CHAPTER-II
REVIEW OF LITERATURE

2.1 Introduction

Any researcher has to gauge the information and knowledge which are relevant to his theme of research that may lie scattered. It is obligatory for the present researcher to trace and weave together the information that may have a bearing on the contemporary situation and also on the future. A brief review of the various studies connected directly or indirectly to the present study has been attempted. This review has been highly useful in designing the present study and finding out the research gap in the area of study.

The more important of the aspects of existing research studies include the following (i) Review of studies based on Dairy Co-operatives; (ii) Review of studies based on women in Dairy Co-operatives.

2.2 Review of Literature - Dairy Co-operatives

**Misra R.V. Chief Executive**¹ NCUIC National co-operative union of India, in his article highlights that the co-operatives have proved themselves as effective agencies for empowerment of the people. However, they have miles to go before the whole country vibrates with the co-operatives institutions where involvement of people is optimum and Member – participation and Member management are supreme.

**Tiwari**² found that the dairy co-operatives are the effective instrument to earn more profit while providing market infrastructure time for milk to the members. The average income of the members through the supply of milk to co-operative society per annum increased considerably over a decade. The dairy co-

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operatives provide the opportunity of incentives and encouragement especially to the poor farmers for augmenting milk production and earning more profits through the supply of milk owing to remunerative prices. These pave the way for the upgradation of their socio-economic level and the resultant higher standard of living.

Chandhary and Panwar\(^3\) identified the important marketing problems in dairying as malpractices from society, no provision of advance payment of milk and considerable distance of the co-operative societies from the home. The important psychological problems are, that the society is meant for influential people, lack of knowledge on participation and lack of co-operation and coordination among the members.

Shah U.M.\(^4\) said that co-operatives offer tremendous scope in the upliftment of dairy farmers in general and rural economy in particular in the strategy on organized dairy development in India.

Shanmugam.V\(^5\) in his research work has made an attempt in the early 1980’s to analyse the actual functioning of select milk supply societies and to study their impact on the promotion of dairy industry in the district. He found that they were inefficient and suggested that they should be oriented to make them effective instruments of growth.

The World Bank Discussion paper presented by Geroge Mergos and Roger Slade,\(^6\) represents part of the results of the collaborative project namely operation flood, specifically the paper reports the results of a study undertaken in 1983 in the state of Madhya Pradesh. It was found that this dairy project increased rural income on average and hence had positive effect on the national distribution of income.

Patel.A.S in his article has studied to what extent the expectations about AMUL, as a fruitful institution to generate rural development without fundamentally disturbing the existing social norms of rural communities, have been fulfilled. He has concluded that AMUL has benefited a large number of land owners, marginal and small but has not been able to benefit an appreciable number of landless farm labourers.

Apte.D.P in his article has confirmed that co-operative dairy development schemes help the weaker sections to obtain incremental employment and earnings from dairying.

Sreedhar.G in his research project has projected the impact of dairy Co-operatives on various aspects, such as milk production, milk marketing, consumption of milk and milk products, costs and returns of dairying and employment generation. In the light of his findings he has suggested some policy implications for the promotion of dairy development in India in general and in the state of Andhra Pradesh in particular.

Dhas.A.C in his article titled “Structure of milk production in Tamilnadu: An Analysis of Trends and sources of Growth” has brought out the fact that there has been rapid increase in milk production in TamilNadu in recent years. He has pointed out that favourable terms of trade have contributed to this significant increase in milk production. He has suggested that if milk production has to be sustained in the long run, there has not to be an increase in the price of milk or the provision of quality cattle feed and other services must be done at subsidized prices to the milk producers.

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Savara.M\textsuperscript{11} in his article has analyzed the various aspects of dairy farming in the area of the study and has also calculated the economic impact of dairying. He has also analysed the pros and cons of the Government programme for dairy farming carried out in that area. He has concluded that the Government programme had not been a development programme but only had a negative impact.

Baviskar.B.S \textsuperscript{12} in his article has brought out the results of his study on two Co-operative societies in sanjaya and khada in Gujarat. He has quoted the various benefits enjoyed by the milk producers, such as guaranteed market for milk at a fixed price, supply of cattle feed at a reasonable cost, provision of regular and efficient veterinary and extension services in the village itself. He has concluded that, while dairying adds to the profits of the big farmer, it contributes to the survival and viability of the small ones.

The Research Report presented by Thomas W.Cray,Roger A.Wiss man, Charles A. Krainzle, Beverly L.Rotan and Calestince C.Adam \textsuperscript{13} to the United States Department of Agriculture, In this report they have brought out the results of a study, which measured the various degrees of association that U.S. Dairy Farmers had with agricultural co-operatives. It was reported that dairy farmers tend to be affiliated with Co-operatives in increasingly larger proportions as their Farm Size increased while about 50 percent of the dairy farmers marketed milk through Co-operatives. The same percentage purchased feed from co-operatives. It was concluded that the dairy farmers tend to be loyal members.


