

# CHAPTER-IV

## PROFILE OF THE ORGANIZATION

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## **Introduction**

In this chapter researcher has to collect all information of the organization whether the students is doing his/her project. The information is related with the historical background of the organization, subsidiaries of the company, departments, manufacturing process, growth and development of the organization, future prospects, organization structure etc. These information is obtained through secondary sources like annual reports of the company. Further the information related to the company can also be obtained by interacting with managers / executives of the company.

## **GLOBAL SCENARIO IN DAIRY INDUSTRY**

### **WORLD SCENARIO**

India plays an important role in the dairy sector. This is crucial important to the company. The country is the world's largest milk producer, accounting for more than 13 percent of world total milk production and it is the world's largest consumer of dairy product, consuming almost 100 percent of its own milk production, estimated around 74 million ton in 1998.

Currently, India is a non-entity in the international dairy marketplace. Only small quantities of dairy products are exported to Bangladesh, Sri-lanka, Nigeria, the Middle East and very recently to the USA. The WTO provides India with the opportunity to sell their products in other part of the world, especially to the 150 million non-resident Indians all over the world. An ample export potential exists for unique traditional milk products such as ethnic sweets and foods like srikhand, Peda, and cheese. India's largest dairy company, GCMMF recently started exporting ghee, butter and srikhand under the Amul brand to the USA. These products will soon be available in Canada also.

The Indian dairy sector's challenges include the need for improvements in animal feeding, vet services milk production, collection and transport as well as the need for advances in corporate technology and marketing.

Further liberalization seems to be necessary to make private and foreign investment in the dairy sector more attractive. The Indian dairy will need these additional investments to keep pace with the fast increasing demand for dairy products. Export opportunities are certainly positive, but every liter of milk exported will create a need for further expansion in the dairy industries unless an import is growing considerably. On the other hand, during the coming WTO -round more pressure will be put on the Indian government to improve the market access for dairy products.

## **INDIAN SCENARIO OF DAIRY INDUSTRY**

### **DAIRY INDUSTRY IN INDIA:**

#### **a) CO-OPERATIVE**

“A man takes a musters seed and sows it in his field. It is the smallest of all seeds, but when it grows up, it has the biggest of all plants. It becomes a tree, so that birds come and make their nest in its shredded branches”.

This approach of the growing and nesting birds-the spirit co-operation between the natures, the person who sows the seed is the true essence of a co-operative.

“Co-operation amongst competitive” is the fundamental principle. One is reminded of the story where the father tells his five sons to break small wood sticks individually and then trying to breaks them when they are joins. The sticks do not break.

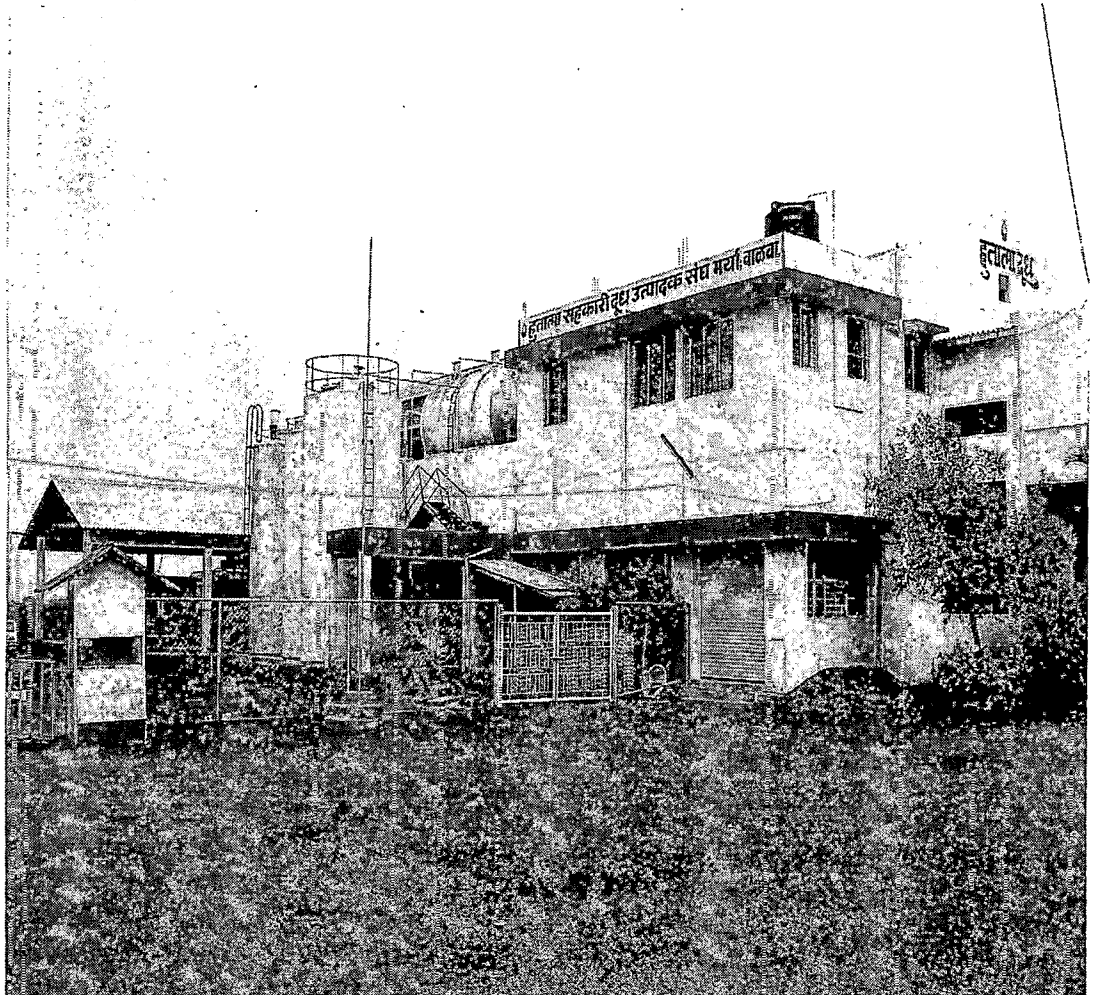
#### **b) CO-OPERATIVE MOVEMENT IN DAIRY INDUSTRY**

