

# THE SOCIO-ECONOMICAL ANALYSIS OF MILK PRODUCERS COOPERATIVE SOCIETY OF GODABANAHAL VILLAGE IN CHITHRADURGA DISTRICT OF KARNATAKA STATE.

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## ABSTRACT

White Revolution took place between 1970 and 1980. To finance it, the European Union donated buttered oil and skimmed milk powder, which was then sold. This phase linked India's top milk-producing regions with major metropolitan areas to organize and speed up production. When Operation Flood was implemented **Dr Verghese Kurien-** the chairman of the National Dairy Development Board. With his sheer management skills, Dr Kurien pushed forward the cooperatives to empower the revolution. Thus, he is considered the architect of India's 'White Revolution. The **Karnataka Milk Federation (KMF)**, which has been successfully managed by dairy farmers in the state of **Karnataka, tops the Co-operative Milk Federation of South India.** Under the **14** District Co-operative Milk Federations of the state, The cooperative society established for the development of Rural Society. First it is established in **Kanginal village of Gadag District** by **Sri SiddanaGowda, Sannaramanagowda Patel.** He was a father of Cooperative Societies. The society has an elected **Managing Committee (MC)** including the Chairman from amongst the member producers as per the provisions of the bye-laws. All the positions of the MC are honorary. The Godabanahal village and surrounding four villages farmers got usefull benefits from cooperative society, and the society create general awareness about saving and expensive effects on family and society among the farmers In addition information very good cooperation of farmers, and board members. Finall the society arranged the breakfast to our team. We are Hartley gratitude to the villagers, farmers directly indirectly cooperation to us.

**KEYWORDS-** WHITE REVOLUTION, COOPERATIVE SOCIETY, SIDDANAGOWDA SANNRAMANAGOWDA PATEL, GODABANAHAL, MILK PRODUCERS, KARANATAKA MILK FEDRATION MANAGING COMMITTEE

## INTRODUCTION

The White Revolution in India, also known as Operation Flood, was a plan of three phases by the National Dairy Development Board to revitalize India's dairy production until India became self-sufficient in milk. The program was so successful that by 1998, India was the world's largest milk producer.



The first phase of the White Revolution took place between 1970 and 1980. To finance it, the European Union donated buttered oil and skimmed milk powder, which was then sold. This phase linked India's top milk-producing regions with major metropolitan areas to organize and speed up production.

Phase two, from **1981 to 1985, increased** the milk-producing regions from 18 to 136 and expanded urban outlets for milk sales. By the close of 1985, there were **43,000** village milk cooperatives and 4,250,000 producers of milk.

In phase three, from 1985 to 1996, infrastructure was strengthened, and dairy cooperatives were expanded. In addition, emphasis was placed on veterinary health care services, feed and artificial insemination services, member education, and research and development in animal health and nutrition.

#### Features Of White Revolution

- Adopting new methods for animal husbandry, and
- Altering the composition of feed ingredients in different proportions.

#### Objectives Of White Revolution in India

Village milk producers cooperatives laid the foundation of the operation flood. With the optimum use of modern technology and management, they procured milk and provided the services.

White Revolution had the objectives as stated below:

- Creating a flood of Milk by Increase production
- Increase the incomes of the rural population
- Provide milk to consumers at fair prices

When Operation Flood was implemented **Dr Verghese Kurien-** the chairman of the National Dairy Development Board. With his sheer management skills, Dr Kurien pushed forward the cooperatives to empower the revolution. Thus, he is considered the architect of India's 'White Revolution'.



Several big corporations participated and empowered the revolution that transformed this Operation Flood in India into the White Revolution. **AMUL – Anand Milk Union Limited** a **Gujarat** based cooperation was the engine that drove the success of Operation Flood Programme.

#### Significance of Operation Flood

- The White Revolution in India helped in reducing malpractice by traders and merchants. It also helped in eradicating poverty and made India the largest producer of milk and milk products.
- Operation Flood empowered the dairy farmers with control of the resource created by them. It helped them in directing their own development.
- To connect milk producers with the consumers of more than 700 cities and towns and throughout the country, a 'National Milk Grid' was formed.
- The revolution also reduced regional and seasonal price variations ensuring customer satisfaction and at the same time. Also, it ensured that the producers get a major share of the price that customers pay.
- Improved the living standards of the rural people and led to the progress of the rural economy.

