

CHAPTER NO XIXPROFILE OF THE SHETKARI SAHAKARI SANGH LTD., KOLHAPUR :**1. HISTORY :**

The Shetkari Sahakari Sangh Ltd. was established on 23rd October 1939 with the object of serving, safeguarding and promoting the interests of the cultivators by securing better prices for their produce and by providing quality agricultural inputs at the minimum possible prices, with principal objective of the betterment of the economic life of the cultivator. For this purpose, the Sangh is supplying quality seeds fertilisers, modern agricultural implements and imparting better techniques of cultivation. This has helped to promote agricultural development.

2. FOUNDER :SHRI TATYASAHEB MOHITE.

The Sangh has been described by several visitors as a magnificent, gigantic co-operative enterprise. It has developed from humble beginnings with 17 society members, 213 individual members and a share capital of Rs.4,564. The first three years were very difficult and the promoters took a rather pessimistic view of its prospects. It was under such trying circumstances that the late Shri. Tatyasaheb Mohite took over as Managing Director in 1942.

He worked as Managing Director of the Sangh for 17 fruitful and eventful years from 1942 to 1959 and proved himself man of vision, imagination, tremendous drive and remarkable organisational ability. The Sangh, whose chief Architect he was, is a living example of that what one man of devotion discipline and determination, supported by co-operative and appreciative colleagues, can do to build up a model co-operative. Managing Directors who followed him have followed his principles and concepts with needed modifications to promote business of the Sangh. Tatyasheb Mohite died on 29-6-1959. His death anniversary is observed by the Sangh every year.

3. MAJOR OBJECTIVES :

a) CONSUMER ACTIVITIES :

Side by side realising that the agriculturist has to be protected as a consumer, the Sangh started supply of consumer goods. Its consumer activities have grown enormously and now they range from medicines to cloth and readymade garments. Its policy and practice of charging the absolute minimum prices has been a great boon to the consumers, resulting in successful protection of the interests to the consumer in general. For this purpose the sangh determined and pursues the price policy to which private traders have many times to conform. The policy - the practice generally followed has always been, bulk purchases directly from the manufacturers.

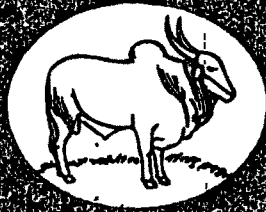
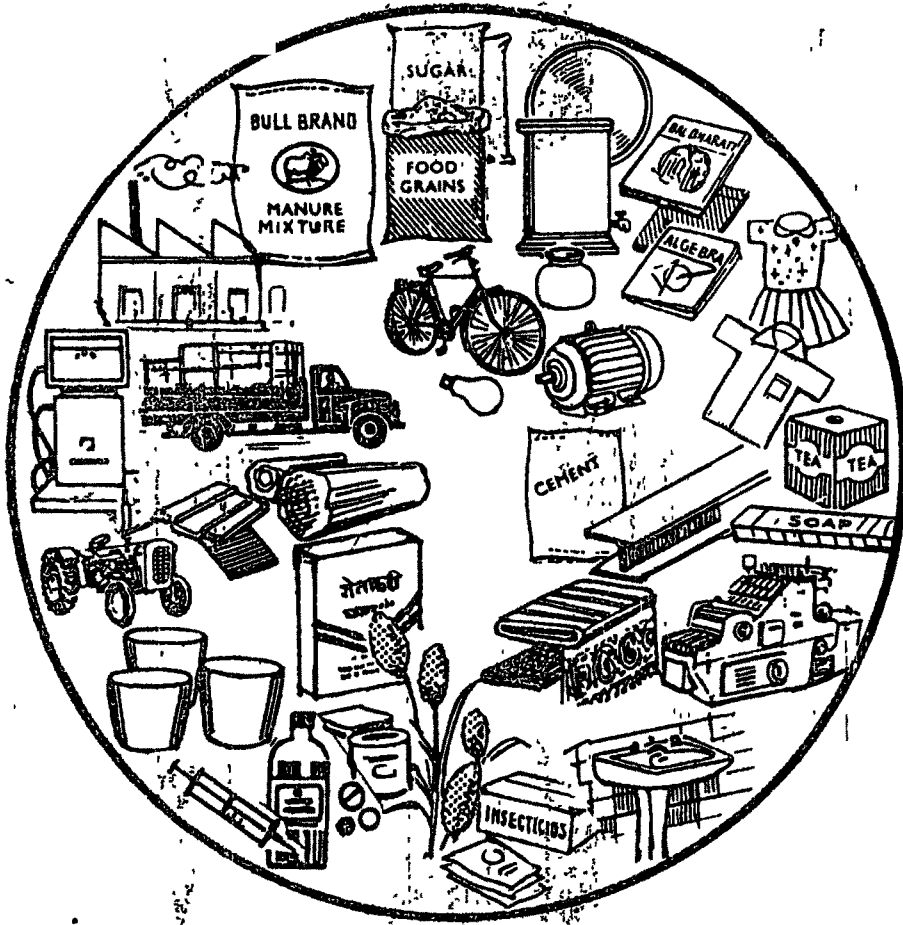
securing wholesale dealership, minimum margin of profit, minimum prices and maximum service to the consumer.

