

CHAPTER – II

The Profile of

Shri. M. S. Sahakar

Shri. M. S. Sahakar is a well-known and respected figure in the field of education and social work. He has a long and distinguished career, having served in various capacities in educational institutions and social service organizations. His contributions to the field are numerous and have been widely recognized. He is a dedicated and passionate individual who has dedicated his life to the betterment of society and the advancement of education. His work has been instrumental in shaping the lives of many young people and in promoting social justice and equality. He is a true leader and a role model for all who seek to make a positive impact on the world.

Chapter - 3

The profile of Kolhapur Zilla Sahakari Dudh Utpadak Sangh

Ltd., Kolhapur.

1) Introduction

The present study is undertaken on dairy industry, which is well known as Kolhapur Zilla Sahakari Dudh Utpadak Sangh popularly known as “Gokul Dairy” or “Gokul Dudh Sangh”, it is situated in Gokul Shirgaon M.I.D.C area on the National Highway No. 4. Gokul Shirgaon is famous for industrial setup developed by “Maharashtra Industrial Development Corporation”. The place Gokul Shirgaon is situated at the southern side about 8 km. away from Kolhapur city.

The Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd., Kolhapur is a co-operative organization. Established in 1963 and registered with the Registrar of Co-operative Societies, Kolhapur District, vide registration No. KPR/PRD/(A) 102 on 16.03.1963.

Later in 1978 the National dairy development board included Kolhapur Zilla under the “Operation Flood Area”. This proved to be turning point for the Dudh Sangh. Because by the end of 1985 a dairy plant in the Dudh Sangh’s own premises in the Gokul Shirgaon M.I.D.C. area was milk scheme in Kolhapur was handed over to the Sangh. But prior to this the chilling centers of Dudh Sanghs were established at Gadhinglaj and Bidri about 75 km. and 50 kms respectively away from Gokul Dairy.

The Gokul Dairy is one of the biggest organizations in M.I.D.C. area, it is famous for good quality milk and milk products in

Maharashtra State. The Gokul Dairy's main activity is collection, processing and sale of milk to consumers. The dairy also produces butter, ghee, skimmed milk powder and shreekhand from surplus milk and these products are offered for sale in the market. The dairy's administrative building and factory are situated at plot No. B 1, M.I.D.C. Industrial area, Gokul Shirgaon, Taluka Karveer, Dist-Kolhapur. The Gokul Dairy's administrative and manufacturing activities are divided into various departments, such as administration, cattle – feed , milk collation, transport, chilling, training, ice-factory etc.

2) Objectives of 'Gokul'

1. To Develop infrastructure for procurement of milk in rural area of Maharashtra State and to ensure an assured market for milk producers throughout the year as well as the best remunerative prices.
2. To fulfill the growing needs for milk and milk products of the consumers in Maharashtra and else where.
3. To organize the co-operative structure of milk producers at the village level.
4. To Supplement the program of extension and inputs with particular reference to feed and fodder production and implement an intensive breeding program for milk animals to increase milk production.
5. To Impart training for developing human resources at rural level for effective leadership, management skills, and improvement of services to rural milk producers.
6. To Run co-operative development cell to increase awareness and active woman participation for better management of co-operative and their positive role in democratic setup.

7. To monitor annual return per rupee of producer.
8. To utilize resources effectively.
9. To improve over all involvement at employees.
10. Convert conversional dairy co-operatives into Anand Pattern, and regularly monitor their functions through extension services.
11. To meet customer satisfaction consistently by maintaining product standard.

3) Membership

At the end of the year 2007, there were 3097 members in Gokul Dudh Sangh Of these 3017 members belong to 'A' class i.e. primary dairies and remaining 80 members belong to "C" class. i.e. individuals.

4) Financial Indicators

The total turnover for the year 2006-07 was Rs. 560 crores and net profit was Rs. 4.58 crores. Share capital of Sangh was Rs 34.61 crores. Reserve fund was Rs. 11.54 crores and other fund was Rs. 17.24 crores.

