

Constraints Faced by the Members of Dairy Co-operative Societies in Receiving the Services of Dairy Union

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ABSTRACT

Although India ranks the world's the largest milk producer, our per capita milk consumption is one of the lowest in the world. It implies that it is not only the improvement of genetic potential of milch animals which could increase the milk production, but there are other factors also which need attention so far as milk production is concerned. The present study was conducted in Jaipur district of Rajasthan. Jaipur district was selected purposively. A sample of 144 respondents, consisting of 72 members of dairy co-operative societies and 72 non-members of dairy co-operative societies was drawn. The respondents for study group were selected randomly from 24 dairy co-operative societies of 12 randomly selected randomly milk procurement routes. Whereas, non-members were also selected randomly from village of the same dairy co-operative societies. The data were collected with the help of pre-tested structured interview schedule. The least important constraints perceived by the dairy cooperative society members were irregular visit of mobile team of veterinary doctors for treatment of sick animals, lack of awards and recognition given by dairy union for motivation of dairy members and there was no provision of loans for cattle purchasing by society and union in the research area.

Key words:- Constraints, dairy co-operative societies, dairy union

INTRODUCTION

Although India ranks as the world's first largest milk producer, our per capita milk consumption is one of the lowest in the world. According to Indian Council of Medical Research (ICMR) recommendation, per head per day milk requirement is 280 grams, but the availability is still very low. It was 232 grams in 2004-05. This clearly shows a wider gap between the availability and requirement.

It indicates that cattle improvement with respect to its genetic potential is not sufficient to increase the milk production; there should be system-based approach. It implies that it is not only the improvement of genetic potential of milch animals which could increase the milk production, but there are other factors also present in the environment which need attention so far as milk production is concerned.

There are also some constraints or problems associated with production and marketing of milk and milk products, which are needed to overcome, if the milk production is to be increased.

Keeping this background in mind, the present investigation entitled "Constraints faced by the members of dairy co-operative societies in receiving the services of dairy union" was undertaken.

METHODOLOGY

The present study was undertaken in Jaipur district of Rajasthan. The Jaipur dairy is one of the largest milk collecting union and consists of 120 milk procurement routes. Out of these, twelve routes were selected randomly. Further, two dairy co-operative societies were selected randomly from each identified milk procurement routes. Thus, in all twenty four dairy co-operative societies were selected for present investigation. For the selection of respondents from each selected dairy co-operative society 3 members of DCSs were selected by simple random technique.

This way, the total 72 members of DCSs were included in the sample of study. A control group of 72 non-members (3 cattle owner respondents from each DCSs area) was selected randomly for the comparative study. In this way the total sample consisted of 144 respondents *i.e.* 72 member and 72 non-member respondents. The data were classified, tabulated and inference was drawn after subjecting the data to appropriate statistical analysis.

RESULTS AND DISCUSSION

Distribution of members of dairy co-operative societies on the basis of constraints perceived in receiving the services from dairy union.

The member respondents were classified into three

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categories namely low, medium and high constraints levels on the basis of calculated mean 35.08 and standard deviation (2.85) of the obtained constraints scores by the respondents in the following manner:

(i) Respondents who obtained constraints scores below 32.23 were categorized as low constraints level.

(ii) Respondents who obtained constraints scores from 32.23 to 37.92 were categorized as medium constraints level.

(iii) Respondents who obtained constraints score above 37.92 were categorized as high constraints level.

The statistical data regarding the constraints of dairy co-operative societies respondents have been presented in Table 1.

The data in Table 1 show that 61.11 per cent member respondents were in the medium constraints group. Whereas, 20.83 per cent respondents were perceived low level 1 followed by 18.06 per cent members of dairy co-operative societies were in the high level of constraints in receiving the services from dairy union in the study area.

Table 1: Distribution of members of dairy co-operative societies on the basis of constraints perceived in receiving the services from dairy union

n=72			
Constraints scores	Level of constraints	No. of respondents	Per cent
Below 32.23	Low	15	20.83
From 32.23 to 37.92	Medium	44	61.11
Above 37.92	High	13	18.06
Total		72	100

$X = 35.08, \sigma = 2.85$

Constraints perceived by dairy members in receiving the services from functionaries of dairy union in terms of MPS

An effort has also been made to find out the priority of constraints perceived by respondents in receiving the services from personnel of dairy union. For this, mean percent scores (MPS) for each constraint was calculated and ranked accordingly.