<b>Total No of Unions</b>	<b>: 14</b>
<b>Total No of Camp Offices</b>	<b>: 139</b>
<b>Total No of Chilling Centers</b>	<b>: 78</b>
<b>Total No of BMC</b>	<b>: 1206</b>
<b>Total No of Societies</b>	<b>: 15780</b>

<b>Total No of Beneficiaries</b>	<b>: 1624889</b>
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### An Overview of Rural Sustainability and Excellence

The **Karnataka Milk Federation (KMF)**, which has been successfully managed by dairy farmers in the state of **Karnataka, tops the Co-operative Milk Federation of South India**. Under the **14 District Co-operative Milk Federations** of the state, **Karnataka Milk Federation** has over **24.67** lakh milk producers in over **14497** Milk Producers Cooperatives functioning at rural level.

The goal of the General Assembly is to promote rural development through dairy development. Kahamma's cooperative dairy development programs over the last four decades have made Karnataka's dairy industry prosper from its milk shortage and reach prosperity.



### KMF Milk Products:

KMF continuously strives to deliver quality milk and milk products to consumers through its MOV (**Storage - Processing - Market**) motto. Providing unparalleled high quality milk and milk products to consumers at very competitive prices under 'brand name brand'

### About Karnataka Cooperative Milk Producers Federation

1) The Karnataka Cooperative Milk Producers Federation (KMF) is the summit representing the Milk Producers Co-operative Societies in Karnataka. Currently KMF is the second largest cooperative dairy industry in the country and the first in South India for milk storage and sales. Selling Milk and Milk products is one of the most important functions of the General Assembly, and the brand of Nandini today is home to both pure and fresh milk and milk products.



2) KMF has 14 district milk unions in the state of Karnataka, covering all districts of the state. These milk federations are procuring milk from primary milk producers' cooperatives and supplying them to customers in various urban / urban / rural markets of the state.

3) Originally founded by the **Karnataka Dairy Development Corporation (KDDC)** in 1974, it became the first organization to implement World Bank-assisted Dairy Development Programs, and then the **Amul Model Milk Producers Co-operative Societies** started their operations in Karnataka, respectively.

In **1984 and 1987**, Dairy has successfully developed into a prestigious cooperative that caters to rural development in the state by establishing 14 milk cartels across the state.

The Cooperative Dairy industry is structured in three phases, with Karnataka as the head of state at coordinating and developing District Milk Federations and Dairying activities at primary level, milk production, processing and coverage of secondary milk procurement and processing at the secondary level.



KMF is one of the few [Sangh] associations in the country that has transformed suburban dairy into a major industry today.

4) The Karnataka Milk Federation is responsible for coordinating the activities of the Milk Unions and developing the market for milk and milk products. The respective Milk Federations arrange the sale of milk in their scope of work.

The General Assembly sets out the guidelines for the disposal of milk based on the surplus or lack of milk in these milk unions with the coordination of the unions. The **Karnataka government** will arrange the sale of milk products to foreign countries, not to the state of Karnataka. All milk and milk products are sold under the prestigious brand name.

5) The **Karnataka Milk Federation** is working hard to create a self-sufficient and viable economic situation in the rural areas of Karnataka by providing a conducive and favorable environment for the development of cooperative milk producers associations, both economically and socially. In the last four decades of the **Dairy Development Program** in the state of Karnataka, the General Assembly has had great success in implementing its objectives. In the rural areas of the state, the General Assembly has been very successful in providing high quality milk to urban consumers, at a reasonable price, by providing them with the ability to earn their income by providing them with the ability to earn their income.



6) The effective dairy development programs of the Karnataka Milk Federation have had a profound impact and widespread impact on the rural environment of Karnataka. Farmers can support their own cooperatives by providing efficient and timely services at farmer's homes, not only at the most profitable milk prices for milk producers, but also for sustainable veterinary services for any remote village, high quality artificial insemination for advanced breeds, low-cost livestock supplies, and more.