It has been recognized these days that to be effective the consumer stores should take to manufacture of articles they deal in. The Sangh has been doing this in respect of Granulated Fertilisers, Aluminium Utensile and Chilly Powder, for the past several years, through its own processing Plants.

The Sangh handles multifarious activities like marketing of agricultural produce, manufacture and distribution of agricultural requisites, processing of agricultural produce and a large variety of consumer services, all on a very big scale. In the Co-operative year 1966-67, its total turnover was over Rs.59.65 crores, share capital Rs.51.27 lacs, reserve funds over Rs.61.04 lacs, other funds exceeded Rs.164.92 lacs and the working capital was over Rs.11.75 crores. It conducts its operations through 20 sections 145 branches and it has over 2175 employees on its regular staff.

b) MISSION AND BUSINESS :

Co-operation in practice is first and foremost a method of doing business. If the co-operative societies have to succeed and expand, co-operative sector is succeed as business organisations. At the same time, they have to be true to their co-operative character. They have to render social service. This mission is to be translated into action, the noble principles and ideals of co-operation have to be concretised with business acumen. The sangh has been doing this with meticulous care. Its success as a co-operative is as impressive as its success as a business enterprise.



शेतकरी सहकारी
संघ लि. कोल्हापूर.

c) THE SANGH AND THE CO-OPERATIVE MOVEMENT :

For the Co-operative movement to grow and gather strength and momentum, smaller and upcoming co-operatives have to be helped by bigger and established co-operatives. The adopted policy of co-operation amongst co-operatives, has proved crucial to the expansion and efficiency of the co-operative sector in Kolhapur District.

This has helped to encouraged Taluka Co-operative marketing societies and Primary Co-operative Credit (service) Societies in the marketing of Agricultural Produce distribution of agricultural inputs distribution of consumer articles and providing managerial expertise, etc. It has played an important role in promoting and organising the co-operative sugar factories in the district. Its investments in the shares of 9 co-operative sugar factories today are of the order of Rs.1.55 lacs and has close business connections with them. The Sangh is a share holder of 27 different types of co-operative in the district, the total amount so invested totalled Rs.9,51,300/-.

II. SALIENT FEATURES OF THE SHETKARI SAHAKARI SANGH LTD, KCR.

The Shetkari Sahakari Sangh has been aptlying its hard efforts to make available a variety of consumable goods, such as farm-

ing powders, fertilisers, Groundnut oil, soaps and cement, to farmers at the optimum rates. Its activities are so spread and are of such a quality that everybody is praising it. It has spread its network of branches all over the district.

PROPOSED DEPARTMENTAL STORE :

In its annual general meeting, the Sangh has proposed a new Department store known as "Chothari Bazar" in its existing 'old Place' with some modifications. This proposed plan of departmental store is now under Government consideration for approval. This proposal involving an investment of Rs.79.70 lacs has been submitted to the Government of India, through the State Government.

VISITORS OF THE SANGH :

Co-operatives workers, public workers, Government officials, and Co-operatives trainees not only from different parts of the country but also from foreign countries, visit the Sangh. It has been the pleasure and privilege of the Sangh to welcome them and explain working of the Sangh. These visits are a rich experience which the Sangh treasure. They build bridges of understanding and co-operation.

The Sangh has been a success. It has seen its success of other co-operative as also in its contribution to several public institutions and causes. It has been closely associ-

आधुनिक तंत्रज्ञानाने बनविलेली यांत्रिक शेतीऔजारे वापरून अधिक शेती किंवा !

धुनरापासून तंत्रज्ञानपर्यंत ...

