

SOCIO-ECONOMIC STATUS OF MILK PRODUCERS OF PRIMARY MILK SOCIETIES: A CASE STUDY

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Abstract Dairy development programme plays a vital role in the socio-economic conditions of the rural people. Higher demand for milk means adding larger number of high-breed milk producing cattle to the milk population. A large part of this cattle population is owned and reared in rural areas. Thus, small marginal farmers and landless agricultural laborers play a very important role in milk production of the country. Dairy farming can also be centered where the demand for milk is high. The co-operative movement for milk was started in India in the last decade of the nineteenth century with two objectives in view-protecting the farmers from the hands of the private money lenders and improving their economic condition. This paper endeavors to understand the socio-economic status of milk producers of primary milk societies. To study socio-economic status of milk producers, 90 milk supplying members from seven dairy primary societies out of fourteen societies having membership of 1027 were considered. Primary data were collected through schedule questionnaire; for the purpose of conducted survey only milk supplying members were selected by way of random sampling method. The primary data is processed by using SPSS package for drawing necessary results. The empirical results show that majority of members are above poverty line and 55.6% of them earn between Rs.5000 to 10000 p.m. The study also reveals that nearly 77.8% of the respondents are happy with the dairy business but 60% of them responded that new generation of their family should not continue with the same business.

This paper also attempts to focus on a discussion on member's perception of quality of services provided by the dairy milk societies in study area. The various aspects considered in the study are: opinion about satisfaction from various services provided by dairy societies, extension services like training, advisory service, education tour, etc..

Keywords Socio-Economic Status, Milk Producers, Dairy Farming, Dairy Services.

INTRODUCTION

In India no problem is as grave and alarming as that of unemployment. Poverty and unemployment rates followed by inequalities of income and consumption have been substantial. The animal production enterprises particularly dairy provides not only additional income, but also provides much larger employment opportunities to rural population. The agriculture being only seasonal, the dairy industry provides off-season work, steady income and keeps the rural population employed throughout the year. As per the 2003 livestock census, India had 485 million livestock population and 489 million poultry population, having the second highest number of cattle (185 million), and the highest number of buffaloes (97 million) in the world. Livestock sector has been playing an important role in Indian economy and is an important sub sector of Indian agriculture. The contribution of livestock to GDP decreased from 5.22% in 1999-00 to 4.36% in 2004-05 at current prices. According to Central Statistical Organization estimates, Gross Domestic Product from livestock sector at current prices was about Rs 935 billion during 1999-00, (about 22.51% of agriculture and allied GDP). This rose to Rs 1239 billion during

2004-05 with 24.72% share in agriculture and allied GDP. But the share of livestock sector in the plan allocation hovered at around seven percent of the total agricultural outlay. This sector plays an important and vital role in providing nutritive food, rich animal protein to the general public and in supplementing family incomes and generating gainful employment in the rural sector, particularly among the landless, small, marginal farmers and women. Distribution of livestock wealth in India is more egalitarian, compared to land. Hence, from the equity and livelihood perspectives, it is considered as an important component in poverty alleviation programme. Infected with the growing pressure of human population, dairying has to be developed in such a manner as to avoid competition between man and beast for land and its produce. Cattle rearing and milk production have been a source of livelihood to innumerable people at sub-marginal level and it provides gainful employment. The dairy industry in India is spread over the entire country in innumerable small units in a much disorganized form. In recent years, the Indian dairy industry is on the threshold of many changes that would totally transform the dairy scene and give the needed thrust to its rapid growth to meet the challenges ahead.

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Greater emphasis are to be needed on the areas of milk production, processing and marketing research. In this task of development of dairy industry, cooperatives have been recognized as an effective institution to improve the milk production potential and there by ameliorate the socio-economic life of millions of small, marginal and landless cattle owners scattered over large areas. As on March 2006, the dairy cooperative network includes 170 milk unions, which operates in over 346 districts, covers around 117575 village level societies, is owned by around 12.4 million farmer's members of whom 3.2 million were women. When comes to the milk production, India's milk production increased from 21.2 million metric tons in 1968-69 to 97.1 million metric tons in 2005-06, per capita availability of milk was 241 grams per day in 2005-06, which went up from 112 grams per day in 1968-69. India's 3.9 percent annual growth of milk production between 1995-96 and 2005-06 surpassed the two percent growth in population; the net increase in availability was around two percent per year. When comes to the marketing, in 2005-06, average daily cooperative milk marketing stood at 168.06 lakh. Its annual growth has averaged about 5.8 percent compounded over the last five years. Dairy cooperatives now market milk in all metros; there are more than 800 major towns/cities. During the last decade, the daily milk supply to 1000 urban consumer has increased from 17.5 to 58.8 % as per NDDDB report.

