operative dairy organisations.

The present study is an attempt to know the performance of the primary milk co-operatives located in Karveer taluka of Kolhapur district and their impact on dairy farmers. The study has been undertaken keeping following main objectives in mind.

## 1.2 OBJECTIVES OF THE STUDY

- 1) To study co-operative organisations dealing with milk commodity in Karveer Taluka of Kolhapur District.

- 2) To assess the involvement of members and the benefits received by them from the dairy co-operatives.
- 3) To evaluate general performance of dairy co-operatives in Karveer Taluka.
- 4) To suggest ways and means to overcome problems, if any.

For this purpose following methodology is adopted.

### 1.3 METHODOLOGY OF THE STUDY

For the present study in hand, survey method is used. For this study a sample of SIXTEEN primary dairy co-operatives and FIFTY dairy farmers has been selected. Convenience is the major criterion in selecting the sample. Primary dairy co-operatives and dairy farmers (list of sample primary dairy co-operatives and dairy farmers have been appended in the annexure section of the study).

At first phase we have studied the performance of dairy business in the Karveer Taluka and at the second phase impact of dairy co-operatives on the financial position of dairy farmers is assessed.

### 1.4 DATA COLLECTION

For this study in hand both kinds of data have been utilised.

a) Primary data :

Primary data is obtained through the Interview schedules specially tailored for the primary dairy co-operatives and the dairy farmers (appended in the annexure section of the study). The responses were obtained from the Secretaries of the respective dairy co-operatives and fifty dairy farmers.

b) Secondary data :

Most of the secondary data have been obtained from the record of dairy development offices located at Kagal and Kolhapur. At the same time published data in the form of annual reports bulletiens etc. have been made use of.

c) Library Research :

Published information in books, journals, periodicals have been used for knowing dairy business in general which is subject to further analysis.

1.5 SCOPE AND LIMITATIONS OF THE STUDY

The scope of the present study limited to the performance analysis of sixteen dairy co-operatives located different villages in Karveer Taluka and fifty farmers from different villages selected on random basis.

On account of non availability of financial reports for minimum five years the analysis of financial performance



was not undertaken as a result the study is confined to general performance.

Secondly, the conclusions drawn from the survey are limited to the area covered under study which may not be applicable in other region.

#### 1.6 DESIGN OF THE STUDY

The study is divided in FIVE chapters as under :

- CHAPTER - I - is devoted for explaining introductory aspects of the study like objectives, methodology, data collection etc.
- CHAPTER - II - In this chapter dairy industry is studied at macro level.
- CHAPTER - III - This chapter covers the study of dairy industry at micro level.
- CHAPTER - IV - In this chapter the data is analysed and its interpretation has been made.
- CHAPTER - V - Based on above mentioned chapters some conclusions are drawn in respect of dairy business in Karveer Taluka and suggestions have been offered.