Has done This kind of support from farmers is so complete that farmers in Karnataka buy the extra milk produced by the Karnataka Milk General Dairies, thereby making the storage of milk from private dairies widely prevalent in other parts of the country in Karnataka.

The cooperative society established for the development of Rural Society. First it is established in **Kanginal village of Gadag District** by **Sri SiddanaGowda, Sannaramanagowda Patel**. He was a father of Cooperative Societies.



The college HOD'S of Sociology and Economics along with First B.A., Degree students conducted field work for the collecting information about “Socio-Economical condition of Rural Milk Producers” under this concept we are selected the Godabanahal Village. The village 15 km distance from Chithradurga district Head Quarter.

**About Godabanahal**

According to Census 2011 information the location code or village code of Godabanahal village is 605609. Godabanahal village is located in Chitradurga Tehsil of Chitradurga district in Karnataka, India. It is situated 14km away from Chitradurga, which is both district & sub-district headquarter of Godabanahal village. As per 2009 stats, Godabanahal village is also a gram panchayat.

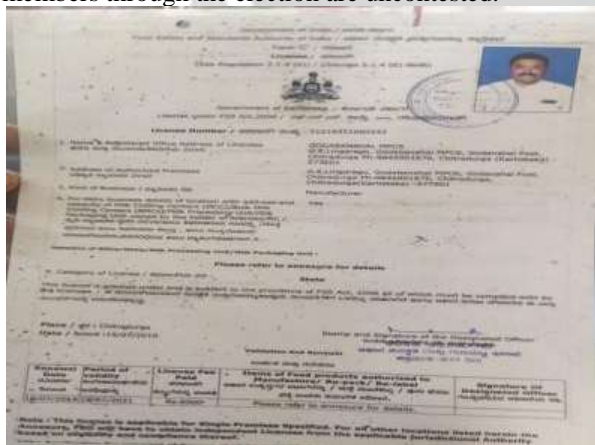
The total geographical area of village is 1521.1 hectares. Godabanahal has a total population of 2,463 peoples. There are about 544 houses in Godabanahal village. Chitradurga is nearest town to Godabanahal which is approximately 14km away.

**Population of Godabanahal**

Total Population	Male Population	Female Population
2,463	1,251	1,212

We reached to village at 6.30am on 05/03/2021 Friday from own vehicles. The village farmers started delivery his milk container to milk dairy. The students conducted Interview with farmers separately.

The society Registered by the procedure of cooperative department. The society has governing body like Director, Secretary, and Members. All milk producers are the member of this society. The director Selected by the members through the election are uncontested.



Each society has milk collection centre either in an owned or hired premise. Each morning and evening, the milk producers bring milk in their own containers (stainless steel) to the society.



A representative sample of milk is drawn for testing the quality milk. Milk is collected in milk cans or directly to the cooler as the case may be. The collection accessories are made up of stainless steel (AISI 304).

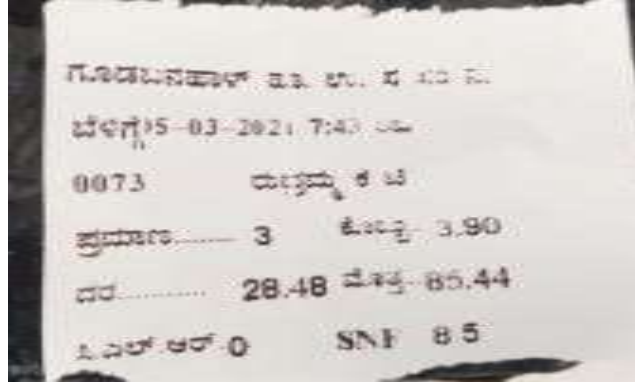
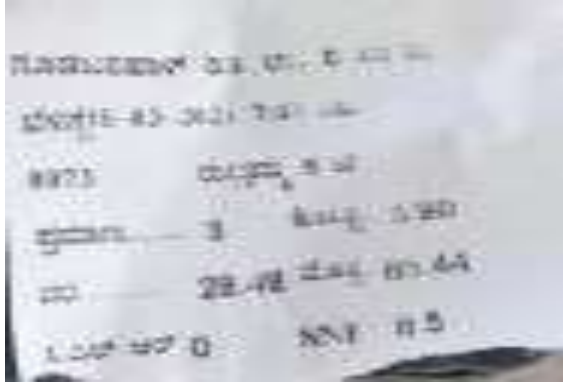


The measurement of milk is done carefully so as to avoid foam, shortage etc. Quantity of milk supplied by each individual along with the sample bottle of milk is recorded against her/his name in the purchase register and the card/pass book of the pourer.

