CHAPTER NO. 3
FORMATION AND PROGRESS OF MAHANAND

3.1. Introduction

Dairy co-operatives are found everywhere in both developed and developing countries. In Developing countries, it is one of the income sources of their rural economy whereas in developed countries it takes as a sustainable business. These countries face different types of problems. Developing countries focus on increase in production volume of milk and milk product, and developed countries do on enhancement of milk product, brand, and merger of dairy cooperatives. Co-operatives have been getting various opportunities as well as facing different challenges. They are going to formulate different types of strategic planning to cope with these challenges and to get success. Strategic plans of dairy cooperatives in developing countries are, generally to increase production volume of buffalo milk, bring about the internal improvement in cooperative societies, reduce cost of production, and provide quality service to consumer through skill, trained and educated manpower. Strategic plan of developed countries is quite different from that of developing countries. Their strategic plans are to merge different dairy cooperative societies / institutions into a dairy cooperative, and compete in the global market with quality of products. Co-operative Movement has been recognized as an effective instrument for the economic development of the rural masses and for improvement in the socio-economic condition of the underprivileged. Since majority of the population of Maharashtra lives in the rural areas and is involved in agricultural activity, the co-operative movement here assumes greater significance. Today we find that cooperatives are found in almost all the pockets of Maharashtra and have been vastly successful in the overall improvement of the quality of life in the rural areas. The co-operative movement in Maharashtra has not only improved the lives of the people here but has made significant contribution to the economy of the State it self.

Today Maharashtra is considered as the land of opportunities as it is one of the most developed states not only economically but also in terms of infrastructure. Without doubt a major credit goes to the co-operative sector which has not only promoted and developed rural leadership, which can certainly be termed as the leadership of the masses but also has been involved in promoting the development of
infrastructure in the State. The primary village societies in Maharashtra were specialized milk cooperatives dedicated to the interests of producers. They were engaged in milk collection and distribution of cattle feed. The village societies kept accounts, paid according to milk quality, and helped standardize practices. The price of milk was based on fat content. Each village cooperative society was part of a state wide cooperative structure and controlled its own activities through its elected members. Village societies had formed a district-level union. Societies had representation on the boards of directors of the district union of cooperatives. The various district level unions had federated themselves into a state level apex federation, and the chairmen of the district unions were directors on the board of the federation. The objectives of the federation were to market the products of member unions, ensure an assured outlet for milk and a fair return to producers, and an adequate return to the member-unions through development of their processing and product manufacturing facilities. The federation’s marketing policies were of prime concern to unions. The unions were subject to the norms and standards established by the federation. The products of the unions were subject to quality control standards and the federation’s marketing and distribution requirements. The federation received a mark-up and small cess on the quantity of milk procured by the unions. The federation had to lift all milk supplies of its member-unions. The Maharashtra federation and its unions had acquired a degree of autonomy from the government. The cooperative structure had evolved in Maharashtra to a sophisticated level enabling it to handle complex issues while pursuing producers’ interests at the village, district, and state levels. In contrast, the Krishna Khore and the Shree Hanuman unions in Maharashtra were primarily engaged in collecting milk. They did not have processing facilities. They supplied milk to the processing plants of Miraj or Kolhapur unions as per the directives of the Maharashtra Government’s Milk Commissioner. The Miraj and Kolhapur unions, in turn, acted as feeder units to government dairies in the Bombay milk supply scheme. The Milk Commissioner fixed margins for the union sand prices to be paid to the producers.

3.2 Historical Background of Mahanand

Mahanand is an Apex Federation of District / Taluka milk unions established to implement the Operation Flood programme in the state of Maharashtra. The main
objective of Mahanand is to procure milk from the member milk unions at remunerative rates and distribute the same to the consumers at reasonable rates. Mahanand is thus working as a vital link between the milk producers and consumers and working for the economic development and upliftment of the farmers in the rural areas. Mahanand was established on 09\textsuperscript{th} June 1967, at present Mahanand have 103 member unions (25 District + 59 Taluka + 19 Multi-state unions) with more than 24000 primary milk societies & 25 lacks which includes apex. 27000 women members.

Mahanand Dairy is the unit run by the Mahanand, Mahanand Dairy has made significant growth and progress in the field of productivity improvement, quality improvement, energy conservation, cost control etc. due to sincere and dedicated efforts put at all the levels. The details of significant growth, high lights and achievements of Mahanand / Mahanand Dairy are as under: enhancement in milk handling Mahanand dairy was established on 18th Aug.1983 with a milk handling capacity of 4 LLPD and the capacity was expanded up to 6 LLPD during the year 1997-98. At present, Mahanand Dairy is distributing 4.20 Lacks litres milk per day in Mumbai with the help of one packing depot strategically located at New Mumbai (Capacity 3.00 LLPD). The total sale of milk under Mahanand Brand name in the state is 5.5 LLPD including the sale of milk in Konkan, Pune & Nagpur region.

