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A STUDY ON THE RISK AND UNCERTAINITIES FACED BY AAVIN MILK CO-OPERATIVE SOCIETIES AND ITS IMPACT ON THE EFFECTIVENESS OF AAVIN VALUE CHAIN IN SALEM DISTRICT.

I. PERSONAL INFORMATION

1. Name: ___________________________
2. Place (Taluk): ___________________________
3. Gender: Male □ Female □
4. Age: ________Years
5. Educational Status:
   (A) School Level □ (B) Graduate □ (C) Post Graduate □ (D) Others □

II. INFORMATION ABOUT PROCUREMENT AND SUPPLY

6. Name of the society: ___________________________
7. How long is the society operating?
   a) Less than 5 yrs □ b) 6-10 yrs □
   c) 11-15 yrs □ d) Above 15 yrs □
8. Where do you buy milk from?
   a) Members □ b) Non member farmers □
   c) Both □
9. When do you collect milk from the suppliers?
   a) Morning □ b) Evening □ c) Both □
10. What are the methods of procurement?
    a) Home collection □ b) At milking place □
    c) both □ d) others □
11. On an average how much liters of milk do you collect each day?

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variety</th>
<th>Liters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>1</td>
<td>Cow milk</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Buffalo milk</td>
<td></td>
</tr>
</tbody>
</table>

12. How many producers are supplying milk on an average? __________

13. What is the maximum milk quantity supplied by any milk producer? __________
14. How do you decide the price for the milk? Given below are some standard basis on which milk is procured from dairy farmers. Please rate them according to their importance.

(1-Most important, 2 -next)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Basic Criteria set for price determination of Milk</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fat content</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Color</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Purity</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>SNF</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Season</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Trust worthiness of milk producer</td>
<td></td>
</tr>
</tbody>
</table>

15. Do you have the adequate technology to judge the quality of the milk?
   a)Yes [ ] b) No [ ]

16. What are the average prices given to supplier milk?

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Variety</th>
<th>Per liter(Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cow milk</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Buffalo Milk</td>
<td></td>
</tr>
</tbody>
</table>

17. Where do you supply the collected milk?
   (a)To milk companies [ ] (b) Directly sell to households [ ]
   (c)Sell to processing units [ ] (d) Others, specify __________

18. How do you make payment for the farmers?
   (a)Instant Cash [ ] (b) Weekly once [ ]
   (c)Ten days once [ ] (d) Monthly once [ ]

19. How do you get the payment from Aavin?
   (a)Instant Cash [ ] (b) Weekly once [ ]
   (c)Ten days once [ ] (d) Monthly once [ ]

20. How do you transport the milk to Aavin’s production plant?
   (a)Own truck [ ] (b) In Aavin’s chilling vehicle [ ]
   (c) Hire vehicles with chilling facilities [ ]

21. The time gap between the milk collection and the supply is
   a)Below 1 hrs [ ] b) 2-5 hrs [ ] c) Above 5 hrs [ ]
22. Do you provide any of the following services to your suppliers?
   a) Input services  b) financial support  c) veterinary services

24. Given below are some reasons for rejection of milk. Rank them according to their level of importance

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Reasons</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low quality</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Inconsistent supply of milk</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Adulteration</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Violation of regulations</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Delayed supply of milk</td>
<td></td>
</tr>
</tbody>
</table>

23. How many times your milk was rejected by Aavin?_______

III. RISKS AND UNCERTAINTIES FACED BY THE CO-OPERATIVE SOCIETIES

25. Rank the major problems you face in the dairy business.(1 to 5)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Problem</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perishability during transport</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Lack of labour</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Lack of measures to identify the quality of milk</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lack of transport facilities</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Lack of proper management</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Lack of adequate space</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Lack of Technology</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Heavy maintenance expenses</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Environmental issues</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Rejection of milk</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Water shortage</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Low milk productivity</td>
<td></td>
</tr>
</tbody>
</table>

26. The reasons for registering the society under Aavin is given:
   Kindly rank them according to their importance

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Statements</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Instant and consistent payment</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Provision of receipts for the time and quantity of milk supplied</td>
<td></td>
</tr>
</tbody>
</table>
27. The following statements are relating to the dairy business. Please give your opinion how strongly you agree or disagree with these statements.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The price which is paid to suppliers are good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Price which is given by producers are satisfactory.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Variations in seasons affects the supply of milk and this affects the quality.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lack of transport and infrastructural facilities create the risk of perishability.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The support from the Govt. for consistent supply of information and subsidies is satisfactory</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>There are always management problems cropping which hinders the work.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The price provided by the private companies are higher than Aavin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>The private brands are our tough competitors in getting milk from farmers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>We provide enough training to the farmers for improving the quality and productivity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The uncertain demand sometimes results in loss.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>There are not enough facilities for quality check at the collection centres.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Transport is a problem for selling milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>The co-operative societies are providing prompt payment.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Sufficient guidelines from the Govt. and societies about the diseases and quality improvement measures.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Brand is not a priority in supplying milk to co-operative societies.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Processing is the riskiest and time consuming part of the milk production.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
17. The demand for the processed milk is highly uncertain.

18. The technologies available to protect the milk against perishability and deterioration in quality are not up to the mark.

19. Seasonal fluctuations in milk production is affecting the milk processing and profits.

20. The ingredients added to maintain the quality and preserve the milk are harmless.

21. Lack of proper transportation results in difficulties to ensure product safety and quality.

22. The reliability of milk supplied by society is satisfactory.

23. The labour problems are creating a risk for the processing.

24. The lifestyle changes in the consumers are the major problem in predicting the demand for milk.

25. Regulatory barriers create a hindrance for the growth of dairy business.

26. Price fluctuation during shortages are affecting the business.

27. The changes in the consumer needs are uncertain.

28. The private brands are better than Cooperative society milk brands.

29. The Adulteration done by the producers is a great risk faced by us.

30. Prices paid by Aavin is not very remunerative.

28. Kindly rank the following aspects of improvisation in the dairy business (Rank -1 for highly significant, 2 for next)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Aspects</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increase in the procurement price</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Availability of loans</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Direct procurement of milk</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Technical Upgradation</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Training and consultation to farmers</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Setting procurement centers</td>
<td></td>
</tr>
</tbody>
</table>
29. Give your valuable suggestions for improving the Milk Productivity

______________________________________________________________________________

______________________________________________________________________________

Thank you for your kind Co-operation

INAYATH AHAMED S B Name and Signature
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Periyar Institute of Management Studies(PRIMS)
Periyar University, Salem-11