Milk is a perhaps the only agricultural product that a farmer is required to sell twice a day every day of the year. In view to its extremely limited keeping quality, the farmer has also got to sell it within a few hours of production; otherwise it becomes a total loss. In India as farming is carried on very small fragmentary holding and because the production per farmer is extremely small it is not possible for a farmer himself to market what little milk he produces. The production being small it does not become worthwhile for him to sell the milk the consumer himself. Inevitably, therefore draying so developed that middle-men entrench themselves in the milk producing areas to buy the milk from the farmers transport it to the

consuming centers and to sell in to the consumer. We are all aware of the tremendous exploitation that the middle-men indulge in when marketing agricultural commodities.

Even in products like wheat, rice, tobacco, the exploitation of the farmer by middle-men is very important but these are products that are needed to be marketed only once a year. These are also products, which the farmer can stock for some time in order to obtain a good market.

# HUTATMA CO-OPERATIVE MILK UNION LTD. WALVA



In the year 1997 Hutatma Co-Op Dudha Utpadak Sangh Ltd. Walva (Multistage) is established at Walva with inspiration of Krantiveer Nagnath Anna with prime view to make provisions of side business of milk production to poor and hard worker farmers and labours in co-relation to agriculture as well as to give right price to their milk and to supply pure and unadulterated milk to society. The share capital of said sangh is Rs 4, 42,600/- and daily average milk collection is 41000 liters. The milk laboratory at walava has capacity to handle 1, 00,000 liters milk at a time and said laboratory is well equipped and advanced. In Karnataka State at Athani the chilling plant having capacity of 20,000 liters milk is in force today.

## **Mission and Statement**

Hutatma Co-operative Milk Union Ltd Walava, aims to render the best services at normal cost of to its members to increase milk production and produce good quality milk by paying remunerative price throughout the year, thereby improving economic and social condition while ensuring high quality milk and milk products to the delighted level of the consumers at competitive.

## **Vision and Statement**

The union thrives hard to adopt the modern and eco friendly technologies to produce milk and milk products of international standards to make our presence prominent in the global market.

## **Quality Policy**

Hutatma Co-operative Milk Union Ltd. Walava is the committed to the upliftment to its producers surplus members by supporting them to produce surplus milk of good quality and continually satisfy customer expectation and timely delivery of good quality milk and milk products meeting to legal standards by developing an healthy relationship with the suppliers and motivating the work force to adhere to good manufacturing practice.

## **Aims and Objectives**

- To produce continuous and remunerative market for the surplus milk in rural areas
- To supply quality milk to customers in the urban areas at a competitive price
- To provide the technical inputs necessary to produce good quality milk and to facilitate increase in milk yield.
- To provide self employment to rural folk and to make them economically self sustainable by which the migration of rural folk to urban areas is minimized.
- To prevent the role of the middlemen in the milk business and to increase their returns
- To establish a bridge between rural and urban folk and to play a vital role in changing the social and economic status of the rural folk

## **Role of Dairy Co-operatives**

The dairy co-operatives are organized in rural areas for the milk produces keeping in view the domestic principles and values. These co-operative educate, guide, and support the milk producers in dairy development activities.

