

STUDY ON THE WORKING OF VAITHEESWARANKOIL CO-OPERATIVE MILK PRODUCERS SOCIETY

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Abstract :

Over the last five decades, significant improvements have taken place in the healthcare mainly with respect to addressing the issues of malnourishment and undernourishment amongst children. This is mainly due to ensuring availability of the right quantity and quality of milk both for the rural households as well as the urban households. Also a great contribution to the GDP of the country has come from the milk dairy cooperative sector. Milk and milk products are perhaps one of the very few Consumption items common in all cultures around the world. Indian dairy sector contributes the large share in gricultural gross domestic products.

Keywords : Procurement of milk, sale of milk, profitability of the society

Introduction

Milk is a remarkable combination of food elements. Milk is one of the best sources of nutritious food for man. An adequate consumption to milk can correct dietary deficiencies for most people and thus produce strong and healthy bodies. It is a delicious and appetizing food. Milk is also regarded as invaluable food for the diet control of the people as it is a perfect and balanced food. Cow's milk contains required amount of calcium, phosphorus, potassium, sodium and magnesium, while copper and iron are also available in negligible quantities. Calcium and phosphorus are essential for dental and bone's growth while other are essential for muscle and food.

OBJECTIVES

1. To examine the performance of the Vaitheeswarankoil Co-operative Milk producers society in terms of procurement and sales of milk.
2. To analyse the profitability of the operation of the Vaitheeswarankoil Co-operative Milk

producers Society.

- To give findings and suggestions

SCOPE OF PERIOD OF THE STUDY

The study covers a period of five years i.e., between 2009-2014. The study aims at an evaluation of the performance of the Vaitheeswarankoil society in (a) Mobilization of membership and share capital (b) procurement and distribution of milk (c) production and sale of by products and profitability.

METHODOLOGY

This study is based on secondary data collected from Vaitheeswarankoil society. Data regarding share capital, membership, procurement and distribution of milk, processing of milk, production and sale of by products, and profitability were collected from the audited accounts of the society register of members, and other records of society. Explanations required were obtained from the officials of the society.

PROCUREMENT OF MILK

Year	Total procurement in liters	Difference over the previous year in liters	Percentage of increase or decrease
2009-2010	425014	-	-
2010-2011	310526	-114488	-26.93
2011-2012	315325	4799	1.54
2012-2013	300074	-15251	-4.83
2013-2014	263999	-36075	-12.02

Source: the society records.

An year by year analysis disclosed that there are noticeable variations in annual procurement. There was a total decline in procurement from 2009-2010 to 2013-2014 excluding 2011-2012. In order to find out the reasons for such decline an analysis of procurement of milk from different sources necessary. Data regarding quantity of milk procured from members only.

SALES OF MILK

Year	Cash sales	Special order sales	Govt. and other Institution	Union	Total sales
2009-2010	207241	5420	49834	162549	425044
2010-2011	219822	2638	34221	53299	309980
2011-2012	201070	4401	29162	80482	315113
2012-2013	179780	1581	16692	102020	300074
2013-2014	148396	1736	35524	78368	264022

Source : from the society records

The above table 3.4 presents regarding absolute quantities of milk sold against cash, special order, and Government institution as well as milk sold to the union. The sale of milk against cash was large then special order and others. The maximum sale of milk is for cash. Special order sales occupy the second place and Government institutions, unions occupy third and fourth place respectively.

TOTAL PROFITABILITY

Year	Profit/Loss	Increase or Decrease Over the previous year	Actual Percentage of Loss
2009-2010	-86937	-	-
2010-2011	-93079	6142	8
2011-2012	-36344	-56735	-16
2012-2013	-109303	72959	201
2013-2014	11007	-	-

Source : the society records

Profits are an indication of efficiency of performance. The data regarding the profitability shown table 4.2 of the society. The society has made heavy loss continuously from the year 2009-2010 to 2012-2013. However, in the last year the society has made a meager amount profit. This indicates that the society was not efficient in its performance.

FINDINGS AND SUGGESTIONS

1. It is to observe from the analysis that milk society as made a remarkable trend of decline in all aspects over the years. The study indicates that the extent of benefits has gone to the members only but not the general public.
2. There is a severe competition in between private parties and the society, procuring
3. Some times the milk vendors supply the milk to some customers neglecting the other customers according to their own like and dislikes. The amount of milk procured and sold entirely with meager percentage of spoilage over the study period, but the society has face heavy loss due to lack of management.

SUGGESTIONS

- ❖ The procurement of milk directly depends upon the milk production potentials in the area of operation. The procurement efficiency of co-operative should not affected higher concentration of women, adequate coverage of dairy households and marketable surplus of milk in the area of operation are some of the important means of augment the procurement.
- ❖ Arrangement should be made in order to procure milk from non-members for satisfying.
- ❖ The vendor may take steps to distribute cow milk and buffaloe milk separately to satisfy the cow milk wishers.
- ❖ The society should encourage the interest of the general public to increase the membership and share capital of the society.

CONCLUSION

The dairy cooperative movement in India and several other countries has proved to be a great success towards changing the lives of the citizens and bringing about a total Revolution in this sector. Automation has taken place in a big way to take care of the quality. There is lot of scope for further technological innovations in this sector.

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