REVIEW OF LITERATURE

Dairying forms an important subsidiary occupation in agriculture which has the largest employment potential so it is necessary to study socio-economic impact of dairy societies on the milk producing farmers particularly members of the dairy societies. Considerable research work has been undertaken in the area of dairy co-operatives and dairy development a detailed review of some of the important previous studies have been made and presented as under:

Chhikara *et al.* (1975) studied the relative efficiency of the different types of milch animals in area of Jind milk plant of Gujarat. They fitted cobb-douglas production function to estimate marginal value productivities and milk production (input output details of milch animals). They concluded that the use of green fodder, dry fodder, concentrates and human labor had explained about 45, 93 and 90 percent of variation in the milk output of cow, murrah buffalo and cross-bred cow, respectively.

Kulkarni's (1979) study, "Collection of Milk: Some Lacunae and Remedies", revealed that the lack of sufficient milk collection of cooperatives in the rural areas, malpractices in weigh mint and quality testing, inconvenient timings of milk collection, spoilage during the rains, and warm seasons and inadequate extension services were some of the lacunae in milk collection from the producers.

Hirevenkana Gouda *et al.* (1988) studied the impact of dairy development on the weaker sections of Bangalore north and Doddaballapur taluka of Karnataka. They found that more than 56 percent KDDC farmers are getting only 25 percent of family income from dairy enterprises; more than 64 percent of KDDC farmers had repaid 75 to 100 percent of dairy loan; whereas only 10 to 25 percent of non-KDDC farmers had repaid 75 to 100 percent of dairy loan.

Jawan Ram (1988) made an attempt to analyze the organization with management and other employees of the union. It was found that the organizational structure and functions performed such as (i) milk collection (ii) supply of technical inputs (iii) farmers induction programmes and (iv) supervision etc., were analyzed. Some drawbacks were found out and appropriate suggestions were made. The study was conducted through personal interview

Mattigatti (1990) studied the performance of milk producers' cooperative societies and their impact on dairy farming in Dharwad district. The societies have already progressed with higher values for the indicators compared to below average societies, while below average societies well showed a greater rate of growth, hence he concluded that over the period of time all these societies would contribute to the overall development of the societies.

Jithendra Kumar (1990) studied the performance of dairy cooperatives and their impact on milk production, income and employment in Chittoor district of Andhra Pradesh. The study revealed that the societies which were above the average level have shown better performance with an increase in membership and milk procurement, profits of societies and increasing rate. Kale *et al.* (2000) studied the financial position working and operational efficiency of 23 dairy cooperatives in Raigad district of Maharashtra. They studied the economic efficiency through income expenditure ratio, expenditure income ratio, rate of return on capital and rate of turnover.

Analysis of Cooperative Dairy Plants in Haryana and Punjab States of India'. The objective of this study was to measure cost efficiency and total factor productivity of the cooperative sector by covering many multi-input and multi-output dairy plants in two states of India. Data Envelopment Analysis (DEA) and Fisher index approach are employed to measure cost efficiency and total factor productivity, respectively.

PROBLEM OF STUDY

The Dairy Cooperatives have achieved an important and significant place in the Goan Society and have become a fundamental ingredient for the survival of rural unemployed youths. The milk producers engage the activity of rearing cattle. These milk producers are organized under a Milk Union, which provides regular income to milk producers. In the

globalised, liberalized and privatized economy, where subsidies provided by Government are being rolled back, even then the milk producing societies' overall growth and performance are satisfactory in most of the states. Today Goa imports more than 50% of the milk from its neighboring states though at present there are about 176 milk producing cooperative societies at primary level affiliated with the Goa Milk Union Limited, which was established in 1982. This paper is an attempt to study the socio-economic status of dairy members.

