

## **Impact of Dairy co-operative on production and marketing of milk in Muzaffarnagar District of Western Uttar Pradesh**

Anil Kumar\*, Mojpal Singh\*\* and Devesh Gupta\*\*\*

\*Ph.D Scholar, Dairy Science and Technology Department J.V.(P.G.) College, Baraut(Baghpat)

\*\* Associate Professor, Dairy Science and Technology Department J.V.(P.G.) College, Baraut(Baghpat)

\*\*\* Head of Department, Dairy Science and Technology Department J.V.(P.G.) College, Baraut(Baghpat)

---

**ABSTRACT-** The present work was carried out to examine that how dairy co-operative can help their members to increase their production and marketing of milk. It is concluded that the net return per family is higher in case of members as compared to non members. It was due to sale of milk at remunerative prices by members of D. U. S. S. Muzaffarnagar.

---

### **I. INTRODUCTION**

In India dairy is one of the important occupation and has significant role in socio-economic development of live stock owners. To develop dairy industry in India establishment of Khaira District (popularly known as AMUL) Dairy co-operative milk producer society. This organization proved to be most successful in increasing milk production and improving socio-economic status of milk producers. The strength of this system lies in the fact that the organization is owned by the producers and therefore more responsive to the needs. The purpose of dairy cooperative was to provide relief to the farmers from money lenders who exploited them.

The present work was carried out to examine that how dairy cooperative can help their members to increase their production and marketing of milk.

### **II. METHODS AND MATERIAL**

The present study was confined to Dugdh Utpakdak Sahakari Sangh(Milk Producer Dairy Cooperative) Ltd.(D.U.S.S.) Muzaffarnagar of western Uttar Pradesh. Out of the 14 block which was covered by D.U.S.S.Muzaffarnagar one block namely Sadar was randomly selected for the present study purposively. The list of milk producing co-operative society falling in the block was prepared and five milk producing society were selected randomly for the study from whole list. For the selection of cases separate list of members and non members of community were prepared from selected societies. The 280 of members and 310 non members were selected for the study. The final selection of cases of members and non members of community was made purely on random basis. The study was based upon the primary data and secondary data. The primary data were collected with the help of prepared schedule and questionnaire by personal interview. The survey method was followed for the collection data.

### **III. RESULT AND DISCUSSION**

Impact of Dairy co-operative on production and marketing of milk in Muzaffarnagar District of western Uttar Pradesh are presented in Table No-01

It is evident in Table no-1 that milk production per family was higher in members as compared to non members. It was due to higher milk production and better care of animals, in case of members on the one hand and improve breed of animals on the other hand. The market surplus of milk 88.33% in members group and 86.06% in non members group. It clearly show that the programme run by co-operative society has greater impact on the milk producers to make the dairy enterprises as a business activity for generating income and employment. The data presented in table for gross return from milk per family of members and non members families respectively Rs.83181.84 and Rs. 75028.38. It was due to more milk production and sale of milk at remunerative prices to D.U.S.S. Muzaffarnagar by members. The net return from milk was derived by subtracting the gross maintenance cost from return, The net return from milk per family in case of members came to Rs. 48386.72. It was due to higher production of milk. The net return from milk per family of members was higher as compared to non member (Rs.36853.77). The cost benefit ratio in case of members per family came to Rs. 2.39 and non member per family was Rs. 1.96. Similar work was carried out by Tiwari, et.al (2001), Kumar et.al.(2002), Ashalatha et .al. (2004), Singh et.al. (2005), Verma et.al. (2006) and Wali et.al.(2007).

#### IV. CONCLUSION

It is concluded that the net return per family is higher in case of members as compared to non members. It was due to sale of milk at remunerative prices by members of D.U.S.S. Muzaffarnagar.

#### V. SUGGESTION

Following suggestion may be given for betterment and proper working of co-operative milk society.

1. There is a need for organized milk marketing facilities in the wider area.
2. The net work of dairy cooperative should be expanded to a greater extent for the benefit of rural milk producers.
3. Member should provided cheaper finance and essential services.

#### REFERENCES

- [1]. Ashalatha, P., Rao, K.S., Reddy, P.V.S. and Moorthy, P.R.S. (2004): Impact of dairy cooperative on the milk production, consumption and marketed surplus pattern on members. *Indian Journal of Dairy science*, 57(1):60-64.
- [2]. Kumar, Y. and Singh, (2002): A study on cost of production of milk in case of members and non members of D.U.S.S., Ghaziabad District of U.P., *Journal of Rural and Agri. Research*, 2(1) 36-39.
- [3]. Singh, S., Singh, M. and Singh Y. (2005): A comparative study of milk marketing through dairy co-operative and other agencies in Etah district of U.P., *Journal of Rural and Agri. Research*, 5(1 and 2) 23-25
- [4]. Tiwari, M.K. and Arya, H.P.S. (2001): Impact of milk producers co-operatives society on socio-economic status of the members farmers – A case study in Bareilly district of U.P., *Journal of Dairying foods and Home science*, 20(1) 50-53.
- [5]. Verma, S.R. and Sharma, F.L. (2006): Construction of dairy animals in overall income of the members and non members of dairy co-operative society in Alwar district of Rajasthan, *Dairy year book*, 54-56.
- [6]. Wali, T.K. and Ponnusamy, K. (2007): Contract dairy farming versus dairy co-operatives relative strength and weakness, *Indian Dairy man*, 59(4):53-60.

**Table No-1 Showing the Impact of Dairy cooperative on production and marketing of milk in Muzaffarnagar District of western Uttar Pradesh**

S.N.	Characters	Members of Dairy co-operative	Non-Members of Dairy co-operative
1	Total milk production per family (In litre)	3961.40	3572.78
2	Marketed surplus of milk per family (%)	88.33	86.06
3	Gross returns from milk per family (in Rs)	83181.84	75028.38
4	Gross maintenance from milk per family (in Rs.)	34795.12	38174.61
5	Net return from milk per family (in Rs.)	48386.72	36853.77
6	Cost benefit ratio per family (in Rs.)	1:2.39	1:1.96