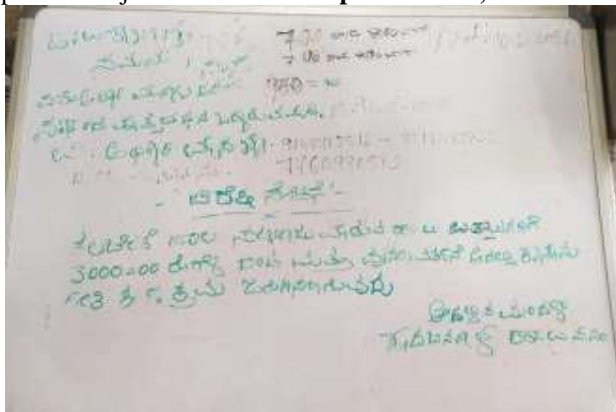
In many of the societies the process is semi automatic with the help of computer and Electronic Milk Tester placed on line.



A printed slip is generated for each member giving details about the date, shift, type of milk, producer identification number, weight and fat% of milk, rate, price etc.



The milk producers of the village with the support of the milk union form a village dairy cooperative society. The milk producers become members by buying a minimum of one share of the society and paying an entrance fee as per the bye-laws. All these members from the general body of the society, which has the supreme powers subject to the State **Cooperative Act, Rules and Bye-laws**.



The society has an elected **Managing Committee (MC)** including the Chairman from amongst the member producers as per the provisions of the bye-laws. All the positions of the MC are honorary. The committee employs paid staff to run the day-to-day affairs of the society. The number of such staff depends upon the size of the business of the society



The provisions of the bye-laws govern the term of the MC and the Chairman of the society. The committee decides policy matters and frames guidelines for efficient running of the society. The committee holds its monthly meetings to discuss issues pertaining to society, members, milk producers, suggestions/guidelines provided by the Milk Union and other relevant matters.



**The society’s major operations can be classified in two groups**

Milk trading and providing input services. Milk trading involves reception, testing, local and sample milk sale, dispatch of milk to milk union, payment and accounts keeping.

Input services include animal health coverage, breeding, supply of cattle feed, fodder development, clean milk production and extension services to producer members.

Where the **Gerber Centrifuge/Electronic Milk tester** is used for fat test of milk samples, once sufficient number of samples is collected these are tested as per laid down procedure.



The test results are recorded against each sample number in the **Fat Test Register**. This ensures the confidentiality of the owners of the samples. After the testing is over, the records are compiled; the left over **sample milk** is disposed off in a manner decided by the management committee. At pourers’ request retesting is also carried out before the samples are disposed off and the changes if any, are recorded.





After the milk collection is over, a composite sample is drawn from the total quantity of milk collected observing the general procedure to draw the sample. This sample is tested for fat and lactometer reading is also noted in the test register.

This is commonly known as **General Test (GT)** of milk collected by the society. All the accessories/equipment used in reception and testing of milk, are then cleaned thoroughly with warm water and or detergent solution.



The society supported to rural farmers co agricultural activities. The farmers growing the grass based agricultural crops and commercial crops for the twice benefits.



The Godabanahal village and surrounding four villages farmers got useful benefits from cooperative society, and the society create general awareness about saving and expensive effects on family and society among the farmers.



The cooperative society support to **Women Empowerment**, there are 08 women members in Board out of 30 members. The society support to development of economic conditions, family maintaining, children education, health and so and so.



The cooperative society support to youngsters for the adapting self employment system. So many youths expressed his notions about cooperative society. It is provide self employment opportunities, like animal husbandry, agricultural crops, milk products, etc..



