CHAPTER 7

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

India, the biggest democratic country in the world, is mainly made of villages. Co-operative movement was started in the country to alleviate the poverty in the rural villages of our nation.

With the sole aim of uplifting the standard of living of millions of illiterate and downtrodden people living in these villages by harnessing and canalizing their resources and energies through cooperative endeavors.

The performance of dairying in the Krishnagiri district, was chosen for study for the researcher’s research programme, as dairying activity was first started with then composite Madras state, under the cooperative movement, that too as early as 1912. The sole aim was developing rural economy. The objective of the study is to find out the present level of performance of the dairy industry, we call it an industry for it has attained that stature, the problems faced and to suggest measures to overcome these problems so that the milk producers share the benefits due to them.
7.2 FINDINGS

1. The milk is procured at the collecting points is transported twice daily to the processing units and the distance covered in this work ranges from 129 kilometers to 360 kilometers.

2. Aavin takes order for one month in advance

3. Aavin consumes minimum lead time for the order cycle

4. Aavin eliminates all non value adding activities

5. It’s been observed that suppliers were evaluated at the strategic, operational and tactical level

6. Its inferred Aavin has the capacity to introduce the products very rapidly

7. Its noted that ineffective scheduling occurs due to uncertain events like accidents, vehicle break down and lorry truck operators agitation against fuel and toll booth prices

8. Truck operators are instructed by Aavin that the products should be delivered without any damages

9. Aavin doesn’t have a very flexible delivery system towards fulfilling the customer needs.

10. Customers grievances are not sorted out in time

11. Only twice in a year survey about customer service and customer satisfaction is taken

12. The cost associated with pilferage and damage to the product is very high

13. Except route condition and surface, both the terrain members supply equal quantity of milk to the society.
14. The truck transporting milk ply in 42 routes in the district, out of which 10 routes are selected for analysis.

15. There is a significant association between family size and quantity of milk supplied to the society.

16. There is a significant association between group leader impact on society members and quantity of milk supplied to the society.

17. There is a significant association between the distance to the society and the value of milk supplied by them.

18. There is no significant association between the education of the respondent and the value of milk supplied by them.

19. There is a significant association between the land holding of the respondents and the value of milk supplied by them.

20. There is a significant association between the income level of the respondents and quantity of milk supplied.

21. There is no significant difference between the hill terrain and normal surface terrain respondents and the utilization of societies.

22. Content indicator shows Aavin structure and process of the system that can be hardly influenced from the outside, learning and adoption is very slow than the environmental changes.

23. Performance indicators shows the penetration of new technology, renewal of infrastructure, changes in work and employment in all these areas the management of Aavin fails to see changes in the light of the external conditions, the sustainability of aavin not up to the mark.
24. The analysis reveals that if the present transporting system in terms of routes is restructured, the distance covered could be reduced in all ten sample routes analyzed, the reduction ranging from 2 kilometers to 86 kilometers at an average of 29.95 kilometers and 953.9 litres, as detailed below.

(i) Node 7 and 9 in the Anchetti route, cause additional travel for 49 kilometers to transport 562 litres of milk

(ii) In the Kottaiyur route, an additional distance of 33.5 kilometers is covered to bring 825 litres of milk from node 3.

(iii) Nodes 8, 11, 12, 13, 15 and 20 in the Muthuganapalli routes necessitate covering an additional distance of 16 kilometers to carry 910 litres of milk

(iv) In the Javalagiri route, an additional travel for 2 kilometers is undertaken to cover node 2, 3, 8 and 9 for the capacity of 899 litres of milk

(v) Node 6 in the Panjappalli route, alone causes extra travel for 34 kilometers to supply 326 litres of milk

(vi) In the Eachampatti route, nodes 6 and 13 to 18 cause extra travel of 23 kilometers to collect 1550 litres milk

(vii) The analysis reveals that Somanahalli route, nodes 3, 5, 16 and 20 to 23 causes an avoidable travel of 23 kilometers to collect 903 litres milk

(viii) By covering node 7 to pick up 550 litres milk in the Jegadevi route, an additional distance of 12 kilometers is traveled.

(ix) In the Uttangarai route, an extra travel for 32 kilometers is involved to get 1320 litres of milk from the nodes 3, 4 and 5.
Nodes 2, 4 and 6 in the Kanthikuppam routes involve extra travel for 28 kilometers and 1584 litres of milk.

7.3 SUGGESTION

Based on the detailed analysis of the relevant data, as presented in the chapters, and on the findings that followed, the researchers make some suggestions, which in her opinion if implemented, would improve the dairying activities in the cooperative sector in Krishnagiri district. They are:

- The collection nodes should be so located at a central place that the milk producers attached to each node are at equidistance from concerned route.
- The same principle, as far as possible, should be followed in locating the processing units with respect to the nodes attached to them.
- Aavin takes order for one month in advance, this is one of the best practices followed by Aavin, the same can continue.
- Aavin consumes minimum lead time for the order cycle, this is also one of the good practices, and however Aavin customers are unable to cope up with the changes in order process.
- Aavin eliminates all non-value-adding activities; it’s highly appreciable because Aavin will focus more on value-added activities.
- Aavin adopts a superior supplier evaluation method and that enhances the quality of milk supply chain of Aavin.
• This milk dairy introduces variety of products rapidly and no effective measures are taken to sustain the newly introduced products. Hence, Aavin must concentrate on sustaining the product in the market.

• According to the quantity of milk required to transport, different capacity of vehicles for transporting the milk can be used.

• At present, tight schedules is fixed for the transporting vehicles to cover the distance between points. This should be reworked and should be made practicable.

