CHAPTER NO. 8
CONCLUSIONS AND SUGGESTIONS

8.1 Introduction

Mahanand co-operative milk federation has spread Milk producers members (Dudh Sangh) in whole Maharashtra. The study covers details among Ahmednagar Jalgaon and Nasik District of Mahanands member Dudh Sangh. The financial performance of Mahanands from 2004-05 to 2011-12 analyzed. There are total 722 milk distributors of Mahanand However 10% from that customer has been selected for the study on the basis of random sampling method. All the selected customers of Mahanand belong to Mumbai area. All wholesalers are selected by the researcher under purposive sampling method. Along with there wholesalers the researcher has selected 300 daily customers who resides in near of Central Railway Mumbai. Following conclusion is drawn.

This chapter aims to give the vivid outline of the precise attempts, accounting at what extent the varied objectives of the present study have been accomplished and whether the hypotheses are established.

8.2 Conclusions

1. The total milk production in the world is 721 million tons. Out of the total milk production in the world in India 16% milk, united state of Africa 12% milk, China 6% milk during the year 2010 is produced, it shows that the milk production of India has the 1st rank in world. (Table No.2.3)

2. Per capita milk availability increased 27.72% from 220 gms/day to 281gms/day and milk production increased from 80.60 million tons to 121.80 million tons during the year 2000-01 to 2010-11, shows the positive growth in milk production and per capita milk availability in India. (Graph No. 2.4)

3. The progress made by Dairy Co-operative Societies in procurement and supply of milk over the decades between 2000-2001 and 2009-2010, the number of primary Dairy Co-operative Societies has increased 45 percent in India. (Table No. 2.4)

4. At the end of year 2009-10, number of milk producer members above the 1 Lakh in four state Gujarat, Maharashtra, Karnataka and Tamil Nadu, and remaining state below they are one lakh number of milk producer member. At the end of
year 2009-10, the growth of milk producer members is limited in four states in India only. (Graph No. 2.2)

5. In Maharashtra state the year 2003 to 2007 total number of livestock is decreased 11 lakh. During the year 1997 to 2007 the total number of 37 lakhs live stock population decreased. (Table No.2.7)

6. During the year 2009-10 in Maharashtra out of 30714 societies, 27% societies were closed, 12% Societies were temporary closed and only 61% societies are functioning. (Table No. 2.11)

7. Out of total Dudh Sangh in closed two Dudh Sangh in Navi Mumbai and two are closed in Nasik region and out of 18 temporary closed Taluka Dudh Sangh in 7 Sangh Nasik region, 10 Sangh in Aurangabad region and one Sangh in Amravati region in Maharashtra state. (Table 2.13)

8. Out of 29 numbers of Maharashtra District Dudh Sangh in 10 % are temporary closed, 17% completely closed and 73% Sangh functioning during the year 2009-10. (Table No.2.14)

9. Per capita milk availability in Maharashtra state increased 13.09 % from 168 gms/day to190 gms/day during the year 2001 to 2010 shows the positive growth. (Graph No. 2.12)

10. Out of the total number of District of Maharashtra, 32% milk production in Ahmednagar (13%), Pune (10%), and Kolapur (9%) District in Maharashtra state, Ahmednagar district has the 1st rank in milk production in Maharashtra state during the year 2010-11.(Table No.2.15)

11. The share capital growth of Mahanand is an average 2.56 % during the year 2005 to 2012. (Table No. 6.1)

12. The Mahanand has obtained loan on larger extent for the development purpose, but it has repaid the loan within the time. (Table No. 6.4)

13. Growth in milk sale of Mahanand is increased 38.35% i.e from Rs. 38278.35 Lakh to Rs.52960.26 Lakh in during the period 2004-05 to 2011-12. The milk and milk product sale of Mahanand growth rate positive is on an average 5.31% during the study period. Mahanand Gross profit has increased from Rs, 1023.23 Lakh to Rs.2414.62 Lakh in during the year 2011-12.(Table No.6.7)