OBJECTIVES OF THE STUDY

The study intends to evaluate socio-economic status of milk producers of primary milk societies of the Salcete taluka in the state of Goa. The specific objectives of the study are as follows:

To study socio-economic status of milk producers of Salcete taluka in Goa.

To study members perception towards the services provided by milk societies and towards the dairy business.

Data and Methodology

This is a micro-level study of Salcete Taluka of South Goa. In this Taluka, there are fourteen societies with total membership of 2,154 registered member farmers. To study the socio-economic status of members and their perception towards the services provided by milk societies and towards the dairy business, we have selected seven dairy primary societies having registered membership of 1027 members but, for the purpose of conducted survey, only milk supplying members were selected i.e. 90 out of 428 milk supplying members, indicating 21% of sample of total population under study consideration. The primary data is collected through schedule questionnaire. The data were then processed by using SPSS package for drawing necessary result and conclusion.

RESULTS AND DISCUSSION

Socio-Economic Impact of Dairy Societies on the Member Producers

The cooperative institutions are basically run on the principle 'one for all and all for one' for mutual benefits and not for individual. In Goa we had comunidade (cooperative), indicating the common property owned mutually for the benefits of the society. In this paper an attempt is made to study socio-economic status of the milk producers in the Salcete taluka. In Goa there are 176 societies of which 2 societies

are closed down. In this study we have considered 7 societies out of 14 societies from the Salcete taluka. To understand the socio-economic status of milk producers, 90 respondents were interviewed by the way of schedule questionnaire.

Social Status of Milk Producers

To study social status of member producers, the factors viz. religion, caste, mother tongue, type of house, toilet facilities, cooking fuel, and educational status etc. were considered. From the study it is clear that 62.2% of the Christians population were engaged in dairy business whereas 37.8% is Hindu population engaged in the dairy business indicating that, in Salcete taluka majority of Christians population is engaged in dairy business as compared to other religion i.e. Hindu. Out of 90 samples, 72.2% of the population i.e. engaged in the dairy activity is from general category, 17.8% from ST, 8.9% from OBC, whereas 1.1% respondent who are in the dairy business are from SC. From the study it is cleared that the sample respondent mother tongue is Konkani.

Table 1: Type of House

	Frequency	Valid Percent
Pucca	86	95.6
Kuccha	4	4.4
Total	90	100.00

Source: Survey Data compiled by research

The type of house is another socio-economic factor that indicates the social status and economic status of the milk producers. From the analysis drawn through the schedule questionnaire it is clear as depicted in above table that 95.6% of the respondents are residing in pucca houses whereas 4.4% of the member farmers are staying in the kuccha houses.

It is further clear from the respondent that all the milk producers under study are residing in their own houses i.e. they do not stay in the houses provided under Government scheme or in the rented houses.

Toilet facilities are another variable which indicates the social and economic status of the farmers. For understanding this variable the survey was conducted among the 90 milk farmers with the help of schedule questionnaire and respondents were asked to indicate by way of tick mark whether they have own toilet, use public toilet, flush toilet, pig toilet or none of these. The analysis of the data clearly indicates that 32.2% of the respondents have neither flush toilet nor pig toilet, indicating that they have been using open field or bushes. It is further cleared that 15.6% of the sample respondents have their own toilet and 8.9% use the public toilet.

Table 2: Cooking Fuel

	Frequency	Valid Percent
FIRE WOODS	8	8.9
LPG	15	16.7
12	1	1.1
23	2	2.2
24	46	51.1
25	1	1.1
34	2	2.2
35	1	1.1
45	1	1.1
124	2	2.2
134	2	2.2
234	9	10.0
TOTAL	90	100.00

Source: Survey Data compiled by research

Cooking fuel is another significant indicator which indicates the socio-economic status of the respondent milk producing members who are the members of sample milk society under study. The analytical data as indicated in Table 2 depict 51.1% of the farmers under sample consideration are using Kerosene whereas 16.17% of the sample respondents are connected with LPG connection and 8.9% of the sample respondents are still using fire wood (coded as 2) for their cooking purpose. From the table it is clear that 10% of the sample respondents use Kerosene, firewood & *Gober* gas (coded as 3) as a fuel for the cooking purpose.

