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## Socio-economic profile of members of dairy co-operative societies

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### Abstract

The present study was conducted in Amravati and Akola district purposively selected because in these districts there is maximum milk production among the entire district in the Vidarbha region of Maharashtra State. This ultimately leads to the large beneficiary members. There are a total number of 60 milk cooperative societies running in Akola and Amravati districts. Out of which the ten Dairy Co-operative Societies were selected purposively from each district was having significant number of dairy co-operatives. From the list of 20 dairy Co-operative Societies total 200 respondents were randomly selected. Approximately, 10 regular members of each dairy co-operative society from last 5 years were selected for the study. The salient findings of the present study revealed that majority of the members of dairy co-operative societies i.e. 54.50 per cent belonged to the middle age group between 36 to 50 years. More than one third i.e. 40.50 per cent of the members were educated up to secondary school (8<sup>th</sup> to 10<sup>th</sup> std.) level. More than half of the DCS members 54.00 per cent had medium family (5 to 6 members), the majority 63.50 per cent of the members were engaged in farming as well as dairy as a main occupation. Majority of members of dairy co-operative societies 42.00 per cent were possessed small land holding (up to 1.01 to 2.00) More than half i.e. 70.50 per cent of members of dairy co-operative societies possessed small herd size (up to 24). Regarding type of herd, majority of members (77.50%) possessed discript cow. Majority of members of dairy co-operative societies 57.50 per cent belonged to low milk production i.e. (Up to 73.2 lit.). Regarding utilization of milk majority 63.00 per cent of the members were utilized their milk in dairy cooperative, home consumption and retail sale. More than half i.e. 56.00 per cent of members had used farm yard manure for own farm. Majority 52.00 per cent of the members were selling their milk in dairy cooperative societies on daily basis, and remaining milk utilized by retail selling from home. In case of total annual income 75.00 per cent members had low annual income i.e. Up to Rs. 2,00,000. More than three fourth i.e. 87.00 per cent of members were not benefited from any scheme so, comes under no scheme (up to 0.66). Majority of the members (49.50%) had received short duration training (Up to 7 days). More than half i.e. 61.50 per cent of the members were having medium social participation. Nearly three fourth of member (74.00%) had medium extension contact. respectively.

**Keywords:** Socio-economic profile, dairy co-operative societies

### Introduction

Agriculture and Animal husbandry are the two main supports on which the entire structure of the Indian villager's life rests. Agriculture and dairying are interdependent and the development in one will be incomplete without the development in other. Animal husbandry and dairying activities play an important role in national economy and in socio-economic development of the country. These activities have contributed to the food basket, nutrition security, and household income of the farmers and play a significant role in generating gainful employment in the rural areas, particularly among the landless, small and marginal farmers and women. Dairy development is the basic strategy of Indian Government for eradicating the rural poverty and bringing the rural people above the poverty line. It aims at providing additional employment opportunities to the weaker sections of the society. The dairy co-operative play an important role in the development of dairying in India. In the sphere of the co-operativization, Anand pattern organized societies under the operation flood are being implemented throughout the country. Management of dairy co-operatives is to organize the milk procurement carefully on modern lines to remove the defects in and reduce the share of traditional middlemen operated in marketing system at village level. The co-operative society establishes direct link between the producers and consumers. Due to this the malpractices are reduced to the minimum because of the constant supervision of the management of dairy

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co-operative. Hence, keeping in view the above facts into consideration, the present study was carried out with the following objectives: To study personal, socio-economic and psychological characteristics of the members of dairy co-operative societies.

### Methodology

The present research investigation was carried out in Akola and Amravati district in Vidarbha region of Maharashtra state considering the significant number of dairy co-operatives in Amravati division. For the present study descriptive design namely, ex-post facto research design was used. There are 60 Dairy Co-operative Societies running in Akola and Amravati districts. Out of which the ten Dairy Co-operative Societies were selected purposively from each district was having significant number of dairy co-operatives on the basis of maximum milk production which ultimately leads to the large beneficiary members. From the list of 20 dairy Co-operative Societies total 200 respondents were randomly selected. Approximately, 10 regular members of each dairy co-operative society from last 5 years were selected for the study. A structured interview schedule was prepared and used for data collection and data was collected by personal interview

method. The suitable statistical measurement was used to analyze the data and inferences to be drawn.