5) Milk procurement

When it comes to milk procurement Gokul Dairy has always set an example for other players in the industry. The average milk procurement was 1,14,836 liters per day with 676 village level societies affiliated to the Dudh Sangh of the year 1985. Since then the figure has shot up year after year. At the end of the year 2007 Gokul Dairy has collected 5,33,000 liters milk per day.

6) The Product Range

The Dudh Sangh products are very popular in the market. They are sold under the brand name "Gokul". The product range includes the following products

1. Processed Milk
2. White Butter
3. Table Butter
4. Shreekhand
5. Ghee
6. Skimmed Milk Powder

Skimmed Milk Powder which is IS-part I and part II Extra Grade. This is an it's way to capture the global market.

7) Growth

Awards

Due to its high production standards and exemplary performance, Gokul has received award from National Productivity Council on a number of times.

The first award was earned in the year 1988-89 in the category of best milk product plants. The second award was for the year 1992-93 in the category of outstanding Liquid Milk Plant. The third and fourth award were in the year 1993-94 in the category of Best Dairy Processing Industry and Best Dairy Development and Production in co-operative and public sector. Gokul again received National recognition in 1994-95 by getting N.P.C. awards along with two National Awards for Best performance in animal feed processing. Gokul again received National

Productivity Council award in 2005-06. Gokul has received N.P.C. award for 13 times till the year 2006-2007.

Gokul is one of the 30 groups in India and only one group in Maharashtra selected by ND.D.B and W.T.O. in world quality control program for standardization of quality of Milk and Milk product up to 2010.

8) Spreading out

Liquid milk marketing was launched in Mumbai in 1988 by Dudh Sangh. Sales initially, were 16000 liters per day (L.P.D.) Today buffalo, cow and other milk together account for more than 3 lacks liters per day.

Gokul Milk was launched in Pune during 1993. At present sales in Pune is around 200000 liters per day.

Supply of milk to the state federation and the Goa union has been regular.

9) Export

Gokul skimmed milk powder (Extra Grade) has been exported to "Shri - Lanka". The first step in international marketing with GATT provision benefits the Sangh has entered in to the Global Market.

10) Milkotesters

The Dudh Sangh has supplied 4142 Milkotesters to village dairy co-operatives with a subsidy of Rs. 3000/- per Milkotester for encouraging improvement in quality of milk.

11) Computers

Use of information technology in operation management and decision making is considered vital at Gokul with installation of computers at all levels. It also encourages computerization of working of milk co-operatives by providing subsidy as input.

12) Gokul Gram Vikas Yojana

The Dudh Sangh, while keeping a keen eye on the quality of its products also believes in the development of its co-operative markets. In March 1990, with the help of National Dairy Development programme known as "Gokul Gram Vikas Yojana" was implemented. This programme covered women's education, Members education, Management Committee Training, Secretary training, procurement and input training, youth group discussion, women group discussion, leadership development, Refresher courses. Recently, it has also included adoption of village for development. Initially 175 villages have taken the benefit of the program. This number has now risen to 225.

13) Cattle Feed Plant

In 1982 Dudh Sangh started cattle feed production of 100 Metric Tone per day (M.T.P.D.) to meet nutritional requirement. The plant capacity was expanded to 200 M.T.P.D., for meeting increasing needs of cattle feed. The cattle feed is marketed under the popular brand called "Mahalaxmi".

14) Board of Directors of Gokul Dudh Sangh (2006-2007)

Table No. 3.1

Sr.No.	Name	Designation
1.	Shri. Rajkumar Shankarrao Hatterkee	Chairman
2.	Shri. Anandrao Dnyandev Patil (Chuyekar)	Director
3.	Shri. Arun dattatray Narake	Director
4.	Shri. Ranjitsinh Vishvanath Patil	Director
5.	Shri. Vishvasrao Narayan Patil	Director
6.	Shri. Ravindra Pandurang Apate	Director
7.	Shri. Arunkumar Ganpatro Dongale	Director
8.	Shri. Deeliprao Baburao Patil	Director
9.	Shri. Chandrakant Shreepatrao Bondre	Director
10.	Shri. Ajitsinh Dattajirao Ghatage	Director
11.	Shri. Sureshrao Raghunath Patil	Director
12.	Shri. Nivasrao Eknathrao Patil	Director
13.	Shri. Firojkhan Jamalso Patil	Director
14.	Shri. Vishwas Shankar Jadhav	Director
15.	Shri. Namdev Ramu Kamble	Director
16.	Smt. Sanjivanidevi S. Gayakwad	Director
17.	Sau. Minakshee Arun Sonalakar	Director
18.	Dr. Surendra Sadashiv Ranade	(Managing Director)

15) Sales

The sales of Dudh Sangh during 2002-2003 to 2006-07.