The data presented in Table 2 revealed that problem of irregular and incorrect testing of milk fat was expressed as most important constraint by the members of dairy co-operative societies with mean percent score 85.65 and ranked first by the respondents. This was followed by unsatisfactory price of milk offered by milk co-operative society with MPS value of 76.85.

Table 2: Constraints perceived by dairy members in receiving the services from functionaries of dairy union in terms of MPS (n=72)

Constraints	MPS	Rank
Unawareness about services available from dairy union personnel.	57.41	XI
Irregular collection of milk by milk co-operative society	43.52	XV
Lack of technical guidance related to dairy practices.	68.98	VII
Irregular supply of cattle feed at milk co-Societies	49.07	XIV
Location of A.I. centers at distant places.	66.67	VIII
Sometimes semen is not available at A.I. centers.	62.04	X
Unsatisfactory price of milk offered by milk co-operative society.	76.85	II
Mode of payment is inconvenient to the dairy members.	51.39	XIII
Untimely distribution of green fodder seeds among dairy members.	53.24	XII
Lack of veterinary hospital and health centers in the villages.	72.69	V
Irregular visit of mobile team of veterinary doctors for treatment of sick animals.	38.89	XVIII
Artificial insemination charges are high.	76.39	III
Lack of training about improved dairy practices.	71.30	VI
Lack of knowledge about feeding, breeding and management practices.	42.13	XVI
Lack of awards and recognition given by dairy union for motivation to dairy members.	38.43	XIX
Irregular and incorrect testing of milk fat by dairy co-operative society.	85.65	I
Members are not aware about the profitability of dairy co-operative society.	63.43	IX
There is no provision of loans for cattle purchasing by society and union.	36.57	XX
Payment of milk is made only on fat percentage basis and not on fat and T.S.S. basis.	40.74	XVII
Vaccination facilities are not timely provided by dairy union.	74.07	IV

* multiple responses

The mean percent scores of the problems such as high charges of A.I., vaccination facilities are not timely provided by dairy union, lack of training about improved dairy practices, lack of technical guidance related to dairy practices and location of A.I. centers at distant places were 76.39, 74.07, 72.69, 71.30, 68.98 and 66.67 and ranked III, IV, V, VI, VII, and VIII respectively by majority of the respondents. Further analysis of table show that members are not aware about the profitability of dairy co-operative society, sometimes semen is not available at A.I. centers, unawareness about services available from dairy union personnel, untimely distribution of green fodder seeds among dairy members, mode of payment is inconvenient to the dairy members, irregular supply of cattle feed at milk co-operative societies and irregular collection of milk by milk co-operative society. The mean per cent scores (MPS) of these constraints were 63.43, 62.04, 57.41, 53.24, 51.39, 49.07, and 43.52 and ranked IX, X, XI, XII, XIII, XIV, and XV respectively. The least important constraints perceived by the member respondents were lack of knowledge about feeding, breeding and management practices (42.13 MPS), payment of milk is made only on fat percentage basis and

not on fat and T.S.S. basis (40.74 MPS), irregular visit of mobile team of veterinary doctors for treatment of sick animals (38.89 MPS), lack of awards and recognition given by dairy union for motivating dairy members (38.43 MPS) and there is no provision of loans for cattle purchasing by society and union (36.57 MPS) with XVI, XVII, XVIII, XIX and XX ranks, respectively.

CONCLUSION

The findings of the study lead to conclude that about 80.00 per cent member respondents expressed either medium or high level of constraints in receiving the services from dairy union in the study area. Irregular and incorrect testing of milk fat by dairy co-operative society, unsatisfactory price of milk offered by milk co-operative society, high artificial insemination charges and untimely vaccination facilities by dairy union were expressed as the most important constraints by the members of dairy co-operative societies. The constraints perceived to be least important by the dairy members were lack of awards and recognition by dairy union for motivation to dairy members and there was no provision of loans for cattle purchasing by dairy society and dairy union in the area under study.

This narration calls for devising an effective extension strategy that would take care of the constraints perceived by the dairy farmers and resolve the underlying issues in order to reduce the fullest potential of dairy sector on a sustainable basis.

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