



# AN ANALYSIS OF MILK MARKETING VIA DAIRY COOPERATIVES THROUGHOUT THE NAICKENPALAYAM PANCHAYAT, COIMBATORE DISTRICT

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**Summary:** Milk has a special place in Cooperative society. A study of milk marketing practises in the Naickenpalayam Panchayat of the Coimbatore District using dairy cooperatives. The research investigation makes use of both primary and secondary sources. The secondary information from the selected societies' corresponding annual reports and accounts. The survival of low- and middle-income farmers depends heavily on the dairy industry for their industrial systems. In rural areas, cooperative societies are utilised for the sale of dairy products. Furthermore, studies like this would shed light on how societies perform and the obstacles dairy producers confront when marketing their goods. The main limitations include poor managerial competency, a paucity of competent Whether cooperatives evolve into member-owned sovereign organisations that are operated effectively, freed from extraneous limitations by special stakeholder individuals, and governed by the officials picked by respective members, they could have a bright future in India in the new era. The field survey approach described in the existing study's methods and materials was used to survey 200 farmers. Simple percentage tools and approaches were also used.

**Key Note:** Dairy Cooperatives

## INRODUCTION

Millions of rural households in India have a long-standing legacy of dairying; since the beginning of time, domesticated animals have been an essential component of farming operations. Compared to other farm products, milk has the most economic impact on the country. Due to its various nutritional contents and ability to augment income, milk has a special place in the framework of inequality and famine. Around 15.1 million farmer members worldwide own at least some of that, with up to 4.3 million of them being women. Farmers in isolated villages are more significant. Due to an unreliable 2022 monsoon season, rising feed prices, and the emergence of Lumpy Skin Disorder, May 2022 fluid milk output is estimated to be lower at 202.5 MMT. Post projects 55,000 metric tons of butter exports for FY 2023 (MT) based on anticipated adequate domestic milk supplies and an increase in the trade balance.

## REVIEW OF LITERATURE

**Dr.G.Thanikacchalam and Others (2022)** Undertook a Study entitled, A case Study of Performance Kovanur Primary Milk Producers Cooperative Society, Periyanaickenpalaym Block, Coimbatore District. The purpose of the study was an examination of the Kovanur Primary Milk Producers Cooperative Society's financial performance and the organization's overall operating development. The techniques, materials, and instruments used during the current study all adopted the researcher's purposeful random sampling approach. The analysis was done using secondary data and the Raatio Analysis Method. The study's key findings from the past ten years KPMP Cooperative City Ratio Analysis The Kovanur Primary Milk Producers Cooperative Society's members become stronger. The advancement members' artificial and insemination services are provided to the members. The Result Revealed that KPMPCS Last Ten Years Consistent Efficiency Period after Year Raise and Declining on the Fluid Velocity and Milk Procurement and Sales Volume Enhance of the Society and Ultimately Trying to Identify Members Concerns and Opportunities in the KPMPCS, a Significant Percentage of such Averagely Increase by the Milk Society.

**Dr.K.Suresh and Others (2022)** Conducted Study on, A Study on Customer Tendency towards Aavin Milk Products with Special Reference to Pappampatti Village, Sulthanpet Block, Coimbatore District. The point of the study is to examine consumer brand importance, perceptions of trends, consumer choice between various milk products, and overall dejection levels. Techniques and Resources Primary data were acquired using the Fielde survey method, and simple percentages were employed in the study. Observations and Conclusions The majority of respondents who are short favour Aavin goods. The analysis's overall findings suggest that there is little awareness of the Aavin brands and products due to a lack of advertising. Finally, discuss how to increase the number of aavin parlours in rural areas, increase knowledge of various sources, and spoil milk to cover maintenance costs.

## ISSUES OF THE PROBLEMS

The market potential and consumer preferences also have an impact on the viability of any dairy cooperative union. Private milk-producing businesses with high financial requirements have mushroomed in the neighborhood Blocks in past years. It gives the milk distribution industry intense rivalry. As a result, in order to meet the wants of the consumer, the government is likewise adjusting its policies and introducing useful and alluring programmes. There are now more farmers than ever. Additionally to Cooperative Societies Farmers in the Coimbatore district struggle with issues. This study includes the issues in order to generate proposals for something like the dairy unit as well as a cure to the concerns. The appraisal of the milk marketing analysis is the study and the research accomplishment. In light of this, the researcher adopted the theme "An Analysis of Milk Marketing Via Dairy Cooperatives Throughout The Naickenpalayam Panchayat, Coimbatore District."

## AIMS OF THE STUDY

- ❖ To Measuring the efficiency of such dairy cooperative farmers in Naickenpalayam Panchayat, Coimbatore District
- ❖ To obtain appropriate solutions and recommendations from either society.

