

A Study on the Member's Opinion on the Performance of a Primary Milk Producers Cooperative Society

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Abstract

Dairy cooperatives in India play a vital role in the fulfilment of supply of milk and milk products. Mostly milk is procured from the villages by the primary milk producers' cooperative societies. The main channel of sale of milk is through its federation located at the district level called as district milk producers cooperative union. The union process the milk and market the milk and milk products to the consumers dwell in towns and cities. The union also transport the milk to its federation at the state level for further processing and marketing at the metropolitan areas. The success of the entire structure of dairy cooperatives depends on the performance of primary cooperatives. The performance of the primary cooperatives in turn depends on the active support and participation of its members. This study is based on the members opinion on the performance of a primary milk producers' cooperative society. A sample of 100 members are the respondents. An interview schedule consisting of questions related to the performance of the society is gathered and presented. The study revealed that all the managerial and functional aspects of society seems to be performed well except lack of good relationship between employees and members.

Key words: *Members, Cooperative, Milk Producers' Cooperative Society, Performance*

Introduction

Dairy cooperatives play an important role in fulfilling milk and milk products needs of the consumers in India. India achieved self-sufficiency in milk through successfully operationalised the various phases of operation flood. Procurement of milk is basically done by the dairy cooperatives at the village level called as Primary Milk Producers Cooperative Society. They are not only in the village, but also the traditional milk vendors and private dairy organisation. They altogether fulfils the need of the local market. However, it is the peculiarity of dairy cooperative that they supply the milk collected in the village to their federation at the district level called as District Milk Producers' Cooperative Union. The Union, in turn process the milk, add value them and market milk and milk products through its outlets spread over the urban areas. The Union is also send the excess milk to its federation located at the state level. The very success of the entire dairy sector under cooperative fold purely depends on the good performance of the Primaries. The performance of the Primary Milk Producers Cooperative Society is chiefly based on the active participation of the member. The performance of such societies can be known through the books and records of the societies on the one way. On the other, the performance can also be assessed through the members. This study is based on the member's opinion on the performance of a primary milk producers' cooperative society. It is found that

Methodology

This study is field based empirical in nature with the main aim of harnessing the member's opinion on the performance of a primary level dairy cooperative society. A total of 100 members were selected randomly as respondents for the study. A well-structured interview schedule with question related to major five areas along with questions related to comparative features of cooperative and private was administered among the respondents and data were collected during March 2019. Simple descriptive statistical tools such as tables, graphs and percentages are used to infer from the field study.

Analysis and Discussion

The Nochiodaipatti Anna Milk Producers Cooperative society selected for the study was started working from 1974. The area of operation of the society has confined to five villages around Nochiodaipatti, Dindigul District, Tamil Nadu. The total members are 925 as of 2018-19.

Table 1: Profile of the Respondents

(N = 100)

Category	No. of Respondents	Percentage
Age		
20-30	10	10
31-40	47	47
41-50	24	24
51-60	19	19
Gender		
Male	74	74
Female	26	26
Religion		
Hindu	66	66
Christian	30	30
Muslim	04	04
Community		
BC	64	64
SC/ST	36	36
Marital Status		
Married	64	64
Unmarried	33	33
Widow	03	03
Family Type		
Nuclear Family	77	77
Joint Family	33	33
Educational Status		
Illiterate	40	40
Primary	47	47
High School	09	09
Higher Secondary	03	03
Ownership of House		
Own house	76	76
Rental house	24	24
Nature of Agriculture		
Irrigated	48	48
Unirrigated	52	52
Possession of animals (multiple answer)		
Cow	100	100
Goat	53	53
Sheep	44	44
Poultry	72	72
Agricultural implements owned (multiple answer)		
Tractor	18	18
Pump set	47	47
Diesel engine	23	23
Sources of Borrowing (multiple answer)		
Money lender	44	44
Relatives	17	17
Commercial banks	47	47

Source: compiled from field data

A vast majority of the respondents belonged to the age group of 31 and 50 (71 per cent), 74 per cent are male, two thirds (66 per cent) are Hindu followed by 30 per cent as Christian, belonging to BC community (64 per cent), 64 per cent are married, live as nuclear family (77 per cent), studied up to primary school (47 per cent), dwell in their own house. Majority (52 per cent of the respondents cultivate crops as unirrigated mode and the rest 48 per cent raise crops in their irrigated land.

All the respondents rear cow as milch animal. Goat (53) sheep (44) and poultry (72) also reared by the for meat purpose.

It is observed that most of the respondents use electrical pump set to lift the water from the well (47) followed by 23 respondents use diesel engine for the same purpose. The respondents (18) also use tractor for agricultural purposes.