## Results and discussion

### Age

**Table 1:** Distribution of the respondents according to their age

Sl. No.	Age	Respondents (N=200)	
		Frequency	Percentage
1	Young (Up to 35)	19	09.50
2	Middle (36 - 50)	109	54.50
3	Old (Above 50)	72	36.00
	Total	200	100.00

The data presented in Table 1 revealed that majority of the members of dairy co-operative societies i.e. 54.50 per cent belonged to the middle age group between 36 to 50 years followed by 36.00 per cent of members belonged to old age group i.e. above 50 years and only 09.50 per cent members belonged to young age category that is up to 35 years.

### Education

**Table 2:** Distribution of the respondents according to their education

Sl. No.	Education	Respondents (N=200)	
		Frequency	Percentage
1	Illiterate (No schooling)	0	0.00
2	Primary school (1 <sup>st</sup> to 4 <sup>th</sup> )	13	06.50
3	Middle school (5 <sup>th</sup> to 7 <sup>th</sup> )	20	10.00
4	Secondary school (8 <sup>th</sup> to 10 <sup>th</sup> )	81	40.50
5	Higher secondary school (11 <sup>th</sup> to 12 <sup>th</sup> )	54	27.00
6	College / university education (Above 12 <sup>th</sup> )	32	16.00
	Total	200	100

It is evident from the data presented in Table 2 that 40.50 per cent of the members of dairy co-operative societies were educated up to secondary school (8<sup>th</sup> to 10<sup>th</sup> std.) level followed by 27.00 per cent of the members were having education up to higher secondary school (11<sup>th</sup> to 12<sup>th</sup>) level, whereas 16.00 per cent of the members were educated up to

college (above 12<sup>th</sup> std.) level and 10.00 per cent of the members had education up to middle school (5<sup>th</sup> to 7<sup>th</sup> std.). No members were found illiterate.

### Family size

**Table 3:** Distribution of the respondents according to their family size

Sl. No.	Categories	Respondents (N = 200)	
		Frequency	Percentage
1	Small (Up to 4 members )	76	38.00
2	Medium (5 to 6 members)	108	54.00
3	Large ( Above 6 members)	16	8.00
	Total	200	100

The data furnished in Table 3 indicated that majority of the DCS members (54.00%) had medium family (5 to 6 members), while 38.00 per cent of members of dairy co-operative societies belonged to small family size (up to 4

members). Whereas, 08.00 per cent per cent of members belonged to large family size (above 6 members).

### Occupation

**Table 4:** Distribution of the respondents according to their occupation

Sl. No.	Occupation	Respondents (N=200)	
		Frequency	Percentage
1	Dairying + Labour	07	03.50
2	Dairying only	44	22.00
3	Dairying + Farming	127	63.50
4	Dairying + Services	03	01.50
5	Dairying + Business	19	09.50
	Total	200	100

It was revealed that majority 63.50 per cent of the members were engaged in farming as well as dairy as a main occupation. 22.00 per cent of the members were engaged in dairying only; relatively fewer members were engaged in other subsidiary occupation along with dairy and business

09.50 per cent and dairy with labour 03.50 per cent, respectively.

### Land holding

**Table 5:** Distribution of the respondents according to their land holding

Sl. no.	Land holding (ha)	Respondents (N=200)	
		Frequency	Percentage
1	No land	32	16.00
2	Marginal (Up to 1.00)	40	20.00
3	Small (1.01 to 2.00)	84	42.00
4	Semi medium (2.01 to 4.00)	36	18.00
5	Medium (4.01 to 10.00)	6	3.00
6	Large (Above 10.00)	2	1.00
	Total	200	100.00

It could be seen from Table 5 that majority of members of dairy co-operative societies 42.00 per cent were possessed small land holding (up to 1.01 to 2.00) followed by 20.00 per cent members belonged to marginal land holding (up to 1.01 ha.) and 18.00 per cent of members had semi medium land holding (up to 2.01 to 4.00 ha.). Remaining 16.00 per cent and 03.00 per cent were possessed no land and medium (4.01 to 10.00 ha.) land holders, respectively. Very few i.e. 1.00 per cent of the members of dairy co-operative societies had found to possessed large farm size (above 10.00 ha.)

size (up to 24). Whereas, 25.00 per cent of members had medium herd size (Up to 25 to 42) and 04.50 per cent of members having above 42 milch animals so, they are categorized under large herd size category.

