

C H A P T E R - I V

DISTRICT MILK FEDERATION'S

(Kolhapure Zilla Dudh Utpadak Sangh)

ASSISTANCE TO JANATA CO-OPERATIVE MILK DAIRY, UTTUR

AND OTHER ACTIVITIES OF JMD.

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4 (A) DISTRICT MILK FEDERATION'S ASSISTANCE FOR THE DEVELOPMENT
OF JMD :

Introduction :

The District Milk Federation is known as 'Kolhapur Zila Dudh Utpadak Sangh, Kolhapur' (KZDUS). It was established in 1963. At the time of its establishment only 34 dairy societies were members. The average milk collection was around 19,000 per day liters. The area of operation of the KZDUS consisted of 700 villages. The number of such villages has increased to 1,418 today. The area of operation of the KZDUS consists of twelve talukas of Kolhapur district - Gadhinglaj, Ajara, Kagal, Chandgad, Shahuwadi, Gagan-Bavada, Karveer, Radhanagari, Panhala, Shirol and Hatkanagale.

The KZDUS is engaged in different activities which are as follows :

- i) Milk collection.
- ii) Milk processing and production.
- iii) Transportation of milk to other markets in the state particularly to Bombay.
- iv) Milk distribution of local market.
- v) Production of milk products.
- vi) Provision of cattle-feed.
- vii) Provision of services related to dairying.
- viii) Financing milch animal purchase.

- xi) Provision of 50 percent subsidy to primary co-operative milk dairies for purchasing Milko-tester.

Implementation of the Anand Pattern Programm in JMD as

Primary Co-operative Dairy :

For the development of dairy industry on scientific lines dairies in India, have accepted, 'The Anand Model' for their operation. It has been accepted as the most effective institutional structure for dairy development.

The Janata Co-operative Milk Dairy was functioning on traditional method before 1982. From 1984 it accpeted the Anand Model. All the functionsof the Janata Co-operative Milk Dairy are based on the Anand Model since 1984. The District Milk Federation, Kolhapur (KZDUS) has accepted this Anand Model and implemented it in all primary co-operative dairies of Kolhapur district, including Janata Co-operative Milk Dairy, Uttur.

The important characteristics of the 'Anand Pattern' are numerated below :

(1) The structure of the 'Anand Pattern' Milk Co-operatives consists of a two-tier system i.e. District Co-operative Milk Producers Union at the district level and the Village Milk Producers Co-operatives at the village level. The village level societies are the grass-root level

organisations which are federated with the district level unions.

(2) It is entirely a producers owned organisation. The management is in the hands of the democratically elected leaders of the producers, which ensures members participation and redressal of their grievances.

(3) While organising the society, its potentiality for success and the economic viability is properly assessed and ensured. Then the proposed society is allowed to work for a period of 3 months before it is registered. Only when the society is proved to be viable during this probationary period, it is recommended for registration.

(4) Every society is constanly guided, supervised, rectisied and controlled by the District Federation. Besides there is a continuous and concurrent audit of all the societies on a quarterly basis to ensure clean administration.

(5) It provides a practice of technical inputs such as A-1 cattle-feed, veterinary services to the members to enhance milk production. Such services are provided at the door steps of the producers at affordable rates.

(6) A scientific system of pricing for milk has been involved. The payment is made on the basis of the fat and

SNF content of milk which is tested separately, for each producer. This provides encouragement for the supply of quality milk.

(7) A substantial part of the surplus earned by the society is paid back to the producers in the form of bonus in proportion to the quantity of milk supplied during the year.

(8) The Anand Pattern societies such as JMD, do not encourage tending to their members. Neither do they undertake any lending operation nor do they stand as guarantors for any financing agencies.

(9) According to the 'Anand Model' societies like JMD can undertake extension activities like campaigns, mobile exhibition, film shows, milk yield competitions, trips of the farmers with their wives to the milk federation i.e. Gokul Milk Project, Anand Milk Project of Gujarat.

(10) After achieving financial stability and building up reserves the dairy co-operatives undertake rural development activities for the welfare of the members of the general public by making contribution for schools, health centres, libraries, electricity, telephone, road etc.

