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C H A P T E R : I V

THE SUCCESS AND THE CONSEQUENCES

OF THE MILK-MEN'S ACTIVITIES

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CHAPTER - IVTHE SUCCESS AND THE CONSEQUENCES OF THE
MILK-MEN'S ACTIVITIES

After the adoption of dairy activity, had for the milk-men have become successful? If so, with changes have taken place in the livings of milk-men and their belongings? In this chapter, these two questions have been examined.

THE SUCCESS OF MILK-MEN :

The success of milk-men is examined on the basis of the income which they have received and the continuity of their job depending on the sale of milk.

TABLE NO. : IV - 1Income Received from the Dairy Jobby 94 Respondents.

<u>Category of Income</u> <u>(Per month)</u>	<u>No. of Respondents</u> <u>Per centage</u>
Rs. 150 - 500 ..	13 (13.83)
Rs. 500 - 1000 ..	45 (47.89)
Rs. 1001 - 1500 ..	31 (32.98)
Rs. 1501 - 2000 ..	02 (02.12)
Rs. 2001 - 6000 ..	03 (03.18)
T O T A L	94 (100.00)

Here, the income received only from the source of dairy job is considered as their income. Accordingly, whatever the figures of income were told by the respondents those were recorded. For data purpose, the figures which the respondents quoted are used for analysis. Thus, the above Table indicates that 76 (i.e. 80.87 per cent) respondents belonged to the income group ranging from Rs.501 to Rs.1500/- and a few (i.e. 5) respondents belonged to the category of high income. In fact, the respondents have not disclosed their real income received from their dairy job. The respondents were afraid of, that, those figures should not be misused to report to the Income-Tax Officer.

But the income level of the respondents depends on how many litres of milk is sold everyday. The following Table shows the sale of milk by the respondents.

TABLE NO. IV - 2

Average Litres of Milk sold by the
Respondents per day.

<u>Average sale of Milk</u> <u>Per Day (in Litres)</u>	<u>No. of Respondents</u> <u>%</u>	<u>Total Sale of</u> <u>Milk per Day</u> <u>by the Respon-</u> <u>dents (in Ltr.)</u>
Below 20	14 (14.90)	210
21 - 30	21 (22.34)	554
31 - 40	20 (21.27)	760
41 - 50	14 (14.90)	682
51 - 60	14 (14.90)	775
61 - 80	04 (4.25)	310
81 - 200	07 (07.44)	790
T O T A L	94 (100.00)	4081

The above figure 4081 litres shows for the total sale of milk per day by the total 94 respondents. Thus an average respondent sells out 43.41 litres milk per day. Generally it is believed that; a sale of 40 litres milk is the minimum requirement for one's survival and that is fulfilled by an average respondent. But, it is important to note that the 39 (i.e. 41.48 per cent) respondents who were selling their milk belonged to the category of above the minimum requirement of 40 litres. It means, the majority of 85 (i.e. 58.52 per cent) respondents were not upto the mark to say in the word of "success".

Moreover, the success in this job depends on the maintenance of the relationships with the milk-producers and the customers. In their relationship, certain elements are important. Those are : (i) a supply of quality and fresh milk from the milk-producers, (ii) a regular payment of the bills to the milk-producers, (iii) an assurance to the milk-producers regarding the entire collection of milk which they produce, and the similar requirements are to be fulfilled in case of the customers.

Furthermore, it is important to note that 40 (i.e. 42.55 per cent) respondents had revealed their satisfaction in their dairy job and also they had told that they would continue their job. But a majority (i.e. 54) of the respondents had revealed that they

were partially satisfied in their job. In spite of their partial satisfaction, they had decided to continue their job.

IMPROVEMENTS IN THE LIVING AND

ECONOMIC CONDITIONS :

According to data, the 92 respondents had their dairy job as the main source of their income for their livelihood. As a result of the adoption of the job, the respondents have improved their living and economic conditions. The details are analysed below :

1. Out of 94 some 40 respondents reported that after the adoption of the job, they started eating quality and nutritional food, such as; milk, ghee, butter, quality grains of wheat, rice, jawar, green vegetables, and fruits, etc.
2. Nearly all respondents told that they were able to wear new and better quality of clothes and they bought ornaments and gold for their women.
3. Some 44 respondents had 'Kaccha' houses made of mud and bricks and after getting more income

from their dairy job they constructed their 'Pakka' houses made of stones, bricks and cement.

4. Initially, all respondents were using bicycle for the collection and distribution of milk, but, at the time of interview 35 respondents had motor-cycles for doing their activities, and one respondent had a tempo for the transportation of milk-cans.
5. The respondent milk-men were aware of the importance of modern and especially a career education. That is the reason, that, some 27 respondents were spending more money on their children's education. And the 5 of them made their sons a doctor, a lawyer, a pharmacist, and a custom officer.
6. The respondents were aware of the importance of savings and investments. A majority (i.e. 65) of the respondents invested their amount in the forms of insurance, fixed deposit, daily saving and lending money. The following is the Table showing the amount insured by the 24 respondents.

TABLE NO. : IV + 3Value of Insured amount by the 24 Respondents

Category of Insured Amount		Period of Insurance (in Years)	No. of Respondents
1.	Rs. 4,000/-	10	1
2.	Rs. 5,000/-	20	2
3.	Rs. 7,000/-	20	1
4.	Rs. 10,000/-	10	8
5.	Rs. 20,000/-	20	7
6.	Rs. 25,000/-	20	4
7.	Rs. 50,000/-	25	1
T O T A L			24

Thus from the above Table No. IV - 3, it is clear that the respondents could invest the thousands of rupees in the insurance scheme.

Besides the insured amount, 8 respondents invested their amount in fixed deposit. Out of 8, each of the 5 invested Rs. 10,000/- and the remaining each of 3 have invested Rs. 3,000/- in the Nationalised Banks.

Some 7 respondents were keeping their saving ranging from Rs. 10/- to Rs. 100/- daily in the Nationalised Banks and the Credit co-operative Society.

And as many as 26 respondents have lent their money to the milk producers for the purchase of milch cattle and fodder, and also for celebrating festivals and ceremonies such as diwali and marriage.

7. In case of some 13 respondents what was found that they have created some additional sources of income by raising loans. The following Table No. IV - 4 indicates the additional sources of income.

T A B L E NO. IV - 4

The conversion of Income into the additional source of income by the 13 Respondents.

Sr. No.	Additional Source of Income	No. of Respondents
1.	Tractor business ..	1
2.	Brick-industry & Tractor Business ..	1
3.	Grinding Mill ..	1
4.	Poultry Farm ..	2
5.	Truck transport ..	1
6.	Grossary Shop ..	1
7.	Video Centre at own village	1
8.	Sweetmart in Ichalkaranji City	1
9.	Rearing 50 sheeps ..	3
10.	Auto Rikshaw ..	1

T O T A L 13

After finishing the work of milk distribution, some of the above mentioned economic activities are managed by some of the 13 respondents. In some cases, the dependents of their family members were provided the jobs thus the respondents themselves and their family members contributed to the total income of their families.

8. The dairy job adopted by the respondents is the job of one man. There is a little scope for additional employment unless there is a large scale collection of milk. But one respondent has employed eleven persons to assist his activity. He has been converting daily 200 litres of milk into 'Khava' for preparing the 'Pedha'. For doing their job, he employed eight persons and the other three for the collection and distribution of milk. And each is paid Rs. 25/- towards the wage.