### Herd size

### Type of herd size

**Table 7:** Distribution of the respondents according to their type of herd size

Sl. No.	Herd size	Frequency	Percentage
	<b>Cow</b>		
1	Non discript	108	54.00
2	Discript	155	77.50
	<b>Buffalo</b>		
1	Non discript	181	90.50
2	Discript	00	00.00

**Table 6:** Distribution of the respondents according to their herd size

Sl. No.	Herd size	Respondents(N=200)	
		Frequency	Percentage
1	Small (up to 24)	141	70.50
2	Medium(25 to 42)	50	25.00
3	Large (Above 42)	9	4.50
		200	100.00

Majority of members of dairy co-operative societies 77.50 per cent possessed discript cow followed by 54.00 per cent members possessed non discript cow and in case of buffalo 90.50 per cent possessed non discript breed only.

It was indicated that more two third i.e. 70.50 per cent of members of dairy co-operative societies possessed small herd

### Milk production

**Table 8:** Distribution of the respondents according to their milk production

Sl. No.	Milk Production (lit.)	Respondents(N=200)	
		Frequency	Percentage
1	Low (Up to 73.2)	115	57.50
2	Low medium (73.3 to 122.4)	29	14.50
3	Medium (122.5 to 171.6)	35	17.50
4	Medium High (171.7 to 220.8)	13	6.50
5	High (Above 220.8)	8	4.00
		200	100

It could be seen from Table 8 that majority of members of dairy co-operative societies 57.50 per cent belonged to low milk production i.e. (Up to 73.2 lit.) followed by 17.50 per cent members belonged to medium milk production (up to 122.5 to 171.6 lit.) and 14.50 per cent of members had low medium milk production i.e. (up to 73.3 to 122.4 lit.).

Remaining 6.50 per cent and 04.00 per cent were belonged to medium high (171.7 to 220.8 lit.) and high (Above 220.8 lit.) milk producers, respectively.

### Utilization of milk

**Table 9:** Distribution of the respondents according to their utilization of milk

Sl. No.	Utilization of milk	Respondents(N=200)	
		Frequency	Percentage
1	Dairy co-operative + Home consumption	10	5.00
2	Dairy co-operative only	12	6.00
3	Dairy cooperative + Home consumption + Retail sale	126	63.00
4	Dairy cooperative + Home consumption + Retail sale + Processing to prepare milk product	52	26.00
		200	100

It was revealed that majority 63.00 per cent of the members were utilized their milk in dairy cooperative, home consumption and retail sale. 26.00 per cent of the members were utilized their milk in dairy cooperative, home consumption, retail sale and processing to prepare milk product. Relatively fewer members were utilized their milk in other i.e. dairy co-operative only 06.00 per cent and dairy co-operative with home consumption 05.00 per cent, respectively.

### Farm yard manure availability

**Table 10:** Distribution of the respondents according to their farm yard manure availability

Sl. No.	Farm yard manure availability	Respondents(N=200)	
		Frequency	Percentage
1	For own farm	112	56.00
2	For sale	56	28.00
3	Both (sale + own farm)	32	16.00
		200	100

It was indicated that more than half i.e. 56.00 per cent of members of dairy co-operative societies had used farm yard manure for own farm as majority of farmers engaged in dairying and farming. Whereas, 28.00 per cent of members had used farm yard manure for sale only and 16.00 per cent of members had used farm yard manure both for own farm and remaining for sale respectively.