(11) No malpractice is possible in such dairy co-operatives. There is a full proof system of pricing and

Figure 4-1

Schematic representation of Anand Pattern

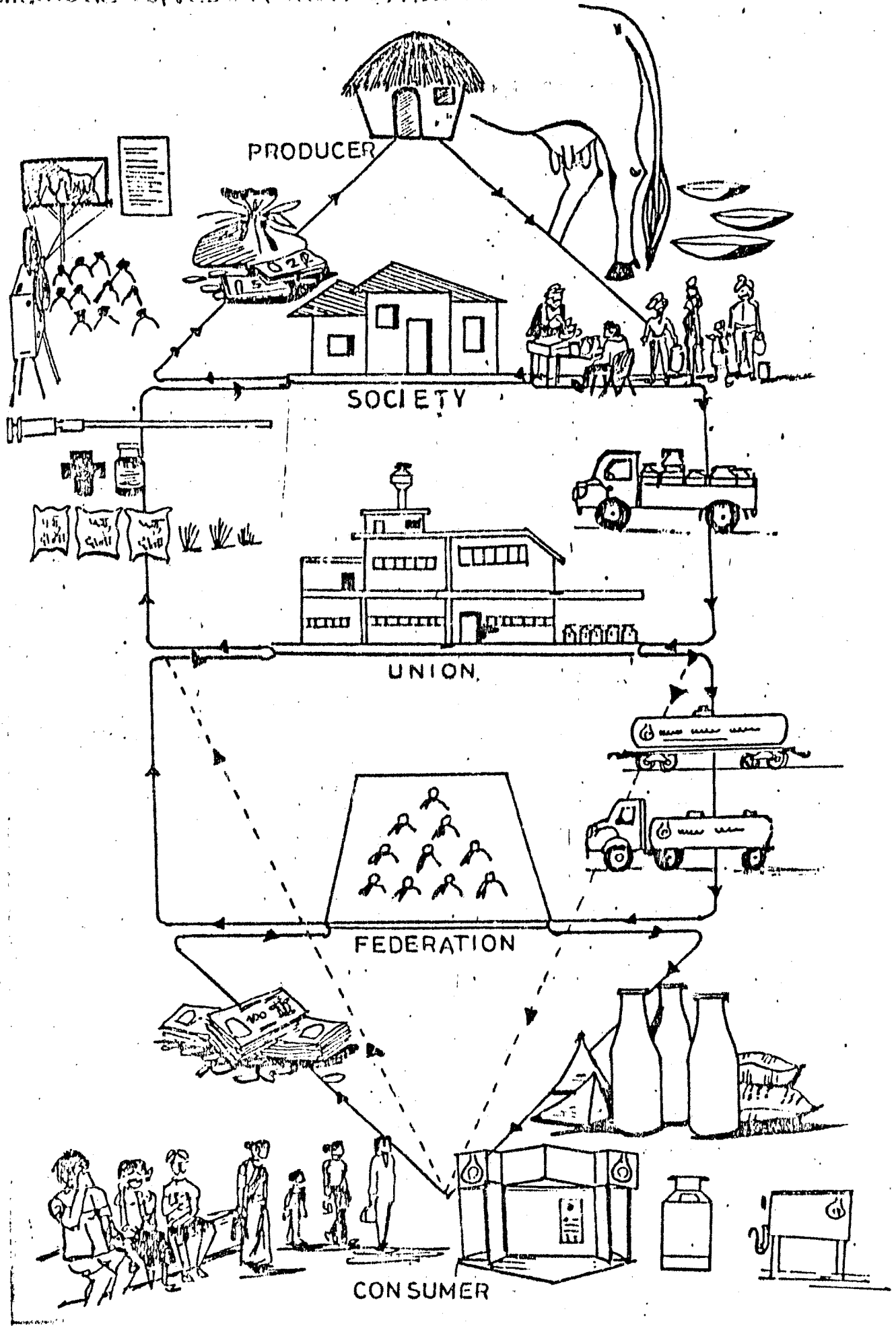
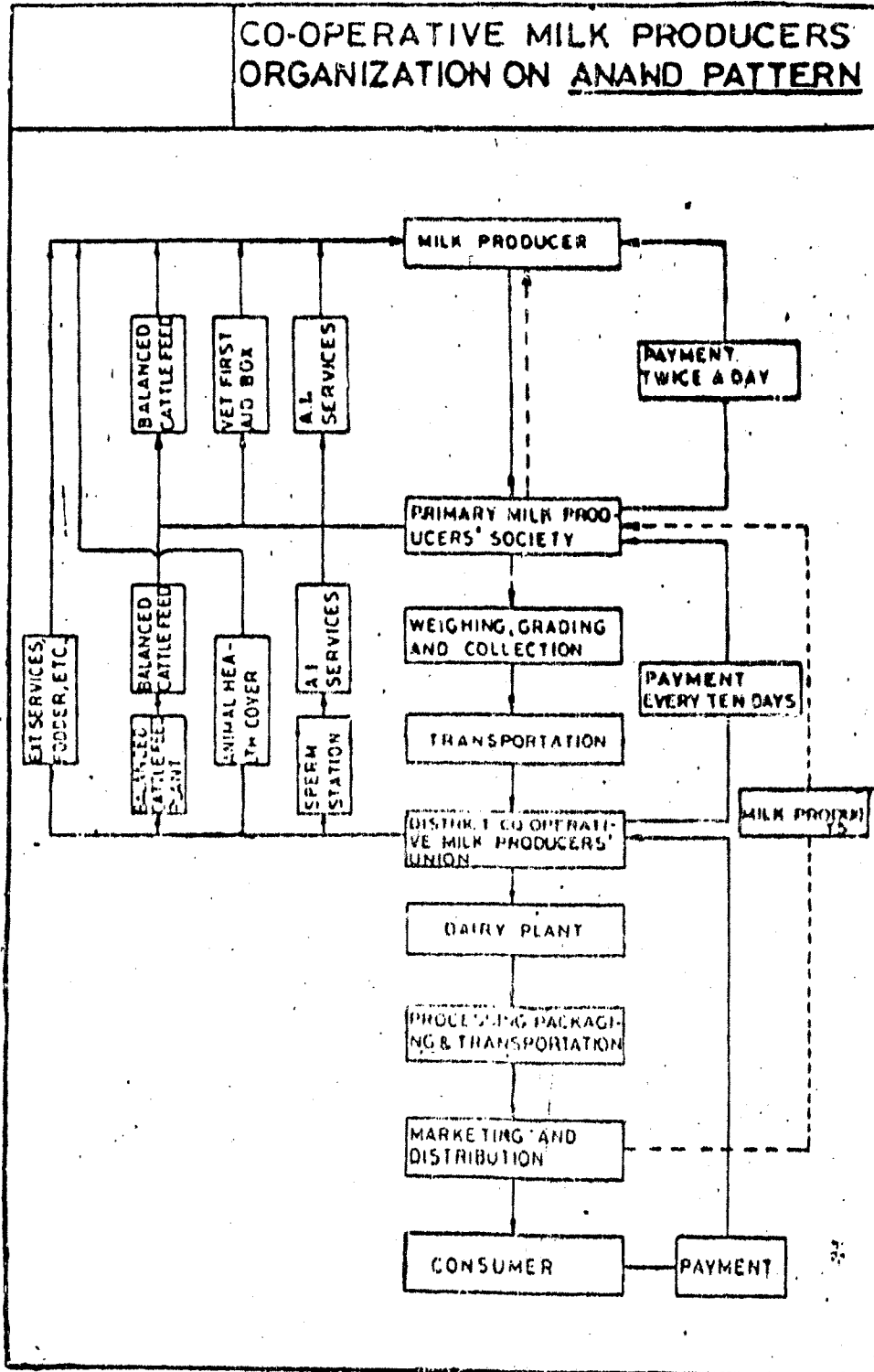


