

## **CHAPTER - II] PROFILE OF GOKUL**

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## **A) INTRODUCTION –**

### **I) HISTORY OF GOKUL -**

Most success stories have a humble beginning and so has been with Kolhapur Zilha Sahakari Dudh Utpadak Sangh Maryadit, on 16th march, 1963 a spark stormed a fire to help the 'White Revolution' revolt heavily, yes on this day come into beings the Kolhapur Zilha Sahakari Dudh Utpadak Sangh Maryadit, with the introduction of its popular brand of Gokul milk and its wide range of milk products into the market. Later, in 1978 the National Dairy Development Board included Kolhapur Zilha 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 Dudhsangh's own premises in Gokul Shirgaon M.I.D.C. area was commissioned. Along the way, the Government Milk Scheme in Kolhapur was handed over to the Sangh but prior to this; the chilling centers of Dudhsangh were established at Gadhinglaj and Bidri, about 75 and 50 kms. respectively away from Gokul Dairy.

### **II) OBJECTIVES OF GOKUL –**

1. Development of infrastructure for procurement of milk in rural areas of Maharashtra and to ensure an assured market for milk producers throughout the year as well as the best remunerative prices.
2. Fulfill the growing needs for milk and milk product of the consumers in Maharashtra and else where.
3. Organize the co-operative structure of milk producers at the village level.
4. Supplement the program 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. Imparting training for developing human resource at rural level for effective leadership, management skills and improvement of services to rural milk producers.
6. Running Co-operative development cell to increase awareness and active women participation for better management of Co-operatives and their positive role in democratic setup.

### **III) MEMBERSHIP OF GOKUL DUDH SANGH -**

At the end of year 2004, there are total 2,616 members in Gokul Dudh Sangh. 2,536 members are relates to 'A' class member and remained 80 members included in 'C' class member.



#### **IV) ECONOMICAL POSSITION-**

Total turnover for the year 2003-04 is Rs. 435 crores and net profit Rs. 4.09 crores, shares capital of sangh is Rs. 32.68 crores. Reserve Fund is Rs. 8.09 crores and other funds are Rs. 19.13 crores.

#### **V) MILK PROCUREMENT-**

When it comes to milk procurement, Gokul Dairy has always set an example. Considering the year 1985, when the average milk procurement was 1,14,836 litres (ltrs.) per day with 676 village level societies affiliated to the Dudh Sangh. Since then, the figure has shot up year after year. Like in 1997, the average and peak procurement was 4,24,250 ltrs. and 5,29,172 ltrs per day. Presently, its average and peak procurement is 5,02,444 ltrs. and 5,97,762 ltrs. per day respectively. Commendable, when we see that the rated capacity of the dairy is only 4 lakh ltrs. per day. All this milk is collected from 1884 village level dairy co-operatives on 142 milk routes. As for the proportion of Buffaloes and Cows milk, its 75% and 25% respectively. The Buffalo fat is 7.21% and SNF in 9.4% and the Cow fat is 4.2% and the SNF is 8.6%. Average purchasing rate for Buffaloes 13.97/- Rs. and Cow milk is Rs. 9.49/- per ltrs.

#### **VI) THE PRODUCT RANGE –**

The Dudh Sangh products are very popular in the market. Branded “Gokul”, they include White Butter, Table Butter, Shrikhand and Ghee. Besides, of course, Skimmed Milk Powder which is IS-Part I and Part II Extra Grade. This is on its way to capture the global market.

#### **VII) INNOVATION –**

Gokul Dairy is always looking for employing new methods that are efficient as well as cost effective. Like the installing Solar Water Heating System (of 50,000 ltrs. capacity) is expected to save expenditure on furnace oil to the tune of Rs. 6 lacs per annum. Talking more about oil/energy conservation, Gokul Dairy processes 160-170 ltrs. of milk, as against the average 115 ltrs. Similarly, to process 56 ltrs. of milk 1 unit of electricity consumed, where as the average figure is 30 ltrs.