### Mode of marketing of milk

**Table 11:** Distribution of the respondents according to their mode of marketing of milk

Sl. No.	Mode of marketing	Respondents(N=200)	
		Frequency	Percentage
1	Co-operative societies (daily basis) + Retail sale from home	104	52.00
2	Co-operative societies (daily basis) + Selling to various shop	44	22.00
3	Co-operative societies (daily basis) + For processing	52	26.00
		200	100

It was revealed that majority 52.00 per cent of the members of dairy co-operative societies were selling their milk in dairy cooperative societies on daily basis, and remaining milk

utilized by retail selling from home. 26.00 per cent of the members were selling their milk in dairy cooperative societies on daily basis, and remaining milk utilizes for processing to prepare various milk product. Relatively fewer members 22.00 per cent were selling their milk in other way i.e. dairy co-operative societies on daily basis and remaining milk selling to various shops respectively.

### Annual income

**Table 12:** Distribution of the respondents according to their annual income

Sl. No.	Annual income (Rs.)	Respondents(N=200)	
		Frequency	Percentage
1	Low (Up to 200000)	150	75.00
2	Medium (200001 to 350000)	45	22.50
3	High (Above 350000)	05	02.50
		200	100

In case of total annual income 75.00 per cent members of dairy co-operative societies had low annual income i.e. Up to Rs. 2,00,000 followed by 22.50 per cent members who had medium level of income (Rs. 2,00,001 to Rs.3,50,000), while very few 02.50 per cent of members had high level of income i.e. (above 3,50,000) respectively.

### Utilization of schemes

**Table 13:** Distribution of the respondents according to their utilization of schemes

Sl. No.	Schemes	Respondents(N=200)	
		Frequency	Percentage
1	No scheme (Up to 0.66)	174	87.00
2	1 to 2 schemes (0.67 to 1.32)	20	10.00
3	More than 2 schemes (Above 1.32)	06	03.00
		200	100

It was indicated that more than three fourth i.e. 87.00 per cent of members of dairy co-operative societies not benefited from any scheme so, comes under no scheme (up to 0.66). Whereas, 10.00 per cent of members had benefited by one to two schemes i.e. (0.67 to 1.32) and very few members 03.00 per cent had benefited by more than two schemes i.e. (Above 1.32) respectively.

### Training received

**Table 14:** Distribution of the respondents according to their training received

Sl. No.	Category	Respondents(N=200)	
		Frequency	Percentage
1	No training (0)	68	34.00
2	Short duration training (Up to 7 days)	99	49.50
3	Medium duration training (8 days to 18 days)	17	08.50
4	Long duration training (Above 18 days)	16	08.00
		200	100

It could be seen from Table 14 that majority of members of dairy co-operative societies, 49.50 per cent had received short duration training (Up to 7 days), followed by 34.00 per cent members had not received any type of training so comes

under no training category. Remaining 08.50 per cent and 08.00 per cent had received Medium duration training (8 days to 18 days) and Long duration training (Above 18 days) respectively.

## Social participation

**Table 15:** Distribution of the respondents according to their social participation

Sl. No.	Category	Respondents (N=200)	
		Frequency	Percentage
1	Low (Up to 5.85)	16	08.00
2	Medium (5.86 to 7.81)	123	61.50
3	High (Above 7.81)	61	30.50
		200	100
Mean = 6.83			

It is revealed from the Table 15 that, more than one half i.e. 61.50 per cent of the members of dairy co-operative societies were having medium social participation followed by high 30.50 per cent and low 08.00 per cent level of social participation respectively.

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## Extension contact

**Table 17:** Distribution of the respondents according to their extension contact

Sl. No.	Category	Respondents(N=200)	
		Frequency	Percentage
1	Low (Up to 9.45)	20	10.00
2	Medium (9.46 to 16.57)	148	74.00
3	High (Above 16.57)	32	16.00
		200	100
Mean = 13.01			

As indicated in Table 17 it is revealed that nearly three fourth of member of DCS 74.00 per cent had medium extension contact followed by 16.00 per cent of the members had high extension contact and only 10.00 per cent of the members had low extension contact.

## Conclusions

Socio economics profile study revealed that majority of the cooperative members is small or marginal or landless farmers who regularly deliver milk to the co-operatives. For them, the income derived from milk provides the only regular cash flow transforming dairying into an economically viable activity in their area. The training of DCS members related with different dimensions of animal husbandry has played an important role in up gradation of knowledge and adoption of modern dairying and animal husbandry practices which will ultimately shape the milk production scenario of the country.

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