It is also observed that to fulfil their financial needs, more number of respondents (47) approached commercial banks followed by local money lenders (44) and relatives (17). It is to be noted that none of the respondents utilised the services of the PACS to fulfil their financial needs.

Table 2: Reasons to choose the Primary Milk Producers Cooperative Society

(N=100)

Reasons to choose society	No. of Respondents	Percentage
To get good price for milk	92	92
To get loan for buying cattle	64	64
To serve in cooperatives	24	24
To enter into politics	0	0
To use government schemes	94	94

Source: compiled from field data

It is noted that more than 90 per cent of the respondents stated that they join the society mainly to get good price for milk (92 per cent) and to use the government schemes and programmes meant for them (94 per cent). Around three fourths (64 per cent) of the respondents joined the society to get loan for buying milch animals. It is observed that nearly one fourth of them joined the society to serve in cooperatives and none of them joined as a member of the society to enter into politics. Thus, a vast majority of the respondents' intention to join in the society is to fulfil their financial needs.

Table 3: Opinion on Primary Milk Producers Cooperative Society's Major Functions and Management Related Aspects

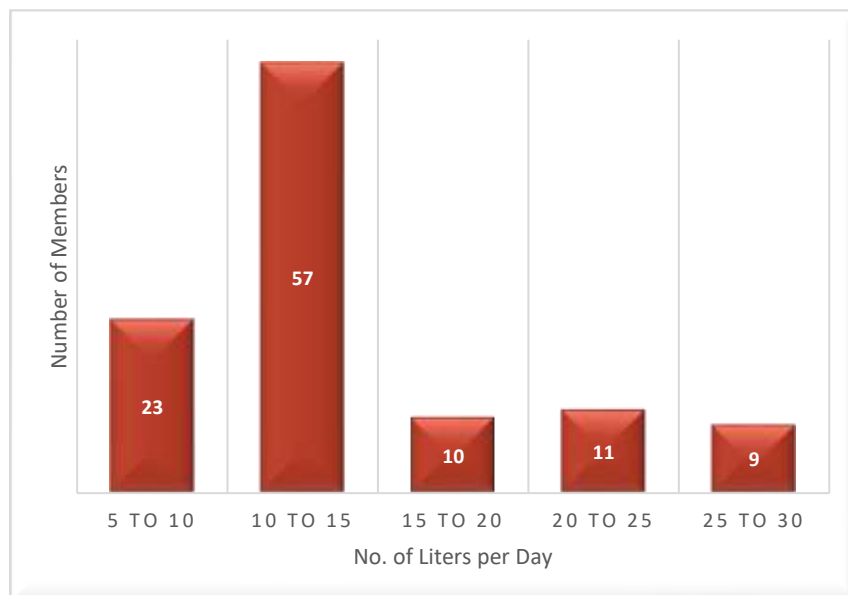
(N = 100)

Functional and managerial aspects of society	No. of Respondents	Percentage
Active Participation in general body meeting	24	24
Contest in the election of the society	12	12
Good relationship with cooperative employees and members	47	47
Purchase of cattle feed from the society	100	100
Availing veterinary services from the society	100	100
Sale of milk to the society	100	100
Receipt of correct price of milk sold (based on fat content)	100	100
Periodicity of Receipt of milk sales amount from the society – twice in a month	100	100

Source: compiled from field data

It is observed that all the respondents utilised the services of the society in respect of purchase of cattle feed from the society, availing of veterinary services, sale of milk to the society, receipt of correct price at an interval of twice in a month. Only 47 per cent of the respondents opined that they are having good relationship with the employees of the society and fellow members. Nearly one fourth (24 per cent) of the respondents are participating themselves actively in the general body meeting by way of raising questions and participate in discussions. It is to be noted that only 12 per cent of the total respondents contest in the election to select members of the board of management of the society.

Figure 1: Supply of Milk by the Respondents



It is observed that a majority of the respondents supply of milk to the society ranged between 10 litres and 15 litres per day followed by nearly one fourth (23 per cent) of them supply milk ranged between 5 litres and 10 litres per day. More than 21 litres of milk per day is supplied by around one fifth of the respondents (20 per cent). Therefore in toto a vast majority of the respondent's quantum of milk supplied to the society ranged between 5 litres and 15 litres per day.

Table 4: Services Availed by the Members from the Society

(N = 100)

Type of service	No. of Respondents	Percentage
Artificial insemination facility	100	100
Received bonus	100	100

Source: compiled from field data

It is observed that all the respondents received artificial insemination facility and received bonus from the society. The respondents also revealed that the AI facility is provided by the society at an appropriate time with meagre cost and also happy about the 100 per cent success of the AI facility.