Table 3: Education

	Frequency	Valid percent
Primary	34	37.8
Secondary	52	57.8
Graduation	4	4.4
Total	90	100.00

Source: Survey Data compiled by research

As stated earlier, the data were collected through the schedule questionnaire and attempt was made to identify educational status of the member farmers under study. The data analyzed that only 4.4% of the respondents under study are graduates. Table 3 clearly depicts that 57.8% of the member respondents under sample consideration have studied till secondary level and 37.8% respondents have educational status till primary level indicating that there is a need to improve the educational status of the members which will in turn improve their social status.

Table 4: Contested Election

	Frequency	Valid Percent
NO	82	91.1
YES	8	8.9
TOTAL	90	100.00

Source: Survey Data compiled by research

To study the social status of the member it is important to study the social involvement of the members, during the schedule interview respondents were asked whether they have contested dairy society's election. From the data as depicted in Table 4 it is clear that only 8.9% of the respondents has contested society's election and 91.9% responded that they have not contested any such election. This indicates that there is need to inculcate education, information, awareness and training to the members to have inclusive development.

The respondents were asked whether they attended the Annual General Meeting of the society; 83.3% of the members said that they attended the general body meeting of the society and 16.7% replied that they do not attend such meetings of the society.

The survey conducted through the schedule questionnaire indicates that only 4.4% of the sample respondents have taken the advantage of *Kamdhenu* scheme and 95.6% of the respondents reacted that they have not taken any advantage of the said scheme. This indicates that there is a need from the Government and the dairy societies at primary level to inculcate such education and information related to the different schemes among the dairy farmers.

Among the 90 respondents, 56 member respondents reacted that they are not aware of cooperative principle and 34 respondents said that they are aware of cooperative principles. From this study it is cleared that, there is a need to have awareness among the members which can be undertaken at the society level.

Economic Status of Milk Producers

In this part of the study, an attempt is made to analyze the economic status of the milk producers under study. To attain these objectives, 90 milk producers were considered and personal interview was conducted through schedule questionnaire. Different variables considered in this regard were Economic status, Quantity of milk produce, Quantity of milk sold, Income from milk, Amount spent on cattle feed, Income from sale of cow dung, Use of *Gober* gas, Ownership of different items like T.V., computer etc.

To understand the economic status of the member, the respondents were asked to state whether they are coming under APL (above poverty line) economic status or BPL

(below poverty line) economic status. According to their responses, it is clear that only 8.9% of the respondents are coming under category of BPL indicating that majority of respondents are coming under the category of APL. Hence it can be concluded that economic status of the members is quite satisfactory.

Table 5: Quantity of Milk Yield per Day Producer

	Frequency	Valid percent
Less than 10 lits	30	33.3
Between 10 to 20 lits	42	46.7
Between 20 to 30 lits	14	15.6
Above 30 lits	4	4.4
Total	90	100.00

Source: Survey Data compiled by research

Quantity of milk produced reflects the economic status of milk producers as majority of the milk will be disposed to society or to the local people for earning income. From the study it is clear that only 4.4% of the respondents produce milk above 30 litres a day, 15.6% of population produce milk less than 30 litres but above 20 litres a day, 46.7% of the sample respondents produce milk less than 20 litres but above 10 litres a day and 43.3% of the people produce milk less than 10 litres a day as depicted in table 5. This clearly indicates that there is scope for boost in milk production which can be made possible through adding more milch animals and providing proper fodder and vitamin to the animals.

One of the main sources of income for the member producer under study consideration is income from sale of milk. In this part of the study an attempt is made to understand the quantity of milk sold to earn the income. From the analysis it is clear that 45.6% of the sample respondents sell the milk between 10 to 20 litres per day, 35.6% of respondents sell the milk less than 10 litres, 14.4% of the respondents sell the milk between 20 to 30 litres and 4.4% of respondents under study sell above 30 litres per day.