मिकेल मळणी मशीन, ऊस भरणी रेसर, कच्चा फुटी यंत्र, शेता फेडणी यंत्र, फेरणी कुरी, बांडणे, गोबर इत्यादी पासून बैलाच्या चालू, धुनराक, सापळा, रेंव्या, बाजक, हलवाई, मलरकी पर्यंत शेतीसमयी लागणाऱ्या बारीक सारीक वस्तू शिळणारे एकमेव शेती औजार केंद्र.

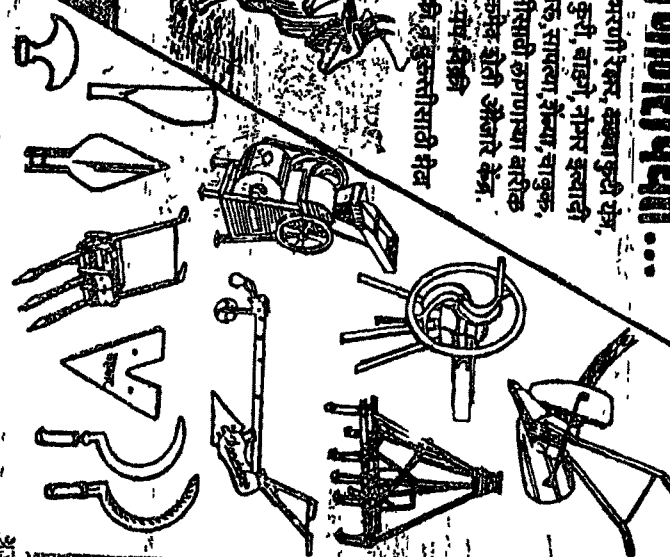
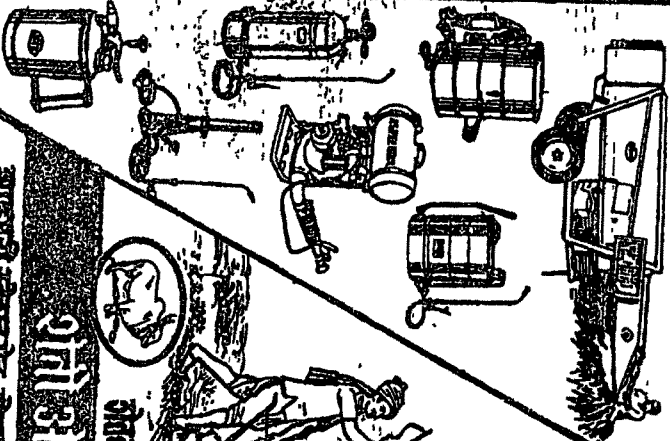
• अस्सीचे सर्व प्रकारचे से-अॅम, मिळी

• से-अॅम स्प्रयर पाटस विमी, हलकासादी भेद

जेव्हाही सहकारी सभा तिचे

शेती औजार विभाग

साहसुरी, स्टेशनरोड, कीलसागर • फोन २४५९



ated with work of the Kolhapur District Co-operative Board, the Tatyasaheb Mohite Co-operative Training Centre the Agricultural Produce Market Committee, etc; Its services have been availed of by the Government of Maharashtra and the Zill Parishad. Farmers residing in the vicinity of Kolhapur and Ichalkaranji have to drop to Sangh a number of times to procure seeds, medicines etc; Knowing this, Sangh has started a new Agricultural Development Centre at Ichalkaranji.

SOME OUTSTANDING FEATURES OF SANGH :

A- AGRICULTURAL PRODUCT SALES :

Jaggery section :- As the 'Datta Sahakari Sakhar Karkhana' at Asurle Porle started functioning, jaggery purchases was affected drastically. Sugarcane selling to sugar factories has increased gradually since, it is very difficult though not impossible to procure sufficient tonnage of jaggery. This later on resulted in less jaggery purchases on the part of Sangh. Because of this, the profit of Sangh raised to Rs.79,964/- which is fantastic compared to previous year.

B- AGRICULTURAL TRADING :

Fertilizer Section :-

This section has been always at the top level of its working, sales and profit.

"Bull Brand" manure of the Sangh has been under continuous demand from the Kolhapur District as a whole. Now, it has reached farmers from Sangli, Satara, Marathwada, Ratnagiri, Sindhudurg district. This is only because of its rich quality at reasonable rates. Most of the famous companies deposited Ammonium Sulphate D.A.P., Urea with the Sangh under "Godown Scheme." This has reduced to a great extent the deficiency of chemical fertilisers as well as Granulated Mixed fertilisers.

The Sangh has, its manure factory at "Rukadi", just 16 kms. from Kolhapur.

