

P R E F A C E

This present study has undertaken as a newly emerged class of milk men or 'Gawali' community. The South-Western Maharashtra is known for its 'green' and 'white' revolutions; as a result, many persons have been attracted towards the job of milk-selling.

For this study has selected 94 respondents at random as respondents engaged in the job of milk-selling. All the selected respondents were from the seven villages in Hatkanangle Taluka in Kolhapur district. For the objective collection of data the Interview Schedule was used for interviewing the proposed respondents.

In this study analysed the social factors, such as age, sex, marital status, caste, religion, educational level etc. are discussed.

The another factors, examined and analysed that, imitation, experience, result of unemployment, financial source, total landholding and milch cattle of the milk-men, total milk collection and distribution, producing households and customers, income, economic condition, standard of living, insurance, additional source of income and problems of milk-men etc. are discussed in this study.

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According to this study define that, milk-selling job is one of the source of income to the landless, small landowners and mostly to the unemployed rural and urban youths.

Out of 94 as many as 92 (97.87 per cent) respondents have a main source of income. Out of 94, some 56 (59.57 per cent) respondents were unemployed rural youths.

(Dinkar Kerba Shinde)