Maharashtra Rajya Sahakari Dudh Mahasangh Maryadit, Mumbai (Mahanand) is an Apex Federation of District / Taluka Milk Unions, established to implement the operation flood programme in the state of Maharashtra. The main objective of Mahanand is to procure milk from the member milk unions at remuneration rates. Mahanand is working as a vital link between the milk producers and consumers and working for the economic development and upliftment of the milk producers / farmers in the rural areas. Mahanand is managing a modern dairy plant popularly known as “MAHANAND DAIRY” at Goregaon, Mumbai. Looking to popularity and growing market demand for “Mahanand Milk”, Mahanand has started milk distribution activities from Vashi (New Mumbai), Byculla (South Mumbai), Nagpur (Vidarbh – Region), Kudal – Sindhudurg (Konkan Region), Pune (Western Maharashtra), Latur (Marathwada Region), and Nashik (Nashik Region). This will help in achieving uniform development of various parts in the state and equitable distribution of benefits to member milk unions.
“Mahanand Dairy” unit at Goregaon (East), Mumbai has done significant work in the field of “Energy Conservation” since last 15 years and has achieved unbelievable results in this field. As a result of significant results in the field of Energy Conservation, cost – control, productivity and quality improvement, Mahanand Dairy has recurred “National Award” (Eight times) including the award for Best Energy Productivity from National Productivity Council, New Delhi. Accordingly, the Energy Conservation Data, corresponding to milk processing quantities for Mahanand Dairy, Goregaon unit are included / filled up in the “Award Questionnaire”. “Mahanand Dairy” Goregaon unit mainly carries out the activities of processing (pasteurization, clarification and homogenization), packing, cold storage and distribution of cow milk and Toned Milk in Mumbai Market. Some small quantities of milk products such as Shrikhand and Paneer were also manufactured till 2001 – 2002. From the year 2002 – 2003 onwards some new value added milk products such as Curd, Lassi, Flavoured Milk, Ghee, etc. are added in manufacturing range and quite a sizeable quantities of these products are manufactured and marketed. The “Energy Conservation” measures are mainly taken up for Liquid Milk processing, packaging & cold storage / Refrigeration activities and accordingly data are confined for Liquid Milk (cow milk and Toned milk) processing only.

1) Mahanand Kokan Dairy Plant:-
Mahanand Kokan Dairy Plant has been established for giving special impetus for development of backward region. At present, Kokan Dairy Plant selling about 30,000 litres. of milk per day.

2) Mahanand Pune Dairy Plant
Mahanand Pune Dairy Plant was established to supply Mahanand milk to the huge population in Pune city and surrounding area. At present, Pune dairy plant selling about 45,000 litres. of milk per day.

3) Mahanad Nagur Dairy Plant
Mahanad Nagur Dairy Plant is established to provide special impetus to backward region of Vidarbh in general and Nagpur in particular. At present Nagpur Dairy Plant selling about 50,000 litres per day.
4) Mahanand Dairy Latur

During the financial year 2002-03 the MAHANAND has taken over the Government Milk Scheme Latur (Maharashtra Gov.) on long term lease basis (30 years). The Mahanand Latur Dairy Plant has been started to provide special support to develop dairy activity in Marathwada region. At present Latur dairy selling 30,000 litres per day milk.

3.3 Tetra Fino Milk Plant (New milk product launched Feb 2013)
(Ultra-High Temperature (UHT) milk processing and aseptic packaging plant)

Mahanand Dairy, a venture of Maharashtra Rajya Sahakari Dudh Mahasangh, Maryadit, Mumbai(Mahanand) and the largest cow milk packaging and distributing dairy in Asia, inaugurated its first Ultra-High Temperature (UHT) milk processing and aseptic packaging plant in Goregaon, Mumbai. Inaugurated by Union Agriculture Minister, Honourable Sharad chandraji Pawar, the plant marks the entry of Mahanand Dairy into the UHT milk category with Mahanand Whole some Nutritious Milk. The new product will cater to the growing demand for high-quality, safe and hygienic milk. With support from Tetra Pak, the world’s leading food processing and packaging solutions provider, Mahanand Dairy’s UHT milk will be made available to consumers across Maharashtra in 500ml Tetra Fino Aseptic packages at a competitive price point.

“Considering Mumbai’s hectic life and the time spent in commuting, Mahanand Dairy will launch a revolutionary packaging for milk to provide convenience of milk storage, utilisation and consumption.