Table 5: Annual Income earned through Dairy Cooperative Society by the Respondents

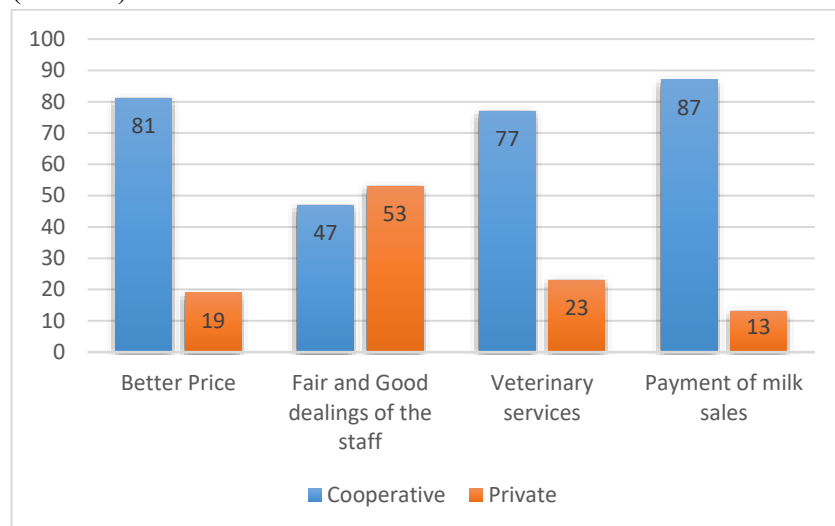
(N = 100)

Annual Income (in Rs.)	No. of Respondents	Percentage
30,000 - 40,000	39	39
41,000 - 50,000	32	32
51,000 – 60,000	16	16
61,000 – 70,000	9	9
71,000 – 1,00,000	4	4

Source: compiled from field data

It is observed from the annual income earned by the respondents through their dairy cooperative society showed that majority of the members (39+32=71) annual income fall in between Rs.30,000 and Rs.50,000. Only 13 per cent of them earned more than Rs.61,000 as annual income.

Figure 2: Perception towards differences in services of cooperative society vs private enterprises
(N = 100)



It is observed from the table that 81 respondents perceived that the price of milk in cooperative society is good when compared to private enterprises. Similarly veterinary services provided by cooperative society (77 respondents) and payment for the sale of milk to the society (87 respondents) are perceived by the respondents are good when compared to private enterprises. Only in term of fair and good dealings of the staff of the cooperative society is seems to be almost equal to that of the private enterprises. Thus, the society has to take necessary steps to improve the fair and good dealings of the employees of the society with the members.

Findings

- A vast majority of the respondents' intention to join in the society is to fulfil their financial needs.
- All the respondents utilised the services of the society in respect of purchase of cattle feed from the society, availing of veterinary services, sale of milk to the society, receipt of correct price at an interval of twice in a month.
- A vast majority of the respondent's quantum of milk supplied to the society ranged between 5 litres and 15 litres per day.
- All the respondents received artificial insemination facility and received bonus from the society. the AI facility is provided by the society at an appropriate time with meagre cost and also happy about the 100 per cent success of the AI facility
- The annual income earned by the respondents through their dairy cooperative society showed that majority of the members (71 per cent) annual income fall in between Rs.30,000 and Rs.50,000. Only 13 per cent of them earned more than Rs.61,000 as annual income.
- Around 81 respondents perceived that the price of milk in cooperative society is good when compared to private enterprises.
- Veterinary services provided by cooperative society (77 respondents) and payment for the sale of milk to the society (87 respondents) are perceived by the respondents are good when compared to private enterprises.
- Only in term of fair and good dealings of the staff of the cooperative society is seems to be almost equal to that of the private enterprises.

Suggestion

From the findings, it is observed that fair and good dealings of the staff of the cooperative society is lacking when compared to private traders. Therefore, the society has to take necessary steps to improve the fair and good dealings of the employees of the society with the members. The society may conduct member education programme to the members to reiterate the values, principles, rules and regulations of cooperative organisation and in particular roles and responsibilities of members. A refresher type of programme for the employees of the society can be arranged in which the cooperative ideology related aspects, interpersonal relationship, proper communication methodologies and the like aspects are to be covered. The cordial relationship between the employees and members will make a conducive environment for the society to enhance the performance in an efficient way.

Conclusion

The study aimed to harness the opinion of the members on the performance of the primary milk producers cooperative society revealed that all the managerial and functional aspects of society seems to be performed well except lack of good relationship between employees and members.