Table 6: Income from Milk Sold

	Frequency	Valid percent
Less than Rs.5000 p.m.	27	30.0
Between Rs.5000 to Rs.10000 p.m.	41	45.6
Between Rs.10000 to Rs.20000 p.m.	19	21.1
Above Rs.20000 p.m.	3	3.3
Total	90	100.00

Source: Survey Data compiled by research

From Table 6 it is clear that income of 30% of respondents from sale of milk is less than Rs. 5,000 p.m.; income of 45.6% of the respondents is between Rs. 5,000- Rs. 10,000 p.m.; 21.1% respondents say that they earn income through sale of milk between Rs. 10,000 to Rs. 20,000 and 3.3% of the sample respondents earn income more than Rs. 20,000 per month through the sales, indicating the majority of the sales varies between Rs. 5,000 to Rs. 10,000.

Table 7: Use of Unsold Milk for Self Consumption

	FREQUENCY	VALID PERCENT
NO	14	15.6
YES	76	84.4
TOTAL	90	100.00

Source: Survey Data compiled by research

From the table 7 it is clear that majority of the sample respondents use unsold milk for self-consumption i.e. 84.4% and remaining respondents i.e. 15.6% do not use milk just for self-consumption but they also use it for manufacturing other milk products.

Table 8: Amount Spent on fodder

	FREQUENCY	VALID PERCENT
.00	1	1.1
LESS THAN RS.500	7	7.8
BETWEEN RS.500 TO RS.1000	47	52.2
BETWEEN RS.1000 TO RS.2000	11	12.2
ABOVE RS.2000	24	26.7
TOTAL	90	100.00

Source: Survey Data compiled by research

The amount spent on cattle feed/fodder is significantly variable as more amount spent indicates more production of milk with more flow of income which will enhance economic status of the member. From the table 8, process through SPSS package reveals that 52.2% of the respondents spent between Rs. 500 to Rs. 1,000 for cattle feed per week, 12.2% of respondents spent on cattle feed between Rs. 1000 to Rs. 2000, 26.7% of the respondents spent more than Rs. 2000 per week on cattle feed whereas 7.8% of the respondents spent less than Rs. 500 on cattle feed per week. It is clear from this analysis that majority of the respondents who spent amount in the range of Rs. 500 to 1000 produced milk between 10 to 20 litres a day.

Table 9: Income from Sale of Cow Dung

	FREQUENCY	VALID PERCENT
.00	77	85.6
LSSS THAN RS.1000	10	11.1
BETWEEN RS. 1000 TO RS. 2000	2	2.2
ABOVE RS.5000	1	1.1
TOTAL	90	100.00

Income from cow dung is another factor which adds to the total income of member farmers determining their economic status. Table 9 clearly indicates that 85.6% of the sample respondents do not sell cow dung to earn income. Probably the same may be used as natural fertilizer in the paddy field or as a fuel in form of cow-dung cakes. It is further clear from the table that only 1.1% of the respondents earn income above Rs. 5000 through the sale of cow-dung, 11.1% respondents earn less than Rs.1, 000 through the sale of cow-dung and 2.2% earn income between Rs.1, 000 to Rs 2,000 indicating that respondents may be unaware of the fact that cow-dung could be sold to earn income or they could utilize it to own *Gober* gas plant.

Table 10: Assets Own

	FREQUENCY	VALID PERCENT
T.V	2	2.2
MOTORBIKE	1	1.1
TELEPHONE/ MOBILE	6	6.7
12	1	1.1
16	4	4.4
27	1	1.1
46	1	1.1
126	2	2.2
146	7	7.8
167	2	2.2
1246	25	27.8
1267	5	5.6
1268	1	1.1
12346	2	2.2
12467	14	15.6
123456	1	1.1
123467	6	6.7
123468	1	1.1
124567	1	1.1
1234567	1	1.1
1245678	1	1.1
12345678	5	5.6
TOTAL	90	100.00

Source: Survey Data compiled by research

Use of *Gober* gas as cooking fuel has potential to reduce expenditure on other sources of cooking fuel. From the analysis drawn in the above table, 56.5% of the sample respondents own *Gober* gas plant indicating that their expenditure on cooking fuel and electricity is saved.