## METHODS AND MATERIALS

To examine milk-selling practises in the Naickenpalayam Panchayat of the Coimbatore District, the field survey technique was also used. The Coimbatore District Milk Producers Union's 340 Primary Milk Producers Cooperative Society was already divided into 12 blocks for administrative purposes. Such cooperative societies buy milk from the farmers. In Naicken Palayam Panchayat, Periyanaickenpalayam Block, the researcher made a thoughtful approach. To acquire the primary data from the 200 members that were still involved, personal interview techniques were used. Secondary data were simultaneously used in the assessment that was witnessed. The financial statements and accounts of the appropriate registered societies are used as secondary sources. Simple percentage methods and tools were utilised to acquire the data.

## ANALYSING AND INTERETATING OF DATA

Table-1 Age Group

S. No	Age Group	No. of Members	Percentage
1.	18-30 (Young)	29	14.5
2.	31-40 (Middle)	66	33
3.	41-50 (Old)	105	52.5
	Total	200	100

Table 1 depicts the findings. Age range In the figure, the 41–50 age demographic accounted for 52% of the high-worth members, 14.5% of the low-worth members, and 33% of such members in the 31–40 intermediate-age group.

Table-2 Educational Level

S. No	Educational Level	No. of Members	Percentage
1.	Higher Secondary	76	38
2.	Illiterates	101	50.5
3.	Diploma	23	11.5
	Total		100

Table 2 demonstrates that 50.5% of the members were illiterate farmers, 38% were in higher secondary education, and 11.5% were not members.

Table-3 Size of Family

S. No	Size of Family	No. of Members	Percentage
1.	Joint Family	63	31.5
2.	Nuclear	137	68.5
	Total	200	100

Table 3 indicates the existence of 68.5% of joint families and at least 31.5 nuclear families; therefore, nuclear is stronger in tabulated real worth.

Table-4 Annual Income

S. No	Annual Income	No. of Members	Percentage
1.	Up to 20,000. (Low)	121	60.5
2.	20,001 – 50,000 (Middle)	48	24
3.	Above 50,001. (Higher)	31	15.5
	Total	200	100

According to Table 4, the majority of members (60.5%) were active in up to 20,000 organizations. farmers with low yearly income and farmers in the 20.001–50,000 (middle) income range make up 24% of all farmers. 15.5% of higher-level annual income creators.

Table-5 Land Details

S. No	Land Details	No. of Members	Percentage
1.	Own Land	119	59.5
2.	Leased land	56	28
3.	Leased out Land	25	12.5
	Total	200	100

Table 5: Facts Evaluation 28 acres are leased, while 59.5% of farmers own their own property. 12.5 acres of land were leased out; a large proportion of members had land they used for the show's results.

Table-6 Size of Landholding

S. No	Size of Landholding	No. of Members	Percentage
1.	Up to 1	139	69.5
2.	1-5	44	22
3.	5-10	17	8.5
	Total	200	100

Table 6 reflects the findings. Landholding Size: 69.5% 22% and less of farmers, up to 1 and 1-5 members 8.5 percent of members make use of issues affecting them. Up to 1.

**Table-7 Experience of the Members**

S. No	Experience	No. of Members	Percentage
1.	1-3 Years	25	12.5
2.	4-6 Years	98	49
3.	Above 6 Years	77	38.5
	Total	200	100

Table 7 illustrates that the typical member's expertise spans between 4-6 years and 12.5, with 38.5% of members needing to have been interested in farming for a very long time.

**Table-8 Types of Milch Animals**

S. No	Milch Animals	No. of Members	Percentage
1.	High breed	22	11
2.	Local breed	69	34.5
3.	Cross breed	91	45.5
	Total	200	100

Table-8 Reveals that Milch Animals take over the members 45.5% of Cross breed and Local breed 34.5 and Least of famrers take over the Milch animals 11% .

**Table-9 Types of Animals**

S. No	Types of Animals	No. of Members	Percentage
1.	Cow	192	96
2.	Buffaloes	08	04
	Total	200	100

Table 8 highlights the numerous livestock categories that farmers deploy, with cows making up the vast majority 96% and buffalo getting the least 4%.

**Table-10 Money Value Cow and Buffaloes**

S. No	Money Value Cow and Buffaloes	No. of Members	Percentage	
1.	Cow	15,000-25,000	35	17.5
		25,000-35,000	96	48
		35,000-45,000	40	20
		45,000-55,000	29	14.5
2.	Buffaloes	15,000-25,000	120	60
		25,000-35,000	43	21.5
		35,000-45,000	29	14.5
		45,000-55,000	08	04
	Total	200	100	

Table 10 represents the financial value of cows and buffaloes. Buffaloes are valuable for 60% of the 15,000-25,000 valued animals and less of the buffaloes (14.5%) in another side's sale. The majority of the cow 48% of the 25,000-35,000 Vale settled on factors such as cost and 17.5 cows 15,000-25,000 Castle and less cow sales to a 14.5.

