
CHAPTER - V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

5.2 Suggestions

5.1 CONCLUSIONS :

On the basis of the data collected and analysed in foregoing pages and personal discussion with the official staff of the KSDUPS and others, the researcher arrives at certain conclusions of the study. These are as under :-

1. The KSDUPS is the first and the largest milk union in Satara district. It is a two-tier co-operative organization, directly attached to the government scheme, Bombay for market purpose. It has not accepted the three-tier set-up of operation flood scheme. /
2. It is observed that the total number of PDCS in the operational area of the KSDUPS over the period of five years increased by 78 and the average daily milk collection per PDCS increased by seven litres. In spite of the increase in the number of PDCS, the collection of milk increased by seven litres per day, per PDCS. From this it seems that the growth of PDCS in the operational area of the KSDUPS was fair.
3. While studying it is observed that the total quantity of procured milk was increased by 70,41,024 litres over the period of five years. From this it may be said that the performance of the KSDUPS in regard to total collection of milk was satisfactory.
4. It is found that the share of Patan taluka in total milk procurement is very less than the share of Karad taluka and it declined steadily in study period. From 1981-82 to 1985-86 the share of Patan taluka in total milk procurement

of the KSDUPS declined by 3.97 percent. It is due to less number of milch cattle, poor quality of milch cattle, non-availability of qualitative food and veterinary service and non-availability of passable roads. Therefore, it is concluded that there is a scope to increase milk production as well as collection of milk in Patan taluka. <

5. While studying it is found that there was large seasonal variations in collection of milk particularly in Patan taluka. The seasonal variation in milk procurement in Karad taluka decreased by 6 percent. < On the other-hand in Patan taluka it increased by one percent in study period. In the year 1985-86 in Karad taluka there was 4 percent seasonal variation and in Patan taluka it was 20 percent. These variations adversely affect the functioning of the KSDUPS. While studying it is also found that, generally lean period in the buffalo area was flush period in the cow area and the flush period in the buffalo area was lean period in the cow area. It means the cow milk was more in lean season than in flush season. ✓

6. It is also found that the procurement of milk was stopped by the KSDUPS for 21 days during the study period particularly in flush season. It was mainly due to the delay in acceptance of milk by Govt. milk scheme, Bombay. Because of this the producers of milk had to bear the loss of Rs. 27,63,469. Hence it may be concluded that the main objective of the KSDUPS to safeguard the interest of the milk producers by providing a regular market is not fulfilled to

some extent during the study period.

7. It is also observed that the some quantity of milk became source every year of study period due to the delay in acceptance of milk by Government Milk Scheme, Bombay and insufficient storage capacity of dairy plant of the KSDUPS.

8. It is observed that from 1983-84 to 1985-86 the milk procurement cost decreased by two paise per litre. It is the output of Anand Milk collection pattern. From this the collection of milk by the KSDUPS was being done efficiently.


9. The milk production cost and transportation cost increases every year. With this view in mind the Government should have increased the milk producers price but it seems during the last three years of study period, milk producers price remained the same. In addition to this government decreased the transportation cost by 2 paise per litre. From this it may be stated that the existing pricing policy of government for milk procurement was not proper during the study period.

10. While discussing with Secretary of PDOS and a number of milk producers, it is found that the payment of milk is made regularly, normally in the first week immediately after the month is over.

11. The processing capacity of dairy plant was not utilised properly during the study period.

12. It is observed that the milk storage capacity of dairy plant of the KSDUPS was not sufficient particularly in flush season during the study period and it is also one of the main reasons of souring of milk.

13. While studying it is found that only 0.74 percent of procured milk was used in manufacturing of milk products during the study period. There were only three milk products being produced during the first year of study period, only two milk products being produced during the 2nd and 3rd year of study period, only one milk product being produced during the 4th year of study period and three products being produced during the last year of study period. From this we can say that the KSDUPS could not give importance to the production of milk products during the study period.

14. While studying it is observed that the sizes of packages of whole milk, 'Sungandhi Dudh' and 'Brikhand' were good. They were according to the needs of all the types of customers. But in case of butter there was only one size of package i.e. one kg. All sorts of customers may not be able to buy this size of package. So only one size of package is not proper through the point of view of customers. 

15. In case of sale of liquid milk only whole milk was sold by the KSDUPS. Economically weak people cannot purchase the whole milk due to its heavy price.

16. The KSDUPS depends mostly on the Government Milk Scheme, Bombay for marketing of milk. In flush season

Government Milk Scheme, Bombay could not accept the milk in the due course of time. There were the instances of delay for minimum 32 hours and maximum 120 hours. Due to this, some quantity of milk became soure and large quantity of milk was not accepted from milk producers in study period. From this it may be said that the existing distribution channels are not suitable particularly in view of the increasing quantity of milk procurement.