#### **VIII) GROWTH/ACHIEVEMENTS –**

##### **AWARDS –**

For Gokul Dairy, thanks to its high production standards and exemplary performance, wining National Productivity Council Award have been but natural. The first one was the year 1988 –89 in the category of best Milk Product Plants. The second for the

✓ year 1992-93 in the category of outstanding Liquid Milk Plants. The third and the fourth one 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 NPC award along with two national awards for Best Performance in Animal Feed Processing.

✓ Gokul is one of 30 groups in India and only one group in Maharashtra selected by N.D.D.B. & W.T.O. in world quality control program for standardization of quality of milk and milk products up to 2010.

#### **IX) SPREADING OUT –**

Beginning 1988, liquid milk marketing was launched in Mumbai by the Dudh Sangh. Sales, initially, were 16,000 ltrs. per day (LPD). Today, Buffalo, Cow and toned milk, together account for more than 3 lacs LPD. , Gokul milk was launched in Pune during 1993. At present, sale in Pune is around 20,000 LPD. Supply of milk to the State Federation and the Goa Union has been regular.

#### **X) EXPORT -**

Gokul skimmed Milk Powder (Extra Grade) has been exported to Sri-Lanka. The first step in international marketing. With GATT provision benefits, the sangh has entered in to the Global Market.

#### **XI) MILKOTESTERS-**

The Dudhsangh has supplied 2043 milkotesters to village dairy co-operatives with the present level subsidy of Rs.3,000/- per milkotesters, for encouraging improvement in quality of milk.

#### **XII) COMPUTERS –**

Use of information technology in operation management and decision making is considered vital at Gokul, with inception of computers at all levels, this efficiency has been achieved. They also encourage computerization for working of milk co-operatives, by providing subsidy as input.

#### **XIII) 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-operatives. In March 1990, with the help of National Dairy Development Program known as “Gokul Gram Vikas Yojana” was implemented. This program 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 villages for development. Initially 175 villages have taken the benefits of the program. This number has now risen to 525.

#### **XIV) CATTLE FEED PLANT –**

Dudh Sangh started production of 100 Metric Tones Per Day (MTPD) cattle feed to meet nutritional requirement in the year 1982. The plant capacity was expanded to 200MTPD for meeting increasing need as part of technical input program. The production latter was switched to by-pass feed to meet more demand at same production capacity. The Cattle Feed is marked under the most accepted brand called 'Mahalaxmi'.

#### **✓B) OTHER ACTIVITIES INCLUDE –**

##### **I) PREVENTIVE & CLINICAL VETERINARY SERVICES -**

A team of 45 trained veterinary graduates is recruited by the organization to cater the preventive and clinical veterinary needs of the dairy farmers. Each veterinarian looks after an area of about 10 villages and provides these mobile services round the clock at their doorsteps, by providing each field veterinarian with a vehicle.

##### **II) BREEDING SERVICES-**

In its operational area 240 artificial insemination centers have been established by the union. All the necessary inputs to these centers such as liquid nitrogen, semen, sheath and even cryogenic containers are made available by the union. At present 300 villages are taking advantages of these services.

##### **III) FODDER DEVELOPMENT –**

Availability of sufficient quantities of good and nutritious fodder is essential prerequisite for sustained milk production. In view of this a team of 4 agricultural graduates in assistance of 5 supervisors is working under fodder development section of the union. Under this programme seeds of improved fodder varieties are distributed at 25% subsidized cost, besides manual chaff cutters and power driven chaff cutters are distributed at 25% and 30% subsidy respectively. About 100 tonnes of fodder seed is distributed annually.

##### **IV) EMBRYO TRANSPLANTATION –**

Under the national programme of Embryo Transplantation (ET), a state ET Centre was established at Kolhapur. Field operations of which commenced from August, 1992. Presently, the conception rate of E.T. is about 35%. The trend, surely, is encouraging.