CHART 41

Co-operative milk Dairy's Organisation on ANAND PATTERN.



payment, twice a day to the producer, leaves no scope for misappropriation. The price of milk is determined and paid on the spot. Account keeping of all paying activities are up-to-date.

(12) The societies which have accepted Anand Model do not undertake any significant local marketing.

(13) The secretaries of village primary co-operative milk societies are always trained in A-1. Such training camps are conducted by KZDUS, free of cost.

The above mentioned characteristics of the Anand Pattern are accepted by JMD in its functioning.

Before accepting the Anand Model in JMD, all the activities of the JMD like Milk collection, distribution and pricing of milk were traditional and the dairy was not in an efficient working condition.

Management Allowance to JMD :

The KZDUS gives management allowances to its primary co-operative milk dairies. The federation gives 0.12 paise per liter allowance to JMD as well as to all primary co-operative dairies which came in its are of operation. On 4th November, 1991, the federation has taken an important decision to give 0.15 paise per litre management allowance

to all primary co-operative dairies.¹

The Janata Co-operative Milk Dairy, Uttur (JMD) gets Rs.120 to Rs.150 management allowance each day. The management allowance is paid by the federation on the following heads.

- 1) To pay salaries of their workers.
- 2) For the maintenance of dairy equipment.
- 3) For paying stationary charges.

Table 4.1

The Management Allowance paid by KZDUS
to the JMD during 1984-88.