To analysis the economic status of member producer the respondent were ask to mark through the schedule questionnaire as stated in above table whether they own following items like T.V. (coded as 1), Refrigerator coded as (2), Washing machine coded as (3), motorbike (coded as 4), Car (coded as 5), Telephone/Mobile (coded as 6), Cable (coded as 7) & Computer (coded as 8). From the result obtain through SPSS package it is cleared that only 5 respondents possess all the assets stated in the questionnaire. Only a one person of 90 respondents says that he own all the assets stated in the questionnaire accept washing machine. It is also learning from the respondent as stated the table that 25 person from the total respondent own T.V., Refrigerator, and Motorbike & Car were as 14 respondents stated that they own all the assets rather than Washing machine & Car. Indicating that economic status of the majority of the people is good & above poverty line.

During the study, the respondents were asked reasons for their involvement in dairy business. The majority of the respondents i.e. 67.8% reacted that they are in the dairy business because it is their traditional occupation. Further 23.3% of the respondents said that they are in the business because they had no other employment opportunity and 8.9% said that they are in dairy business because it helped them to earn supplementary income.

The respondents were asked whether they were happy or not with this dairy business. Majority of producer's i.e.77.8% held that they are happy with the dairy business and 22.2% responded that they are not happy with the dairy business.

Table 11: New Generation Willing to Stay

	FREQUENCY	VALID PERCENT
NO	54	60.0
YES	36	40.0
TOTAL	90	100.00

Source: Survey Data compiled by research

The survey conducted in the Salcete taluka clearly indicates that the people presently in the dairy business do not want to involve their children in the dairy business in the future. The dairy farmer feels that new generation should go for a better job. According to table 1, 60% of the milk producers say that new generation is not willing to carry on the business and 40% are willing to continue in the dairy business.

Member Perception towards the Services Provided by the Dairy Society & towards the Dairy Business

The dairy cooperative societies at the primary level play a crucial role in development of dairy sector as a whole. The membership of primary dairy society is a key for the sustainability of dairy society. The members of these societies supply milk to their societies. The attraction of the members towards the society is determined by a number of factors such as location of the society, availability of green food, services provided by the society members, attitude towards the society. The services provided by the society towards the member are more significant than any other factors.

The services provided are in working capital, training and extension services.

In this part of the discussion, an attempt is made to understand the perception of the members towards dairy society and towards the business. From the analysis drawn in Table 4, it is clear that 47.77% people are satisfied as far as feed is concerned and 24% of the respondents stated that the fodder services provided are very good. According to 60 % of the respondents veterinary services are satisfactory, 21.11% say that they are not satisfied and 2.22% say that they are not sure, indicating that there is a need for the society and Government to improve veterinary services by having veterinary centers close to the societies. As far as the

technical services are concerned it is clear that the people are not happy. As far as working capital is concerned, only 2.22% feel that it is very good where as 34.44% feel that it is just satisfactory.

It is very important for the survival of the society and for retaining the member as a milk supplier that, the society should provide different services including extension services in this project work. The respondents were asked their perception on the various extension services provided to them like training to improve animal, advisory service, education tour, etc. The analysis as depicted in Table 13 clearly exhibits that 73.33% respondents feel that the services provided in the form of training to improve animals husbandry practice is satisfactory where as 2.22% stated that services are not satisfactory. As regard to advisory services, 44.44% of the respondents feel that it is satisfactory, 38.88% say that it is good indicating that advisory services at the primary level needs to be improved. From the responses, it is clear that there is a need to conduct educational tours. Nearly 44.44% of the respondents feel that tours are not satisfactory. To conclude it can be said that the perception of members towards the services is not satisfactory.