**Table-11 Milk Production Cow and Buffaloes**

S. No	Milk Production Cow and Buffaloes	No. of Members	Percentage	
1.	Cow	Up to 05	21	10.5
		05-10	56	28
		10-15	72	36
		15-20	51	25.5
2.	Buffaloes	Up to 05	58	29
		05-10	88	44
		10-15	30	15
		15-20	24	12
	Total	200	100	

According to Table 11, the majority of farmers' cows produce 36% of the milk and at least 10.5% of the milk from such buffaloes. up to 2005. Between 2005 and 2010, buffaloes accounted for 44% of milk output.

**Table-12 Income earned Cow and Buffaloes Milks**

S. No	Income earned Cow and Buffaloes Milks	No. of Members	Percentage	
1.	Cow	Less than 50	31	15.5
		50-100	44	22
		100-200	60	30
		More than 200	65	32.5
2.	Buffaloes	Less than 50	23	11.5
		50-100	49	24.5
		100-200	61	30.5
		More than 200	67	33.5
	Total	200	100	

Glance at Table 12 to find out whether more cash is generated from milking cows and buffaloes. The maximum of cow earnings is obtained via farmers; they gained 32.5% in more than 200 cases, while the fewest number is earned from milking buffaloes, which received 11.5%.

**Table-13 Milk Household Consumption**

S. No	Consumption	No. of Members	Percentage
1.	Up to 10	13	6.5
2.	10-20	121	60.5
3.	20-30	66	33
	Total	200	100

According to Table 13, milk consumption and household income are typically the highest sources of income 10-20% and the lowest sources of spending 6.5% in households with up to ten members.

**Table-14 Milk Channels of Marketing Milk**

S. No	Marketing of Milk	No. of Members	Percentage
1.	Cooperative Society	109	54.5
2.	Direct Sale	76	38
3.	Private Society	15	7.5
	Total	200	100

Table 14 shows that members' milk is distributed by cooperative societies 54.5% of the time and by direct sales 7.5% of the time.

Table-15 Loan Purchase

S. No	Loan Purchase	No. of Members	Percentage
1.	Cooperative Bank	92	46
2.	Private Bank	28	14
3.	Commercial Bank	70	35
4.	Private Money Lenders	10	5
	Total	200	100

Table 15 demonstrates that a preponderance of farmers (46% of individuals) acquire financing from cooperative banks, while only 5% get loans from conventional banks.

## DISCUSSIONS

- ❖ Apart from primarily instructing farmers.
- ❖ Mills Animals Fundamental Exposition at Current Challenges, Weekly or Occasionally Performed Training Regime.
- ❖ Keeping adequate hygiene for a farmer's veterinarians, cows, and buffaloes.
- ❖ Veteran camp specialty once or twice executed.
- ❖ Demonstrate and expound on the several dairy cooperative ideas presented to prospective farmers.
- ❖ Deliver a multitude of activities and cattle feed to society members.
- ❖ Provide a Transportation Specialty to a Hills Society Member.
- ❖ A society was designed to give members recognition for specialty milk animals.

## CONCLUSION

When it comes to solving the issues of reducing poverty, ensuring food safety, and creating jobs, cooperatives naturally have a privilege. In India, cooperative societies were crucial to the growth of banking, credit, housing, dairying, and industries related to agroprocessing, storage, and marketing. The contribution of cooperatives to reducing poverty, ensuring food security, and creating jobs is widely known. Cooperatives have been seen to be able to provide goods and services in places where both the commercial and public sectors have fallen short. Despite their enormous role in India's rural economy, the majority of cooperatives are not economically beneficial due to a variety of causes and struggles from numerous other internal and external restraints. The main obstacles include societal members' lack of knowledge, poor governance, outdated cooperative law, incorrect government regulation, and tiny size. The primary barriers are a lack of information among society members, poor leadership, outdated cooperative laws, inadequate government oversight, a small business's ability to pay for services, an unfavorable internal work culture, and an environment that is not conducive to management. Cooperatives could have a strong future in India in the new era if they are transformed into member-owned autonomous organisations controlled either by representatives of their members or expertly freed from pointless restrictions imposed by vested interest persons. In order to ensure the effectiveness of dairy farmers in dairy cooperatives, we ought to devote more attention to things like scientific management, value addition for the dairy products, customer services, the ability to manage the farmers' well-being, etc. We now have to pay more attention to things like classical management theory, economic benefits for customers of dairy products, trying to manage economic viability while maintaining agriculture's public assistance, and so on for dairy producers in dairy cooperatives. This is how we can guarantee the effectiveness of milk cooperatives in rural areas and enhance community expansion throughout the Indian financial system.

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