### **C) TRAINING CENTRE –**

After considering importance of training, Gokul had started a training centre at Shahu Market Yard, Kolhapur, on rental base in 1984. But afterwards in 1990 this centre transferred in its own new building, at Tarabai Park, Kolhapur named “Anandarao D. Patil (Chuyekar) Dūch Vyavasaya Va Pashusanvardhan Prashikshan Kendra”. Because of 100% grant from National Dairy Development Board (NDDB), this training centre equipped with all essentials and facilities needed for training.

### **I) AREA OF WORKING –**

At starting, it was only limited up to Kolhapur district. But because retaining and maintaining standard in training, N.D.D.B. converted it at state level regional centre.

### **II) SERVICES AND FACILITIES –**

Followings are the services and facilities provided by training centre.

1. Two classrooms seating capacity of 30 each.
2. 150 trainee seating capacity hall.
3. Hostel.
4. Dining hall.
5. Laboratory.
6. Computer room.
7. Audio video medias.
8. Library/study room 30 trainee seating capacity.

### **III) TRAINING COURSES-**

1. Secretary (Accountant) and Management.
2. Committee Member.
3. Veterinary.
4. Milkotester.
5. Farmer.
6. Milk processor.
7. Artificial breeding, etc.

### **D) BENEFITS TO THE MEMBERS AND OTHERS. –**

Since the entire activities of the union are monitored, managed and controlled by the elected representatives of primary dairy co-operatives, members and others enjoy abundant benefits. Some of these are-

1. Quality based remunerative price.
2. Make availability of productive cattle of high breeds.

3. Technical inputs are channeled and delivered.
4. Loan and advances guarantee for purchase of dairy equipment and implements.
5. Community and personality development through co-operative meetings.
6. Meeting market requirement by consistent supply of quality milk and milk products.
7. Generations of employment to urban populations through growth of allied industries.

#### **D) QUALITY MANAGEMENT AND ISO 9002 –**

Under guidance and assistance from NDDDB and FAO, Gokul implemented a quality management system in order to improve the quality of the plant and its output, not only the national standards but also to compete at international levels.

Quality management system accelerated business in following ways.

1. Achieving and sustaining quality of products and gain in customer satisfaction.
2. Lower operation cost and improved productivity and profitability.
3. Enhance market share and image.

To give the best services and products to the satisfaction of their esteemed customers, they practiced quality management from its evolution and in short period from now they are going for ISO- 9002, an international accreditation for system certification along with HACCP to assure food safety of our customers and organization.

Looking at all these achievements it would seem the Dudhsangh would be content enough. However resting on laurels isn't what the Dudh Sangh believes in. Far from it, it's already looking much ahead into the future. Expansion in every activity is what the Dudhsangh is looking forward to. Because in spite of achieving so much, the Dudhsangh still feels that the best is yet to come. This feeling has arisen from their firm faith and practice of an age old saying which goes this way, -

✓ “Start with what you are, with what you have, get something out of it and never be satisfied”.

‘**DR.VERGIS KURIEN**’ pioneer of White Revolution practiced this concept with lot of confidence, this concept was further made flowing success by Ms. Amrita Patel by implementing it nationwide.

**BOARD OF DIRECTORS OF GOKUL DUDH SANGH (2004-05).**

Sr. No.	Name	Designation
1.	Shri. Patil V. N.	Chairman
2.	Shri. Narke A. D.	Director
3.	Shri. Patil A. D.	Director
4.	Shri. Patil R. V.	Director
5.	Shri. Aapate R. P.	Director
6.	Shri. Hattaraki R. S.	Director
7.	Shri. Dongale A. G.	Director
8.	Shri. Patil D. B.	Director
9.	Shri. Bondre C. S.	Director
10.	Shri. Ghatage A. D.	Director
11.	Shri. Patil S. R.	Director
12.	Shri. Patil N. A.	Director
13.	Shri. Patil F. J.	Director
14.	Shri. Jadhav V. S.	Director
15.	Shri. Kamble N. R.	Director
16.	Smt. Gaikawad S. S.	Director
17.	Sou. Sonalkar M. A.	Director
18.	Dr. Ranade S. S.	Executive Director