14. Out of total expenses in every year milk and milk product and skim milk powder expenses between 80% to 81% but during year 2007-08 is highest 82.40% because per liters milk price increased in year 2007-08. Total expenses in Lab
equipment and Work expenses continuously decreased from 10.83% to 6.62%
during the year 2004-05 to 2011-12. Because Mahanand continuously advanced
adopting technology, Machinery, Management use in milk and milk product
Process and production. (Table No. 6.9)
15. Mahanand turnover has increased 58.04% i.e from Rs. 348 corer to Rs. 550 corer
during the year 2000-01 to 2011-12. (Graph No. 6.8)
16. Mahanand Gross profit has increased 135.98% from Rs. 1023.23 Lakh in the year
2000-01 to Rs. 2414.62 Lakh in the year 2011-12. It is observed that the Mahanand
is getting very meagre gross profit. The Gross profit is not much grown because,
there are many private milk dairy working in Maharashtra, there is limitation on
milk collection and there by limit on profit. (Graph No. 6.7)
17. Milk collection growth rate (5.49 % average) decreased in during the year 2005-
06 to 2011-12. The milk collection growth rates of Mahanand are negative in
study period. (Graph No. 6.9)
18. Mahanand’s highest Gross Profit was 6.99% and Net Profit 1.36% during the
year 2009-10 in study period. Mahanand’s current ratio was between 1.05 to 1.35
during the period 2007-08 to 2011-12. (Table No. 6.10)
19. That majority of the milk producers (90.80%) main occupation was agriculture
and they were doing dairy business as subsidiary. Total milk producers in majority
of milk producers were small farmers having 2.5 to 5 Acers of land followed by
marginal farmers having up to 5 Acers of land 68 % milk producers. (Table
No. 7.1)
20. Out of total milk producers for milking only 2% used stainless steel or Aluminum
bucket. (Table No. 7.13)
21. Out of the total milk producers in 8.40% milk producers not available of medical
facilities through the Dudh Sangh and Dairy Cooperative Societies. The 92.40%
milk producers used cattle feed. (Table No. 7.15)
22. The milk producers in SNF(solid not fat) percentage in milk 8.5 to above group in
only 18.40% milk producer’s milk, therefore SNF percentage in milk not
satisfactory because against food safety act required standard cow milk in
minimum 8.5 SNF for human health. (Table No. 7.11)
23. The 32% customer prefers Mahanand brand, 25.3 % Amul, 18.7% Mother,
10.30% Warana, 5% Arey and 8.67% other etc. Therefore, Mahanand brand is
satisfactory in the market. (Table No. 7.20)
24. In total numbers of milk producers, 56.80% milk producers were having modern cowshed while remaining 43.21% were with traditional cowshed. (Table No. 7.12)

25. Out of total milk brand customers, majority of 43% customers are highly knowledge about the brand. Out of the total customers of Mahanand are 40.62% highly knowledge, 28.12% moderate knowledge, 22.91% low knowledge and 8% no idea about the brand. Therefore Mahanand brand is satisfactory preference of the customers because they are the highly knowledge about Mahanand brand. (Table No. 7.26)

26. Total customers of Mahanand in 71.87% customers are married and 28.12 customers unmarried. Mahanands 70% customers are satisfied with its prices, milk quality and other services.

27. Total customers of Mahanand in 23.95% customers are less than 18 year age group, 48.95% customers 19 to 35 year age group and 27.07% customers above 36 year age group. (Table No. 7.21)

28. Mahanands 40.62% customers are less than Rs.15000 income group and 49.36% customers more than Rs 15001 income group. (Table No. 7.24)

29. The out of total milk Distributor agent of Mahanand in majority 68.75% of between Rs.100001 to 200001 per annum income category. Therefore Mahanand milk distributor agent incomes from milk agency are satisfactory. (Table No. 7.27)

30. Out of total milk distributor agent respondent in 78.18% respondent having less than 500 Litres milk distribute and only 9.09% distributor milk supply more than 1000 litres milk of Mahanand. (Table No. 7.28)

31. The Ex Dairy Shop in 70.89% shop Employee are Graduate, 11.76% shop employee post graduate and only 17.64% shop employee up to H.S.C employee are only working. (Table No. 7.31)

32. The Mahanand Ex dairy shop, 47.05% shop less than 250 daily customers, 29.42% shop between 251 to 500 customers, 23.53% shop more than 500 customers. Therefore, in majority 47.05% Ex dairy shop less than 250 number of customer. (Table No. 7.33)

33. Mahanands total numbers of Dudh Sangh in 87.5% Dudh Sangh Milk excess and shortage period continuous milk supply to Mahanand and Dairy also milk
received in excess and shortage period continuous of members Dudh Sangh. (Table No. 7.40)

34. Members Dudh Sangh of Mahanand gives a milk rate from Private and Government Dairy is less than Rs.19.90 per liters but Mahanand Dairy more than Rs 19.90 per liters (i.e Rs 19.90+0.25 Diwali time per liters extra milk rate on total previous year milk purchase from Members Dudh Sangh ) milk rate to members. (Table No. 7.4)
8.3 Testing of Hypothesis

1. The organization and management of Mahanand is efficient in its working.

The organisation Mahanand is divided into three levels: top, middle, and lower levels. Coordination and communication are very good as per the opinion of the office bears and employees. Management performance is reflected through their working and progress of management and their Share capital, financial performance, milk collection centers, milk distribution channels by product and their sales. All these activities are very good (Table No. 6.1 to 6.9). It is clear that organization and management of Mahanand is efficient in its working. Hence, hypothesis is 100% positively proved.