Table No. 3.2

Years	Amount (Rs. In Crores)
2002-2003	420
2003-2004	409
2004-2005	431
2005-2006	432
2006-2007	513

Source – Annual reports of Gokul Dudh Sangh

Sales of Gokul Dudh Sangh has increased from Rs. 420 crores in 2002- 03 . to Rs. 513 crores in 2006-07. This in an increase of 22 percent in the sales over the period of five year study.

16) Net Profits

The amount of Net Profit is as follows

Table No. 3.3

Years	Amount (Rs. In Crores)
2002-2003	4.46
2003-2004	4.08
2004-2005	4.10
2005-2006	4.11
2006-2007	4.58

Source – Annual reports of Gokul Dudh Sangh

Table No. 3.3 shows the net profit position of Gokul Dudh Sangh during the period from 2002-03 to 2006-07. The net profit has remained constant in all years of the study. The net profit was Rs. 4.46 crores in 2002-03 it reduced in next three year to Rs. 4.11 crores. However in the last year of the study it has increased.

17) Cost of Processing in Gokul Dudh Sangh

The cost of processing in Gokul Dudh Sangh is as follows

Table No. 3.4

Years	Milk Collection (Lakh Lites)	Total Expenses Rs. (Crores)	Cost per Litters Rs.
2002-2003	19.03	31.15	1.64
2003-2004	18.39	33.13	1.80
2004-2005	18.92	35.08	1.85
2005-2006	19.09	37.98	1.99
2006-2007	19.46	40.00	2.05

Source – Annual reports of Gokul Dudh Sangh

Table No. 3.4 indicates the cost of processing in Gokul Dudh Sangh. The cost of milk per litter was Rs. 1.64 in 2002-03 which was increased Rs. 2.05 in the year 2006-07. It is sign of processing and operating cost has not controlled.

18) Financial Analysis

The financial analysis of Gokul Dudh Sangh from 2002-03 To 2006-07 is as follows.

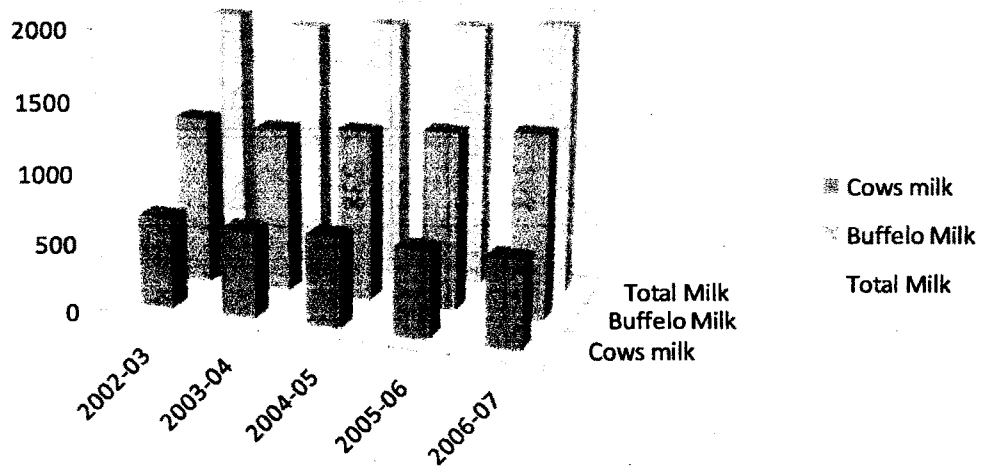
Table No. 3.5

Items	2002- 2003	2003- 2004	2004- 2005	2005- 2006	2006- 2007
1. Cost paid to milk Producer	74.63%	74.26%	74.18%	73.78%	74.66%
2. Collection and processing	13.64%	14.33%	14.60%	15.26%	15.23%
3. Employee cost	6.50%	6.74%	6.74%	7.19%	6.87%
4. Administrative and Distribute cost	1.33%	1.58%	1.68%	1.86%	1.57%
5. Depreciation	1.34%	1.13%	0.88%	0.40%	0.25%
6. Interest payment	1.18%	0.73%	0.75%	0.39%	0.33%
7. Net Profit	1.38%	1.23%	1.17%	1.12%	1.09%
Total	100%	100%	100%	100%	100%