17. While discussing with the customers and non-customer of the KSDUPS it was found that they were doubtful about the pasteurised milk. Their main doubts were :

- i) Milk is usually 4-5 days old and hence unfit for consumption.
- ii) All milk is sold after removing its cream
- iii) All types of milk viz - buffalo, cow, goat are mixed together

These doubts had not been cleared by the KSDUPS. This shows that the KSDUPS did not make much efforts in respect of advertisement during the study period.

18. It is observed that the production of ice decreased from 1981-82 to 1984-85. It was due to faulty machinery. It is found that in the year 1984-85, the production of ice was the lowest, because in that year the production of ice was stopped for 48 days for repairs of the machinery. After repairs of machinery, the production of ice suddenly increased more than the production capacity of the ice factory. From this it may be said that the maintenance of the ice factory

was not good till the time of its repairs in 1984-85.

19. With the increase in the collection of milk more ice is required for chilling of milk. The ice factory could not increase the production of ice proportionately. Due to this the KSDUPS had purchased some quantity of ice from private ice factory at high rate i.e. 20 paise per kg. It may be stated that the main objective of ice factory to provide the required ice to dairy unit was not fulfilled during the dairy period.

20. From 1982-83 to 1984-85 with the increases in the collection of milk, number of vehicles did not increase, due to this there was a problem of quick transportation of milk and hence some quantity of milk became source. In 1985-86 there was increase in the number of vehicles. In that year three trucks and two tankers were purchased. Today this number of vehicles is sufficient in lean season but not in flush season. This problem come up due to seasonal variation in milk collection.

21. It is observed that the petrol pump unit supplies the petrol, diesel, oil etc. to the KSDUPS as well as the private customers. The sale to private customers increased in the study period. This shows that the working of the petrol pump was good during the study period.

5.2 SUGGESTIONS:

On the basis of the conclusions, a researcher would like to make the following suggestions.

1. To increase the share of Patan taluka in total milk procurement it seems necessary to stimulate the milk producers to increase milk production by providing them with the in-put supply viz - cattle food, veterinary services, breed improvement facilities, arranging lectures, seminars, training camp for milk producer about the investigation of cattle disease and control of it, fertility treatment and artificial insemination, cattle food cultivation etc. Another important thing is that some roads are not passable in Patan taluka. These roads may be constructed, repaired with the help of Zilla Parishad in order to improve the position of the collection of milk in Patan taluka. <
2. While studying it is found that there was large seasonal variation in collection of milk particularly in Patan taluka. These variations adversely affected the working of the KSDUPS. Most of these variations may be reduced by implementing a massive upgrading programme and by increasing collection of milk in lean season, giving better prices to the milk producers for their milk than private traders do. <
3. The existing pricing policy for milk procurement is not proper in the present conditions. The pricing policy for milk procurement may be based on these lines :

(a) Procurement price of milk must be adequate to induce milk producers to increase milk production by adopting better breeding, feeding and management practices. ✓

(b) It must be competitive with other private agencies collecting milk in the area. ✓

(c) To minimise seasonal variation adequate seasonal adjustment may be made in the procurement prices. ✓

(d) Milk producers may be ensured of the price of milk and assured market throughout the year. ✓

(e) Procurement price must leave an adequate margin of profits to make unions and PDCS. ✓

(f) It should not have an adverse effect on the consumption of milk. ✓

4. While studying it is found that the milk storage capacity or dairy plant was not sufficient and it is one of the main reasons of souring of milk and non-acceptance of milk from PDCS. Hence to avoid this the storage capacity of dairy plant should be increased. ✓

5. Milk product manufacturing was neglected by the KSDUPS during the study period. ✓ The manufacturing of milk products may be increased by the KSDUPS in order to provide regular market to milk producers for their milk throughout the year especially in flush season when the Government Milk Scheme, Bombay cannot accept the milk in the due course of time. Besides the present three milk products, the manufacturing of infant food, mawa, ice-cream, etc. may be introduced. ✓

6. The present package size of butter (i.e. 1 kg.) does not fulfil the needs of all types of customers. Therefore it is suggested that the packaging size of butter may be according to the needs of customers. These sizes may be of 1 kg., 500 gm., 250 gm., 100 gm.
7. The KSDUPS sells only the whole milk but the people who are economically weak cannot purchase the whole milk due to its higher price. So the more varieties of milk such as standard milk, toned milk, double toned milk should be prepared and sold at reasonable rate. ✓
8. The existing distribution channels of the KSDUPS are not suitable particularly in view of the increasing quantity of milk collection. Therefore the existing channels for milk distribution should be made strong by appointing reputed marketing agency for milk distribution. ✓
9. The KSDUPS should make effective advertisement through modern media of advertisement e.g. radio, T.V. etc. for promoting the sale of its products. ✓
10. While studying it is found that the ice factory of the KSDUPS could not provide the required quantity of ice to dairy unit. Hence it is suggested that the production of ice should be increased by increasing production capacity of ice factory and maintaining the machinery well.