Year	Milk saled to federation in litre	Allowance per litre paise	Total allowance
1984	3,23,359.90	6	19,40,159.4
1985	2,50,351.1	10	2,50,351.0
1986	3,74,145.7	12	44,89,748.4
1987	3,84,675.3	12	46,16,103.6
1988	19,03,809.7	12	2,28,45,716.4

Source : Dairy Register of JMD, Uttur.

From the table it indicate that in period of the five years the JMD gained Rs.3,41,42,078.8 allowance from District Milk Federation, Kolhapur.

The Veterinary aids and the animal-feed services to JMD :

In Kolhapur, the breed improvement programme was undertaken to increase the productivity of milch animals. In this programme, the veterinary department of the Maharashtra Government as well as the veterinary service Department of Kolhapur Distric Milk Federation (KZDUS) had some role to play. The programme included artificial insemination of milch animals through established centres. During the course of the study, the progress of this artificial insemination programme was good. There is one animal health dispensary in Uttur, and two Co-operative Milk dairies have undertaken this programme. But in comprison with other talukas in the district, Ajara taluka does not have sufficient artificial insemination centres.

During the five year period, 1984-88, JMD provided various animal health services to their milk producer members milch animals. The veterinary department of the KZDUS provides veterinary services on very low charges to Milk co-operatives under its area of operation. The doctors of the veterinary department at KZDUS visit each co-operative dairy once in a week. They check the cows and she-buffaloes of the dairy co-operative is members. Under artifical insemination programme the cows and buffaloes had been given Mura, H.F., Surati types of artificial semen at JMD free of cost. During the period 1984-89 the Federation

provides artificial semen, medicine and injection to the JMD. The doctors from the Federation paid visits to the JMD on Thursday, every week. If any member of JMD wanted veterinary services for their milch animals the services were provided. The doctor would also make a visit, but the fee of Rs.15/- was charged per animal. This fee was recovered from the Milk Bill of the respective member.

The following table 4:2 shows the veterinary services provided by KZDUS to JMD during the period 1984-88. In this veterinary service programme KZDUS provides artificial semen and medical services to the sick milch animals.

Table 4:2

The veterinary services to JMD from KZDUS during 1984-88.

Years	Artificial insemination		Medical Treatment		Total treated Animals.
	Cows	Buffaloes	Cows	Buffaloes	
1984	1,350	120	240	136	1,846
1985	1,200	202	371	96	1,869
1986	1,438	321	403	38	2,200
1987	1,922	600	583	100	3,205
1988	1,515	528	201	100	2,344

Source : Record of JMD, Uttur.

There is a tendency in the farmer of Uttur village to breed their cows rather than their she-buffaloes by artificial insemination. For breeding she-buffaloes they use traditional method. But in case of cross-breed cows the farmers uses artificial insemination. Therefore, the quantity of artificially inseminated cows are more than articially insemnated buffaloes. If the artificial insemination failed to provide results, the farmers went in for further artificial inseminations particularly for their cows, though the buffaloes were not necessary neglected.

The JMD also provided siren, medicine, mineral mixtures to milk producers as prescribed by the doctor. In the five year period of 1984-88, JMD rendered treatment to 2,268 sick milch animals. The medicines given to these sick milch animals were provided free of cost.

Animal Feed Servicing throught the JMD :

The KZDUS provided cattle feed at reasonable prices. All selected co-operative dairy societies had undetaken the supply of cattle feed, through KZDUS cattle feed plant.

The cattle feed named "Mahalaxmi Pashu Ahar" is the product of the KZDUS. There had been good demand for Mahalaxmi cattle feed at Uttur. During the year 1989-90 JMD sold 5.6 tonnes Mahalaxmi Cattle Feed to its members. In this transaction the JMD gained the profit of Rs.38,000.

The cattle feed sales by the JMD is always on credit basis. The bills of cattle feed are recovered from the milk-bill of the members. Apart from the above assistance provided by KZDUS to the JMD, the Federation had given some rebate on following headings :

(a) The Kolhapur Zilla Doodh Utpadak Sangh paid surplus milk rate to their member co-operatives. The minimum fixed rate of milk by the government is Rs.5.12 per litre, but the Federation paid Rs.7.12 per litre to their members co-operatives. This means that, the JMD and other co-operative milk dairies received Rs.2 more milk rate per litre from the federation. This has helped JMD as a substantial economic gain from the District Milk Federation, Kolhapur (KZDUS).