In order to locate the problems of farmers in the area of milk marketing, the respondents were asked to rank the problem from 1 to 8. Some of the common problems they face in the marketing were: low procurement price, delay in getting sales proceeds, lack of transference in quality of inspection,

Table 12: Satisfaction from Various Services of Societies

Sir No	SERVICES	SATISFY	GOOD	VERY GOOD	NOT SATISFY	NOT SURE	%
1	Feed	47.77	42.2	10	0	0	100.00
2	Fodder	34.6	41	24	0	0	100.00
3	Veterinary	60	12.22	4.44	21.11	2.22	100.00
4	Technical	16.6	11.11	2.22	35.55	34.44	100.00
5	Working Capital	34.44	27.77	2.22	8.88	26.66	100.00
6	Promptness in Payment	25.55	33.33	10	2.22	23.33	100.00

Source: Survey Data compiled by research

Table 13: Satisfaction From Various Extension Services of Societies

Sir No	SERVICES	SATISFY	GOOD	VERY GOOD	NOT SATISFY	NOT SURE	%
1	Training to improve animal	73.33	22.22	0	2.22	2.22	100.00
2	Advisory service	44.44	38.88	2.22	8.88	5.55	100.00
3	Educational tour	14.44	5.55	2.22	44.44	33.33	100.00
4	Farm visit	41.11	11.11	0	35.55	12.22	100.00
5	Exhibitions	16.66	4.44	2.22	28.88	47.7	100.00

Source: Survey Data compiled by research

Table 14: Problems of Farmers in the Area of Marketing of Milk

Sir No	Problems	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	RANK 7	RANK 8	TOTAL
1	Low procurement price.	50	17	7	3	3	3	2	5	90
2	Delay in getting sale proceeds.	12	43	20	4	8	0	1	2	90
	Lack of transference in quality									
3	of inspection	7	12	41	8	11	4	4	3	90
	Lack of timely collection of									
4	milk.	7	6	6	52	8	7	4	0	90
5	In different attitude of the staff.	7	4	2	9	48	9	4	7	90
	Insufficient/partial collection									
6	of milk.	4	2	3	10	3	53	10	5	90
7	Too many formalities.	3	7	10	1	7	9	49	4	90
	Political interference in the									
8	societies work.	0	2	2	3	0	6	14	63	90

Source: Survey Data compiled by research

lack of timely collection of milk, differential attitude of the staff, insufficient/ partial collection of milk, too many formalities & political interference in the societies' work.

From the table it is clear that the main problem of the milk market is related to price, second problem is related to the payment, and third problem was lack of transference. Timely collection of milk was the fourth problem and political interference was the yet another problem as depicted in the table 14.

CONCLUSION

The basic principle of cooperative societies is to work together for the mutual benefit and not for individual benefit.

Cooperative institutions in Goa are formally developed only after its liberation. Today, the state has its own Co-operative Act 2005- 2006. Prior to it the state of Goa had implemented the Maharashtra Co-operative Societies Act. Presently in Goa, there are 2,242 cooperative societies with 8, 11,495 members of which only 174 dairy societies having the membership of 19,895. In 1982 Goa dairy followed the 'Anand Dairy pattern' to overcome the earlier drawback in its functioning.

This study was aimed to understand the socio-economic status of milk producers in the various societies of Salcete taluka, Goa. Factors like religion, caste, language, type of house etc. were analyzed. From this study it is clear that majority of the respondents are Christians and most of them belong to the general category. Most of the respondents reside in the pucca house and they are the owners of their house in which they reside. It is further concluded that 8.9% of the respondents use public toilets where as 32.2% of the respondents do not have any such facility. Education is another indicator of social status, few of the respondents under study are graduates and it is also found that nearly 9% of the respondents have participated and contested in the societies' election. As far as economic

status of respondents is concerned, majority of them are above poverty line and 55.6% of them earn income between Rs.5000 to 10000 p.m. From the respondents it is clear that only five respondents out of 90 own T.V., refrigerator, washing machine, motorbike, car, telephone/mobile, cable and computer. Only one respondents possess consumer durable assets except washing machine as stated in the questionnaire.

From the analysis drawn, it can be concluded that nearly 77.8% of the respondents are happy with the dairy business but 60% of them respondents feels that new generation of their family should not continue in dairy business. Further study concludes that 67.8% of the respondents were involved in the dairy business as a traditional occupation. The study concludes that though the socio-economic status of the milk producers is found to be satisfactory but the members of the society were not happy with the services provided by societies in the form of fodder, veterinary services etc. Similarly services in the form of extension services were not found to be good and satisfactory.

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