2. Farming Equipment Section :

Agricultural officers of the Sangh has always been in touch with the farmers. For this they personally visit the villages and guide the farmers in respect of equipment to be used, seeds selection, manure utilisation and such other elements. This equipment section crossed the profit level of Rs.99,417/-.

3. Diesel Section :-

This important section is continuously improving its services to a wide network. It provides all centre offices, sugar factories and industries with kerosene, crude oil, furnace oil, diesel etc. The Sangh proposed to provide

small scale industries at shiroli and Gokul Shirgeon with crude oil, furnace oil and lubricants.

4. STEEL CEMENT SECTION :

With the intention of assisting the farmers friends, Sangh had started this section, but now it has to face a severe competition in this sector. Sangh has uptill now given a co-operative hand to the farmer and general public by picking up the "Prescribed Quota" of Levicement within stipulated period. Knowing the increased demand for For Steel and Cement, Sangh has started a selling unit at Gokulshirgeon and Timber Market, Kolhapur. This typical section gives a profit level (on an average) of Rs.6,54,789/-, year.

5. MOTOR SERVICING & SPARE PART SECTION :

This unit carries out repairing of Trucks, cars, Jeeps of Sangh as well as of other societies and co-operative departments. The sangh sells tyres, tubes of eminent companies. Profit per year approximately Rs.41,239/-.

C- CONSUMER TRADING :

1. Medicine : There are a number of Medical stores in Kolhapur and other cities. Their number is continuously increasing. Companies having dealership with the Sangh has started a increasing the number of distributors. This has resulted in severe competition to which the Sangh is subjected. Even- though the Sales figure of 21 medical wholesale stores is in -

creased drastically, to help the consumer, Sangh is carrying out the business, on "No Profit, No Loss" principle.

2. Hosiery :

Lucky Draw Schemes, prizes Reduction Sale, and Advertising on a large scale are some of the important tools adopted by the private companies. This put the Sangh into a critical situation. Passing through this situation, Sangh is on top in sales of shirtings, suitings, carpets, Blankets, and 'Wedding Jaththa' etc.

It has opened a store in 'Shri Shahu Market Yard Br.' to sell VCR, Watches, T.V. etc; with the assistance of U.C.C.F.

3. Pot Section :

The Sangh has started a pot section to meet the demands of various branches and retailers, at M.I.D.C. Chiroli. And hence, it is now convenient and profitable to despatch the goods the outsiders.

Consumers are daytoday tending towards stain-less steel pots, Brass items and mixers, cookers etc. Still, Bull-Brand Aluminium pots are on the crest of sales. This is only because of the best quality Sangh is giving. The 'Aluminium Factory at Chiroli' is getting ingot steel in sufficient quantity.

Production is continuously going on, but because of the Workers's strike, the scheduled production of 205 MT was reduced to 160 M.T.

4. SPORT SECTION :

Because of increasing rates of sports equipments and items, the sports likers have to remain quite and without the charm of their beloved games. Knowing this, the Sangh started selling sports equipment to general public at the reasonable rates. The profit (approx) of this section was Rs. 5220/- per year.

D) PROCESSING :

The Sangh has started selling ground nut oil and other related products which has got a rising demand. Members of the Sangh are supplied with oil at the cheaper rate compared to the market rate. Increased maintenance charges and depreciation has resulted in loss of the mill business.

E) OTHER : Sangh has started Petrol Pump servicing station at parcel, Bombay, Timber Depo, Printing Press Section, Transport Division are some of the better other activities carried out by the Sangh.

III. ORGANISATION AND ADMINISTRATION :

A) BOARD OF DIRECTORS :

The Sangh has a very large membership of 1003 Co-op

erative Societies, 41,353 Individual "A" Class and 10,405 "B" class individual members, spread all over the Kolhapur District. It is managed by the Board of Directors, elected for a period of 5 years, the composition of which is as follows.*

6 Directors elected by Society members.

3 Directors elected by 'A' class individual members.

2 Directors from backward class elected by 'A' Class individual members.

1 Director from weaker Section elected by 'A' Class Members.

1 Managing Director elected by all 'A' class members i.e. society members & 'A' class individual members.

1 Director who is a nominee of the district central Co-operative Bank.

Total 13

The Board of Directors lay down policy, takes vital decisions and formulates programmes of development. Their implementation is the responsibility of the Managing Director who directs and controls the business operations assisted by the Managerial staff. Monthly meetings of the Board of directors are held regularly on the 11 th of every month without fail. This record has been maintained since 1943.