Mahanand have taken a leap in modernisation by commissioning UHT milk processing and aseptic packaging plant. Since UHT milk processing requires best quality of raw milk, this will also directly benefit to the farmers by fetching them more remuneration for better quality of milk,” said Mahanand Dairy Chairman, Honourable Shrimati Vaishalitai Nagawade².

Tetra Pack South Asia Markets Managing Director Kandarp Singh said, “Mahanand Dairy’s new aseptic milk processing and packaging plant is a testament to the growing demand for high-quality UHT milk. We are pleased to partner with Mahanand Dairy to ensure consumers have access to safe, hygienic and nutritious milk. This is in line with our company’s vision to make food safe and available, everywhere.” Milk packaged in Tetra Pak packages is Ultra-High Temperature (UHT)
treated. In this process, milk is heated to very high temperatures for just a few seconds to remove all microorganisms. Milk so treated has no preservatives and does not need to be boiled, making it ready for consumption straight out of the package. Milk in Tetra Pak packages also has increased shelf-life and does not need to be refrigerated until opened. Tetra Pak packages are also 100% recyclable.

Considering Mumbai’s hectic life and its high time spent in commuting by the consumers, Mahanand Dairy will launch a revolutionary packaging for milk to provide convenience of milk storage, utilization and consumption. We have taken a leap in modernization by commissioning UHT milk processing and Aseptic Packaging plant. Since UHT milk processing requires best quality of raw milk, this will also directly benefit to the farmers by fetching hem more remuneration for better quality of milk.

If we see the world scenario, the public has become more sensitive regarding quality and health conscious. Looking this aspect Mahanand has entered into ‘Aseptic Packaging Technology’, and established its own aseptic dairy plant at Goregaon, Mumbai with the financial assistance from National Dairy Development Board and Rashtriya Krishi VikasYojana (RKVY) of Central Govt. worth Rs.21 crore. The plant has the processing capacity of 35000 liters of milk were by the milk is treated at very high temperature known as UHT processing where by it is sterilized. This dream plant is being inaugurated by Hon. Central Minister for Agriculture Mr. Sharad chandraji Pawar on 15th February 2013, under chairmanship of Hon. Chief Minister of Maharashtra Mr. Pritviraj Chavan and in presence of Hon. Deputy Chief Minister Mr. Ajit Pawar and Hon. Dairy Minister Mr. Madhukarrao Chavan along with other dignitaries.

**Benefits of Tetra Fino Milk**

1. It is UHT (Ultra Heat Treatment) milk. This milk is heated up to 140 degree for 4 second. Hence it is free from all types of germs/ bacteria.
2. This milk can be consumed straightway from the pack without boiling.
3. The pack is six layered and tampered proof, hence safety and purity is guaranteed.
4. It is fortified with Vitamin A & D.
5. No need of refrigeration. Intact Tetra Fino milk pouch can be kept at normal temperature. (if seal not broken)
6. It has a long shelf life (three months).
7. The Tetra Fino milk packaging is priced at Rs.42 per liter comparatively competitive than other brands in Tetra Brick milk that is presently available in market.

We have strong belief that “By considering the factors like economy and health even medium class customers will accept this novel concept of UHT milk in Tetra Fino pack” said the official spoke persons of Mahanand i.e. Mrs. Vaishalitai Nagvade- Chairman, Mr. Rajendra Jadhav- Vice Chairman and Mr. Ravindra Sawant- Managing Director of Mahanand.

3.4 Integrated Management System Policy of Mahanand

Mahanand dairy is Constantly striving to provide good quality of safe milk and milk products to delight our esteemed customers/ consumers’ using the best quality raw material and process in hygienic conditions with due care for preservation of environment and latest available technology with compliances of relevant of food safety and environmental laws. Mahanand is committed to continuous improvement through review and up gradation of our quality food safety and environmental management system based on ISO9001, HACCP, and ISO14001.

Objectives of Integrated Management System of Mahanand

1. To increase sale of liquid milk to six lakh liter per day.
2. To increase milk collection Qualitative and quantative.
3. On time Delivery: To deliver the milk products as per the requirement of customers site before 12.30 Hours.
4. To monitors and measure customers satisfaction and improve it 90%.
5. Resolve customer complaint within on working day.
6. Improve keeping quality of packed Liquid Milk to 14 Hrs at ambient temperature.
7. To reduce energy consumption by 5% as compared to last year.
8. To reduce water consumption by 5% as compared to last year.
10. To milk purchase payment within time to members Dudh Sangh.
11. To improve the milk quality and quantity of Members Dudh Sangh.
References


2. India Info line News services, Mumbai, 1.00 Feb 18, 2013