## Management

Sr.No	NAME	Designation
1	Shri Bhagvan Shankar Patil	Chairman
2	Shri Jaywant Yallapa Aahir	Vice Chairman
3	Vaibhav Naganath Nayakwadi	Director
4	Shri Laxman Sangappa Saudi	Director
5	Shri Yashwant Ramchandra Babar	Director
6	Shri Mahadev Dyandev Mane	Director
7	Shri Askok Sadashiv Patil	Director
8	Shri Askok Sadashiv Patil	Director
9	Shri Banudas Mahadev Salunke	Director
10	Shri. Jayawant Yashwant Chavan	Director
11	Shri. Sanjay Kumar Hore	Director
12	Shri. Babaso Bapuso Jadhav	Director
13	Shri. Ashok Maruti Khot	Director
14	Shri. Ramchandra Nivrutti Khot	Director
15	Shri. Lalaso Mahipati Laondhe	Director
16	Sau. . Rajana Namdev Mane	Director
17	Shri. Vilas Mahipati Pawar	Director
18	Shri. Dilip Yakanath Surwanshi	Director
19	Shri. Namdev Mhasu Mandlik	Managing Director

Product Profile



- Hutatma Milk
- Curd
- Paneer
- Ghee
- Basundi
- Peda
- Lassi
- Shrikand
- Amrakand

Table No: 4.1 Sale of Milk and Milk Products (in Lakhs)

YEAR	TOTAL SALE(In Lacks)
2007-08	4011.55
2008-09	4811.75
2009-10	4205.31
2010-11	8615.10
2011-12	8066.85

(Source: Annual Reports from 2007-08 to 2011-12)



### Interpretation

The above Table 4.1 shows that the sale of milk and milk products of Hutatma Co-operative Milk Union Ltd Walava. In the year 2007-08 sales was 4011.55 Lacks, in 2008-09 it increases to 4811.75 lacks, in 2009-10 it decreases to 4205.31 lacks, in 2010-11 again it increases to 8615.10 lacks and in 2011-12 again it decreases to 8066.85 lacks. This shows that sales of Hutatma Co-operative Milk Union Ltd is increasing and decreasing trend because of fluctuation in demand and competition in the market.

**Table No: 4.2 Milk Collections**

Year	Buffalo Milk	Cow Milk	Total Milk Collection
2007-08	12347808.00	7917905.00	20565713.00
2008-09	13082854.70	11493754.30	24576609.00
2009-10	10354523.00	8159300.00	18513823.00
2010-11	15045785.00	11379706.70	26425491.70
2011-12	16548567.00	11327370.70	27875937.00

(Source: Annual Reports from 2007-08 to 2011-12)

### Interpretation

The Table 4.2 shows the milk collection of Hutatma Co-operative Milk Union Ltd Walva. The milk collection in 2007-08, 2008-09, 2010-11 and 2011-12 is increasing trend but in 2009-10 decreased trend. Therefore the milk collection of Hutatma Co-operative Milk Union Ltd Walva is satisfactory.

**Table No: 4.3 Total Milk Supply**

Year	Total Milk Supply
2007-08	23530479.00
2008-09	24830690.50
2009-10	18658335.00
2010-11	26519831.80
2011-12	28397813.09

(Source: Annual Reports from 2007-08 to 2011-12)

### Interpretation

Table 4.3 revealed that the milk supply of Hutatma Co-operative Milk Union Ltd Walva. In the year 2007-08, 2008-09, 2010-11 and 2011-12 milk supply was increasing trend.

But in the 2009-10 decreasing trend because of low collection of milk. Therefore the milk supply of Hutatma Co-operative Milk Union Ltd Walva is improving stage.

**Table No: 4.4 Distribution Profit**

Particulars	2007-08	2008-09	2009-10	2010-11	2011-12
	996518.80 (125%)	1128764.38 (125%)	1426235.80 (125%)	1620227.60 (125%)	(5976608.21) (125%)
Reserve Fund	249130.00 (25%)	282191.00 (25%)	356559.00 (25%)	405057 (25%)	--
Co-operative Section Fund	7474.00 (1%)	8466 (1%)	10697 (1%)	12152 (1%)	--
Rate Fluctuation Fund	291481.00 (39%)	330164.00 (39%)	417174.00 (39%)	473917.00 (39%)	--
Pashu Dev. Fund	74739.00 (10%)	84657.00 (10%)	106968.00 (10%)	121517.00 (10%)	--
Dharmaday Fund	74739.00 (10%)	84657.00 (10%)	106968.00 (10%)	121517.00 (10%)	--
Building Fund	298955.80 (40%)	338629.38 (40%)	427639.38 (40%)	483067.60 (40%)	--
Profit Remain	0.00	0.00	0.00	0.00	--

(Source: Annual Reports from 2007-08 to 2011-12)

### Interpretation

The above table 4.4 shows the distribution of profit of Hutatma Co-operative Milk Union Ltd Walva. The profits was continuous increases from 2007-08 to 2010-11, but in 2011-12 suffered a loss. The total earning profit of each year is distributed for Reserve Fund (25%), Co-operative Section Fund (1%), Rate Fluctuation Fund (39%), Pashu Development Fund (10%), Dharmaday Fund (10%) and Building Fund (40%). Therefore the Hutatma Co-operative Milk Union Ltd Walva made proper planned of earned profit each year.

### Conclusion

In this chapter researcher is required to give the brief profile of the organization, the nature of the organization, the products and services of the organization, number departments and organization is having, its organization structure, the manufacturing process, the growth and development of the organization from inception and strategies to be adopted by the organization in future.