(b) Assistance to construct a building for the co-operative milk dairy. The KZDUS provided 25 per cent capital to the co-operative milk society on its total estimated expenditure on building construction. But the JMD did not accept any financial assistance help from the KZDUS to construct its own building. The JMD built its own building worth around Rs.5 lakh from its own building funds.

(c) To cultivate green-fodder for milch animals, the KZDUS provides fodder seeds to their member societies on a rebate of 25 per cent on the total value of the bill. In

1990, the JMD distributed seeds to grass and su-babul and lasun ghas to their milk producer members incorporating the above rebate.

(d) The District Milk Federation (KZDUS) provides free transport facilities to their members societies. Trucks of KZDUS run through various routes to collect milk from different co-operative dairies. In two shifts of milk collection (morning and evening), the Federation's trucks come to take the milk collected by the JMD. So, there is no problem of storing and chilling the milk. Milk cans are also provided by KZDUS to the JMD.

4 (B) THE OTHER ACTIVITIES OF THE JMD IN UTTUR :

Apart from socio-economic role to JMD in Uttur, milk collection and distribution, the JMD plays a socio-economic role in its area of operation.

In the view of social welfare activities in Uttur, the Janata Co-operative Milk Dairy had taken some interest. The JMD offered some gifts to its members and economic help to educational institutions e.g. Highschool, primary schools and montesary schools.

(1) To help the educational institutions :

The JMD gives financial assistance to school building fund and library funds of the school. JMD give its poultry shed to the Uttur Vidyalaya for conducting regular classes

in it. Every year the JMD gives prize to the students to stand in the first rank, in their classes.

(2) Proper price of milk to the milk producers :

It is essential that the milk producers should receive proper price for their product. If the milk producers are to depend on private milk merchants for the sale of milk, they will have to accept the prices offered by them. In such a case the private milk merchants would take undue advantage of the local market conditions and offer lower price. But the co-operative dairy like the JMD gives certainty of proper price for milk. As the JMD is working on co-operative principles, there is no chance for exploitation because the milk rates are fixed by the state government.

(3) Regular Milk payment :

Except the co-operative milk dairy no other private milk collecting agency can make regular payment of milk bill to the milk producer. The JMD makes regular payments to its members. The payment is made after every 10 days. Such a guarantee of regular payments is not given by private milk merchants, private consumers and hotel owners. The milk producers receive small payments from the Janata co-operative milk dairy on the fourth day. Many a times the JMD accepts risks by paying advance bill to its members.

(4) Assisting members to get loan facility :

When poor farmers face negligence from financial institutions, to provide adequate loan facility to purchase milch animals or animal feed or to build cattle shed the JMD assists them to get loan facility. A primary co-operative milk dairy like the JMD gives advances for purchasing fodder, cattle feed, medicines etc. and later collect it from the milk-payment. In this way, a poor member can meet his needs regarding milch animals. The co-operative societies like the JMD assist their members in getting loans from banks (any financial institution). The co-operative societies provide security for the repayments of the loan. Through such activities the JMD protects its members from exploitation by money lenders and private milk merchants.

(5) The JMD create employment opportunities :

The Government of India has adopted different ways to solve the unemployment problem. But still unemployment is on the increase. The co-operative dairies like the JMD have created employment opportunities in the rural areas. Every co-operative society needs a secretary, clerks and helpers to run the dairy. There are eight full time employees in the JMD. Besides, the JMD can create employment opportunities indirectly, through the encouragement of the development of dairy and allied activities in the rural areas.

(6) Guidance to members :

The members of the primary dairy co-operative societies do not have technical knowledge about dairy business. The JMD gives guidance on various problems related to dairy business. The proper solutions to the problems are obtained from the discussions of the experts from various fields. The sessions of discussion with experts are organised by the JMD. The JMD also arranges training programmes, camps every year for its members.

Training Camps and Prizing etc. :

The dairy business is a technical business. For success of co-operative dairy society, trained and experienced workers are required. Therefore, in order to give training to dairy employees the KZDUS has constituted a new training centre at different courses of varying durations and are conducted by the KZDUS for imparting training and education to the employees.

The training camps conducted by the primary co-operative milk dairy like the JMD is always for dairy members. The training programme is mainly concerned with various problems of milch animals, milk production, artificial insemination, green fodder, animal feed etc. The dairy members need to act essential knowledge and training about the above matters. To provide technical knowledge to dairy members, the JMD arranges special training camps for

its milk producer members. By organising these camps the veterinary doctors, subject experts and government officers give valuable information and instructions to the members.