2. A) The customers of Mahanand are satisfied with its working.

The customers are the key factors in each and every business for the expansion of market. The customers' satisfaction is important, the quality milk of Mahanand is better than other brands. The 70% customers of Mahanand are satisfied with the working of Mahanand, especially its milk quality, prices, and other services provided. Hence, the hypothesis is positively proved. The details are given in chapter no.7 (Table No. 7.21 to 7.27).

2. B) The members of Mahanand are satisfied with its working.

1. The 87.5% members of Mahanand are satisfied with the working of Mahanand, hence, they continuously supply milk to Mahanand dairy. (Table No. 7.40)
2. Mahanand gives satisfactory milk purchase rate to its members. (Table No. 7.41)
3. Mahanand always accepts milk from their members even when there is excess milk. It means there is a guarantee of purchase of milk by Mahanand. Hence, they are satisfied with its working.
4. Every year Mahanand distributes a dividend to members of Dudh Sangh.

In this way, the researchers have tested and found that the Hypothesis is positively proved.
8.4 Suggestions

1. Milk is a perishable for avoiding sour milk and increasing quality; the Government should give bulk milk coolers in concessional loan to the Co-operative Dairy.

2. To increase milk procurement and veterinary services should be provide to the farmer in rural area.

3. For increasing the quality of milk and stop bacterial infection Mahanand should make compulsory stainless steel Bucket and Milk Can to Members Dudh Sangh and milk producers.

4. Mahanand should provide loans through the banks at concessional interest rate to the milk producers for purchase of cattle and modern equipped and cow sheds etc.

5. Maharashtra government should take the responsibility to change the pattern of co-operative sector with the self help group and special training programmes for co-operative dairy management.

6. Mahanand should provide milking machine, grass cutter to milk producers.

7. Mahanand should provide training and education, the authorities of Dairy Co-operative Societies and members Dudh Sangh about cleanliness and hygienic milk, organization management and advanced technology in dairy business.

8. State Government should encourage the farmers by giving subsidies and incentives to co-operative farming societies.

9. The Mahanand should establish an effective mechanism for the improvement of low standard management of co-operative Dudh Sangh and Primary Co-operative Dairy societies.

10. The members of Mahanand and co-operative dairy societies are in loss and amount of loss is increasing day by day. There is an urgent need of taking due care by the state government. It is necessary to make amendment in law for the registration of primary Dairy co-operative societies. There must be one society in one village. Anand pattern of dairy co-operative must be implemented strictly.

11. As Amul sells its products by only and one brand name (i.e Amul) of all Gujarat Co-operative District Federation through the Gujarat Co-operative Milk Marketing Federation, similarly Mahanand should sell the milk and milk
product by the same. All the Mahanand district and taluka co-operative federation members in Maharashtra the brand name of milk and milk products must sale by only one brand name. i.e. Mahanand.

12. Mahanand should take drastic step to boost up the sales by conducting continuous awareness programme to people residing in Mumbai by exibiting the importance of milk products as part of their nutrition in day to day life at school and college level and also by canvassing their product by meeting housewives.

13. Mahanand should appoint one supervisor for each district in Maharashtra to supervise the quality of milk. i.e. quality of milk by members of union, Dairy Co-operative Societies and milk producers. Mahanand should carry inspection out of the quality of milk, mixtures and quantity every month of members Dudh Sangh.

14. Mahanand should provide milk tester machine, Gurber Machine, Computer, Ultra Modern Computerized Automatic Milk Collection Unit for Dairy Co-operative Societies to improve milk quality.

15. When there is an excess of milk period Mahanand should have a large capacity Skim Milk Powder plant so milk in a large scale may not go wastage milk and members Dudh Sangh should solve the Milk Marketing problems in milk excess period.

16. Mahanand must focus on export of milk and milk product in neighboring countries.

17. Mahanand should accept the all milk from newly established members Dudh Sangh for the first minimum five years and help them in management milk collection, distribution, dairy technology and training.

18. To improve the quality and quantity of milk. Mahanand must have their own cattle feed factory and procure quality cattle feed. It should distribute to milk producers through members Dudh Sangh at concessional rate.

19. For the increase of sell Mahanand should make advertisement in an effective way on Television, Newspapers, internet and with the help of hoarding.

20. Mahanand should take steps to save the livestock especially in drought season. It should providing quality cattle feed, fodder during the season. It will help Mahanand to increase milk production during the season.
21. Mahanand must have its five years plan to increase milk production, cattle care, cross breed cows, models co-operative dairy, cow shed, to improve quality and quantity of milk, training, financial help, new dairy technology and help to top to bottom.