• Family size is also the vital factor for supplying the milk. Aavin can motivate the small size family members to become as society members

• Group leader always impact all sort of business, dairying is one among them. Aavin has to introduce good schemes to attract all sorts of people and the federation should take part in the development of society at the village level and as an obligation under the concept of ‘corporate Social responsibility’, to earn the goodwill of the villagers

• Education doesn’t play any role here, even though dairy must take necessary steps to feed all, about their schemes to illiterate people also.

• Different size of land holders are differing in the quantity of milk supplied to the society, however small formers are dominating than rest of them, dairy must create awareness to the big and to the marginal size land holders. Most of the respondents those who ever is not getting income from other source(s) are supplying more quantity of milk than others. By
identifying and giving constant encouragements, Aavin may strengthen milk supply chain

- As the quantity of milk supplied to the society by the small land holders is more, when compared to the big land holders. Hence, structured norms should be fixed and followed to make small land holders loyal towards Aavin.

- Aavin needs customized delivery system according to the different needs of the customer

- In engaging vehicles for transportation of milk, the minimum road worthiness of the vehicles should be stringently enforced to eliminate break-down in the routes. The vehicle plying in the hill terrain routes are not required to buy turnpike whereas the vehicle in the normal surface terrain need to buy. Keeping this in mind Aavin may arrange monthly pass for the vehicle which ply in the normal surface area.

- Aavin may provide necessary training for truck operators and material handling workers to avoid product damages

- Every quarter Aavin may collect feedback from its customer about overall service, a separate grievance cell maybe set up to sort out customer grievances.

- In this study, all the analyses underscore the need for revamping the transport system being followed now and restructuring nodes to be serviced by the vehicles transporting milk to the processing units, which in the researcher’s moderate estimate, would reduce travel by 252.50 kilometers daily out of the total distance of 1071.5 kilometers travelled as of now. This reduction projected, despite the proposed pressing of additional vehicles into service would achieve cost
effectiveness and improve the net financial results of the milk producer’s federation.

- The route wise rearrangements is to engage additional vehicles with lower capacity for shifting milk from nodes 7 and 9 to nodes 8 and 10 respectively for onward transportation in Anchetti rout with 562 litres of capacity

- Likewise in the other routes to transport milk from one node to another which is given in brackets. For example in3(2) with 825 litres

- Mudhuganapalli route: Nodes 8 (7), 11 and 12 (10), 13 (14), 15 (16) and 20 (21) with 960 litres

- Javalagiri route: Node 2 (10, 3 (4) and 8 and 9 (10) with 899 litres

- Panchapalli route: Node 6 (5) along with 326 litres

- Eachampatti route: Nodes 6 (5), 13 and 14 (12) and 15 to 18 (19) with 1550 litres of milk

- Somanahalli route: Nodes 3 (4), 5 (6), 16 (17), 20 and 21 (19) and 22 and 23 (24) with 903 litres

- Jegadevi route: Node 7 (8) with 550 litres

- Uttangarai route Nodes 3 and 4 (2), and 5 (6) with 1320 litres

- Kanthikuppam route: Nodes 2 and 4 (3) and 6 (7) with 1584 litres

- Collection milk from the producers on time agreed upon by both to prevent decaying milk primarily and the long wait by the producers secondarily.
• Milk supply by the members to the society during lean season comes down as they sell their milk to private traders to get a better price and during the flush season, member’s milk supply is more to the society, as private vendors offer, fewer prices than the society price. This tendency should be curbed by creating proper incentive system according to the season.

• Payment to the members should be streamlined and should be prompt.

• Transparency in the administration of rules and regulations of the federation will serve as a good confidence building tool.

7.4 CONCLUSION

The most repeated and the undisputable saying which holds good even today is that agriculture is the backbone of Indian economy. Dairying is one of the sub-sectors of agricultural economy and prevalently, one depending on the other and the income from each complementary to the income from the other. The byproducts of agriculture provide feeds for the milch animals and the animal dung provides rich and natural manure for the cultivated lands.

The vagaries of monsoon severely affects not only agricultural operations, but also the prospects of dairying, and monsoon failures are very common in India and occasionally heavy flooding is also experienced, both affecting agriculture and dairying. Hence, the need of the hour is to develop a broad outlook and to develop a national policy on linking water flow throughout the country that would provide for maximizing storage of water minimizing the quantity let into the sea and streamlining the distribution system.
Though India has developed into a force to reckon with in the fields of science and technology, industrial development, education, information technology, communication, etc., the same level of achievement cannot be claimed, as of now, in the area of agriculture and dairying, which in most parts of our country is still in the primitive stage. Though improvements in road net working and transportation can be felt and seen, there is vast scope for development, which when achieved, is bound to improve our performance in dairying.

Though our country has reached commendable level of advancement in field of medicine and animal husbandary, among other things, the fruits of development in the field of animal husbandry have not been felt by the milk producers for various reasons and illiteracy among farmers is one of the reasons. The remedy lies in educating the people on scientific and modern methods of rearing milch animals, procuring, processing transporting storing and distributing dairy products.

The researcher, without being mistaken for boasting, feels happy about the topic selected for research and about her performance in this project, as dairying meets one of the basic needs of the human race. Her only wish is that some of the findings of this study and the recommendations made, particularly that on strengthen milk supply chain and reducing cost of transportation on procuring raw milk and distributing processed milk and milk products, to strengthen the supply chain, so that dairying is made a covetable occupation. The researcher is of the considered opinion that applying the flow based algorithm and Transshipment - logic would go a long way in making considerable and long lasting reduction in transportation cost. The researcher profusely thanks God for providing this opportunity.