Continuity in terms and good team spirit have made it possible for the Board of Directors to have a long term perspective, take bold decisions and implement them forcefully.

The Sangh has evolved a sound system of management and highly disciplined and stream lined administration. Experienced and dedicated directors, who have always worked as a team, disciplined managerial, supervisory and other staff with long and continuous records of service, contribute to its financial organisational and operational strength. Procedure and practice regarding the conduct of business operations, Maintenance of accounts, regular checking of accounts, monthly balance sheets and profit & loss statements, periodical inspection and supervision, etc. are firmly established and scrupulously followed.

Managers of sections and Branches have to send their monthly Balance Sheets to the Managing Director so as to reach him before 5 p.m. on the 5th of every month. The managing Director presides over the meeting of the Managers of sections and Branches is held on the 6th of every month to review the work done in previous month and to discuss problems and issue instructions wherever needed.

These Procedures have helped to establish its reputation for punctuality and reliability. In this context, reference may be made to its Transport section and its Bombay Branch.

Its operations in the district as also outside the district and its commitments to other co-operatives involve transport of a very large volume of goods. The transport section has greatly facilitated quick, reliable and cheap transport. The Section has a fleet of trucks and Trankers, always on the move and kept in good condition by the Sangh's own workshop. The branch in Bombay was started with the object of establishing commercial relations in the terminal market of Bombay and to build up a large volume of business in the Bombay market. It has established trade relations with companies, merchants and co-operative societies to facilitate it to purchase commodities in bulk required by the Sangh for distribution in the district are handled by the Branch. This has enabled it to build up reserve and other funds. This constant and continuous augmentation of owned funds has broadened and strengthened its financial base. Besides, as and when required it is attracting on a fairly large scale basis short and long term deposits from its members. So also it has been getting credit facilities on the scale commensurate with its requirements.

4. ALLOWANCES AND FACILITIES :

1. HOUSE RENT ALLOWANCE :

All employees of the Sangh are paid the house rent allowance of Rs.50/- per month.

2. WASHING ALLOWANCE :

A washing allowance of Rs.10/- per month per employees is paid to catering staff like peon, drivers, cleaner.

3. CASH ALLOWANCE :

Employees are paid cash allowance of Rs.65/- per month who is handling the cash.

4. CONVEYANCE ALLOWANCE :

(only for Drivers Rs.50/- per month.)

5. BOMBAY ALLOWANCE :

This allowances are paid only to the employees who are working in Bombay, 95% of Basic wages. Minimum -120/-.
Maximum - 500/-.

6. MEDICAL ALLOWANCE :

All employees of the Sangh are paid Rs.30/- per month as a medical allowance.

7. TYPING ALLOWANCE :

Workers get Typing Allowance per month Rs.25/-.

8. PHONE OPERATOR :

~~Operation~~ Operator is paid Rs.20/- per month.

9. DEARNESS ALLOWANCE :

The Dearness Allowance is linked with the Solapur Consumer price index. Multiply with 4.5 paise to the 250 points from the total number of index of Solapur, which is paid to grade no 1 and 2, remaining grades are paid the dearness allowance by multiplication with 4.2 paise. It is linked with the number of present days in the month.

10. GRATUITY :

All the employees of the Sangh are entitled to the Gratuity at the end of their service to be entitled to the gratuity the employees is required to work for a period of minimum five years. But, in sangh it is charged by the law.

11. CITY ALLOWANCE :

Employees who are working in the Branches, under the Kolhapur Municipal Corporation area gets Rs.30/- per month and Rs.20/- for them, who are working in the area of municipalities of Kolhapur District.

5. INTERNAL WAGE SALARY STRUCTURE AND ADMINISTRATION

DIFFERENT GRADES

Among the employees there are following different grades -

- a) **UNSKILLED (1)** 300-6-330-8-370-11-425-15-500-20-600-25-725.
- b) **UNSKILLED (2)** 335-7-370-9-415-12-475-16-555-21-660-EB 26-790.
- c) **SKILLED (B)** 325-7-360-9-405-12-465-16-545-21-650-EB 27-785.
- d) **SEMISKILLED** 400-10-450-13-515-17-600-22-710-28-850-EB 35-1025.
- e) **SKILLED (A)** 435-16-515-21-620-26-750-31-1085-EB 45-1310.
- f) **HIGHLY SKILLED** 600-26-730-32-890-38-1080-44-1300-50-1550 EB 60-1850.