**Table 2.1**

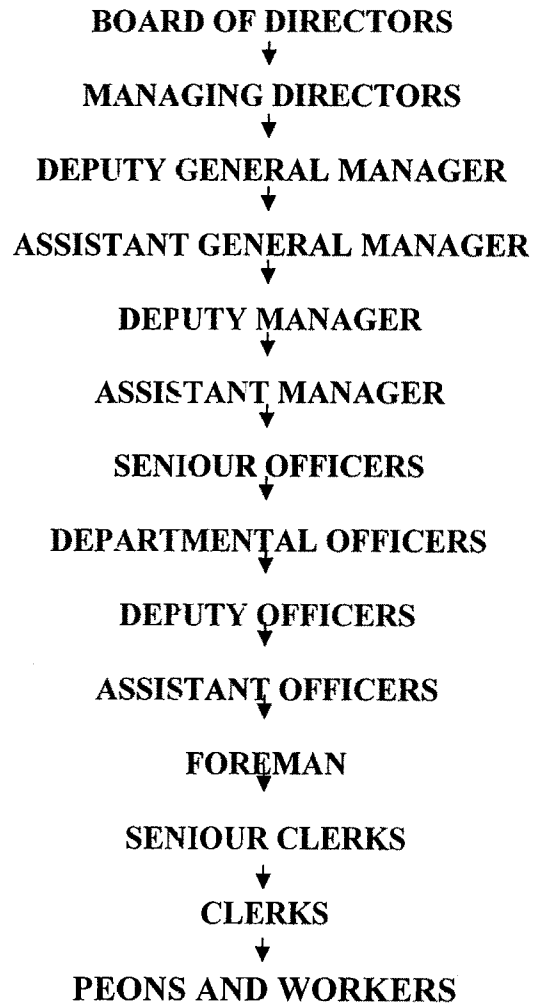


**MANGING AUTHORITIES OF GOKUL DUDH SANGH 2004-05.**

Sr. No.	Names	Designation
1	Shri. Desai V. A.	Deputy General Manager
2	Shri. Shaha R. C.	Assistant General Manager
3	Shri. Patil R. G.	Manager (Finance)
4	Shri. Dr. Patil P. R.	Manager (Cattle breeding)
5	Shri. Patil P. A.	Manager (Training)
6	Shri. Patil N. S.	Manager
7	Shri. Patil C. G.	Manager (Engineering)
8	Shri. Killedar B. S,	Manager (Cattle feeding)
9	Shri. Patgaonkar M. V.	Manager (Washi)
10	Shri. Joshi A. N.	Manager (Computer)
11	Shri. Patil S. M.	Board Secretary
12	Shri. Karape A. B.	Deputy Manager (Cost)
13	Shri. Lute S. N.	Assistant Manager (Quality Control)
14	Shri. Kadam S. B.	Assistant Manager (Purchase)
15	Shri. Ghorpade D. S.	Assistant. Manager (Dairy)
16	Shri. Adake R. R.	Assistant Manager (Production)
17	Shri. Topakar V. V.	Assistant Manager (Account)
18	Shri. Ghatage D. A.	Assistant Manager(Quality Assurance)
19	Shri. Mahadik P. S.	Assistant Manager (Administration)
20	Shri. Katkar B. S.	Assistant Manager (Management
-	-	Information System)
21	Shri. Patil K. S.	Assistant Manager (Procurement)
22	Shri. Khatakale R. D.	Assistant Manager (Milk)
23	Shri. Aarde R. B.	Assistant Manager (Milk)
24	Shri. Mahajan S. G.	Assistant Manager (Milk)
25	Shri. Aadnaik P. M.	Civil Engineer
26	Shri. Yadav M. B.	Public Relation Officer

**Table 2.2**

## **ORGANIZATIONAL STRUCTURE OF GOKUL (Head Office)**



**Chart 2.1**

\* (Hierarchy of management of Gokul Dudh Sangh head office is given on page no. 86 with details of designations.)