Source – Annual reports of Gokul Dudh Sangh

19) Annual milk collection

Chart No. 3.1



Source – Annual reports of Gokul Dudh Sangh

Chart No. 3.1 shows Annual milk collection of Gokul Dudh Sangh. Annual milk collection has increased from 1903 lakh liters in 2002-03 to 1946 lakh liters in the year 2006-07.

Performance Statement

Performance Statement of Gokul Duddh Sangh is as follows -

Table No. 3.6

Year	Members			Share Capital	Reserve Fund	Other Fund	Milk Collection (Liters)	Daily Average (Liters)	Profit Rs.	Loss Rs.	Dividend (%)
	"A" Class	"C" Class	Total								
1963-64	26	41	67	17,400	67	-	18,873	726	-	1,463	-
1974	158	80	238	1,40,600	26,890	3,30,245	89,17,360	27,479	19,207	-	9
1984	615	82	697	52,61,700	1,56,586	27,45,306	3,81,13,196	1,04,420	-	63,042	-
1994	1437	80	1517	11,55,83,300	57,70,800	4,46,72,816	13,61,70,984	3,75,126	1,46,03,593	-	11
2000	2188	80	2268	16,26,30,700	4,06,88,156	18,58,43,632	16,45,20,706	4,49,510	2,19,40,372	-	11
2001	2343	80	2423	20,80,64,500	4,76,29,978	19,49,80,841	16,58,12,784	4,54,282	2,62,78,054	-	12
2002	2491	80	2571	27,83,19,100	5,73,00,479	19,69,98,419	18,44,27,566	5,05,281	3,35,20,743	-	12
2003	2536	80	2616	32,10,59,500	6,78,39,626	19,07,45,792	19,02,88,894	5,21,339	4,46,78,466	-	12
2004	2536	80	2616	32,67,95,000	8,09,18,393	19,13,72,350	18,38,94,706	5,02,444	4,08,55,893	-	9
2005	2871	80	2951	33,45,35,400	9,31,11,101	18,63,16,780	18,91,68,261	5,18,269	4,10,03,016	-	9
2006	2914	80	2994	33,94,88,500	10,42,49,889	17,15,57,492	19,08,71,713	5,22,936	4,11,43,580	-	9
2007	3017	80	3097	34,61,83,000	11,54,56,401	17,23,61,848	19,45,75,738	5,33,084	4,58,17,507	-	10

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21) Area of operations

The Kolhapur Dudh Sangh covers all the twelve Talukas of Kolhapur District.

1. Karveer
2. Kagal
3. Chandgad
4. Gadhinglaj
5. Ajara
6. Radhanagari
7. Gaganbavada
8. Bhudargad
9. Shahuwadi
10. Panhala
11. Shirol
12. Hatkanangale

22) Dairy Milk Product

Following are the famous products of Gokul Dairy

1. Milk
2. Milk Powder
3. Butter
4. Table Butter
5. Ghee
6. Shreekhand
7. Amrakhand
8. Cream
9. Lassi
10. Tone Milk

23) Organizational set up.

Name of the Company : Kolhapur Zilla Sahakari
Dudh Utpadak Sangh
Limited, Kolhapur

Location : Gokul Project, Plot No. 2
M.I.D.C. ,Gokul Shirgaon,
Tal. Karveer,
Dist. Kolhapur.

Establishment : 16th March 1963

Register Number : KPR/PRD/(A)102/
16/3/1963

Land Area : 14 Acres

Audit Class : ' A '

24) Organizational Structure of Gokul Dudh Sangh.

Chart No. 3.2