Milk producing is one of the part time job to rural youths, morning and evening it is very essential duty to youths remaining time the youths busy in ather co agricultural works and other works like Auto Riksha driving, from village to city, and some youths grooving vegetables.



There is no Caste feeling in the cooperative society all castes people provide milk to society. The cooperative society support to eradication of caste system in village. Other hand support to universal attempt.



The society provides equal status to gender in village. Men and Women are participate to cooperative system. Women also rearing the Cows, feeding, cleaning, as a care taker. Not only that system it is need to removing the gap between blind methods and some superstitions. .



### Transport

Lids cover all the filled milk cans tightly and the cans are loaded in the milk vehicle/truck as per the time schedule of a particular society. The staffs of the truck deliver the fat slip of previous shift, letters from milk union, other materials as indented by the society.

This is done quickly to avoid any stoppage of the vehicle more than the schedule. The vehicle also unloads the cleaned empty cans received from the dairy plant for the use of the society for the next shift milk collection.



Wherever the AMCU/Bulk Cooler is installed in the society, the milk tanker from dairy/chilling centre comes once or twice in a day as per requirement to lift the chilled milk from the society.

The milk union depending upon the policy it adopts on pricing decides the price of the milk. Quality and quantity form the basis for the payment. Normally a price chart or ready reckoner is prepared and supplied by the union to the societies. The society pays the pourers daily/weekly/after every ten days as per the decision of the managing committee. The relevant entries are made in the Card/Pass Book of the members and the registers of the society.



Milk union generally pays the price of milk so procured from societies through bank advice on a regular interval i.e. weekly, every ten days as the case may be. This frequency is generally not changed and is same for all the societies

There is a set of a standard registers, most of which are to be completed daily. The others are completed as and when any transaction takes place. It is the responsibility of the concerned staff of the society to complete the records on time and regular basis.

All the records are to be countersigned by the Secretary/ Chairman as per the decisions of the society and as required under the provisions of bye-laws. The registers and formats are designed in such a way that they reflect the volume of business and financial standing of the society at any given time.

A society appoints a local person as an internal auditor who audits the transactions made by the society on regular basis. The society prepares its monthly accounts statement for the managing committee meeting and also other accounts statements on quarterly basis. The annual accounts are prepared for statutory audit.



#### **Cleanliness:**

Milk is a perishable commodity. In order to have improved quality of raw milk and avoid spoilage besides contamination of milk, a society maintains cleanliness through the clean milk production process and techniques from producers to society level. Various activities and steps are undertaken for cleanliness of the utensils, staff, equipment/ accessories and building emphasizing procurement of clean milk.



### Standardization of Testing Equipment and Chemicals:

Generally the milk union supplies to the society milk testing equipment, accessories and chemicals that have BIS and or other relevant standard. However, the society needs to check the quality / standard of these articles periodically. Otherwise a society may face milk and fat shortage problem and eventually run into losses.



### Local Milk sale:

The managing committee is authorized to fix the quantity and price of milk to be sold locally. The price varies from season to season. The general fat in the milk, local demand etc. determines the price of milk.

### Sample Milk sale:

After conducting the fat test for all the samples and also the retests, if any, the remaining sample milk is spoiled for sale. This sale is generally done on open contract basis (quarterly/half yearly/yearly) with a fixed price as decided by the managing committee.

### Distribution of profit:

Besides regular payment of milk price, the society at the end of the year pays dividend on paid up share capital. The office staff getting a **salary and allowance**, and they **maintained the office expensive**. The major portion of society's net profit is paid in the form of bonus to the producers proportionate to the value of milk supplied by them during the year. The extent of these benefits is decided in accordance with the provisions made in the bye-laws.

### Services of Society

The second important work of a society after milk trading is making available the technical inputs to the milk producers for production enhancement activities. Generally the basic facilities are owned by the milk unions and the services are provided to the members through the societies on cost / no profit no loss / grant basis as decided by the milk union.



The society has a trained **Artificial Insemination (AI)** and **Veterinary First Aid (VFA)** Worker who looks after the job regularly through Single or Cluster Centre basis. Generally the milk union supplies **liquid nitrogen, semen doses and veterinary medicine, cattle feed, fodder seed** to the society on cost for the members. Apart from these cattle insurance and other group insurance schemes are also available for the benefits of the members.



SL NO	NAME OF THE PARTICIPANT	CLASS
1	DEEPIKA.K	1 <sup>ST</sup> B.A.
2	AJAY.M	1 <sup>ST</sup> B.A.
3	SWAPNA.C.M.	1 <sup>ST</sup> B.A.
4	NITHYASREE.S.M.	1 <sup>ST</sup> B.A.
5	CHANDANA.C.L.	1 <sup>ST</sup> B.A.
6	RAJESH.S.S.	1 <sup>ST</sup> B.A.
7	PAVITHRA.N.	1 <sup>ST</sup> B.A.
8	POOJA.G.	1 <sup>ST</sup> B.A.
9	SRINIVAS.N.	1 <sup>ST</sup> B.A.
10	NAGABHUSHANASWAMY.N.S.	1 <sup>ST</sup> B.A.
11	PRAJWAL.N.	1 <sup>ST</sup> B.A.
12	MOHANKUMAR.K.	1 <sup>ST</sup> B.A.
13	KIRAN.U.	1 <sup>ST</sup> B.A.
14	AISHWARYA.S.	1 <sup>ST</sup> B.A.
15	SUMIYA BANU	1 <sup>ST</sup> B.A.
16	MADIHA KOUSAR	1 <sup>ST</sup> B.A.
17	KIRAN.R.H	1 <sup>ST</sup> B.A.
18	PARASHURAM.N.	1 <sup>ST</sup> B.A.
19	MANJUNATH.D.	1 <sup>ST</sup> B.A.
20	PRAJWAL.R.	1 <sup>ST</sup> B.A.
21	ERESHA.T.	1 <sup>ST</sup> B.A.
22	AJEYA.S.R.	1 <sup>ST</sup> B.A.

23	SHIVAKUMAR.P.	1 <sup>ST</sup> B.A.
24	DILEEPA.T.	1 <sup>ST</sup> B.A.
25	THIPPESHA.A.	1 <sup>ST</sup> B.A.
26	PRAMOD.C.	1 <sup>ST</sup> B.A.
27	RANJITHA.R.	1 <sup>ST</sup> B.A.
28	SNEHA.H.	1 <sup>ST</sup> B.A.
29	PALLAVI.P.	1 <sup>ST</sup> B.A.
30	POOJA.M.	1 <sup>ST</sup> B.A.
31	SUCHITHRA.J.	1 <sup>ST</sup> B.A.
32	SUJATHA.B.	1 <sup>ST</sup> B.A.
33	SIDDESHA.M.S.	1 <sup>ST</sup> B.A.
34	MINGESHA.	1 <sup>ST</sup> B.A.
35	NAVEEN.G.	1 <sup>ST</sup> B.A.
36	PRADEEP NAIK	1 <sup>ST</sup> B.A.

## CONCLUSION

The Secretary at Milk cooperative society provided us with a lot of information as to how and when it was formed. It all began when milk became a symbol of protest. The birth of cooperative movement was inspired by the freedom movement.

The seeds of cooperative societies were sown more than 65 years ago in India. The cooperative founder advised them to get rid of middlemen and form their own co-operative, which would have procurement, processing and marketing under their control.

The farmers owned the dairy, their elected representatives managed the village societies and the district union, and they employed professionals to operate the dairy and manage its business. The cooperatives were sensitive to the needs of farmers and responsive to their demands. The Secretary even provided us with additional information about the cooperative society.

Today the village populated in Karnataka State because Godbanahal Village milk transformed to **Pandichery and Telngana** Stages. That is effort of our villagers and surrounding villages is a symbol of many things like of the high quality milk and collected 8000 liters daily and transport accurate timings, safe, along with cleanliness.

In addition information very good cooperation of farmers, and board members. Finally the society arranged the breakfast to our team. We are Hartley gratitude to the villagers, farmers directly indirectly cooperation to us.





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