Srinivasa Rao.M and T.Rajapai Reddy\textsuperscript{14} in their article have ascertained the reasons perceived by the dairy farmers in insuring and non-insuring their cattle under the cattle insurance policy. They have suggested to the Government to simplify the cumbersome procedures involved in the cattle Insurance policy. They have also suggested to the concerned agencies like animal Husbandry Department, insuring agency and the banking institutions to work in greater harmony and to co-ordinate their activities in persuading the milk producers to insure their cattle for their own benefit of society at large.

Geroge. P.S \textsuperscript{15} in his article remarked that in contrast to the earlier emphasis on dual purpose animal there is a growing tendency towards keeping specific animals for work and for milk production. While the bullock is maintained as a work animal, the buffaloes and crossbred cows are maintained for milk production. He asserts that the livestock sector’s importance to the national economy is also increasing and this sector has significant potential for creating income and employment opportunities in the rural areas.

Dubey.V.K\textsuperscript{16} in his article has studied the income generation between beneficiaries and non-beneficiaries of dairy co-operatives. He has proved that the beneficiaries of dairy co-operatives have been receiving higher net income than those of non-beneficiaries in terms of per year per animal and per litre. He has concluded that this increased income is the result of the proper utilization of the existing facilities and the infrastructure of milk co-operatives by the members.

Chahal.S.S \textsuperscript{17} in his article has examined the data collected from members of milk producers’ societies, milk sellers who disposed of milk to centers attached to private milk plants and milk sellers who sold milk to the milk vendors, Sweet shops and local customers. He has concluded that the milk co-


operatives are playing a positive role in the rural milk market by providing tough
competition to the private traders.

**Krishnan.C** in his research article has examined the different aspects of a dairy scheme under the Integrated Rural Development programme implemented by the Regional Rural Bank in Kerala” he has found that the dairy scheme is capable of creating additional employment and income. He has also realized that dairying is predominantly a female activity.

**Subbulakshmi.B** in her research article has concluded that dairy farming acts as an important source of livelihood for more than two thirds of the small farmer families in the study area, the suburbs of man appraising Tiruchirupalli district of TamilNadu. She has calculated the profit from milch animal’s to be Rs423 per month for members of dairy co-operatives and Rs378 for non-members.  

**Wilfred candler and Nalini Kumar** in their research report, submitted to the World Bank, which was the funding agency of operation flood, made an exhaustive study of the developments under Operation Flood II and its economic, social and institutional, have made various recommendations for the efficient development of the dairy sector and for the need of the Operation Flood III.

**Dhillon.D.S** in his article has analysed the personal characteristics of the beneficiaries, the material possessions of the beneficiaries, procurement of the milch animals, procedural lacunae in getting benefit from the programme, reactions of the beneficiaries and the extent of co-ordination between the DRDA and other departments while implementing the programme on the basis of his analysis he has given many suggestions to make the programme more effective.

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Ranjit Kumar and A.K. Sharma\textsuperscript{22} in their research article have analysed the socio-economic profile of households and the impact of dairy co-operatives. The impact was ascertained in terms of important economic parameters, such as investment pattern, productivity of animals, milk production, market surplus and income from dairy farming.

Uma\textsuperscript{23} in his article has studied total milk production in India and utilization of milk and economic value of dairy products; opportunities and threats in dairy farming. She has concluded that dairy industry plays a vital role in the country’s economic growth and attention should be given to villages for milk production and new, advanced strategies have to be implemented in milk marketing.

Ravishankar\textsuperscript{24} in his article analyzed the rapid increase in milk and possible through the selective breeding of high yielding dairy animals preparation for an expanded artificial insemination(AF) programme are under way to raise the genetic potential of cattle in project areas.

Misal.S.M\textsuperscript{25} in his article he has analysed co-operation has performed well in rural development. There are many institutional, economical, social, political, educational, organizational and managerial factors that affect the performance of co-operatives. Co-operatives have contributed significantly to the growth at institutional infrastructure in rural areas.

Ramananda.M.S and S.Mahendran Kumar\textsuperscript{26} in their article they have analysed growth and performance of vyshampalyam milk producers women co-operative society in Karnataka and they concluded members should be educated

and trained, politicians should be kept away from society activities, incentives for
the better performance and participation of women in all aspects of management
of dairy co-operatives.

Shah. V.M 27, has analysed that co-operative in the dairy development can
be further tested, explored and studied through empirical studies. Co-operatives
offer tremendous scope in the upliftment of dairy farmers in general and rural
economy in particular in the strategy on organized dairy development in India.

Jayachandra.K, Gurappa Naidu.Y 28 in their article discussed the impact
doing of dairying is reflected in the upliftment of rural poor farmers by-way of
additional (part-time & full-time) employment, additional income and increased
their assets. They concluded that dairying is an appropriate and beneficial
occupation to increase the purchasing power of rural farmers.

2.3 Review of Literature -Women in Dairy Co-operatives

Mitra.M 29 in his article has studied the profiles of 4 women, one being
the chairperson of a women’s dairy Co-operative. He has concluded that the
establishment of Co-operatives, formalization of milk transactions and bulk
amounts of cash income may deprive women of the control over the milk income
they may have had earlier. He has also commented that all-women multi-class co-
operatives do not appear to create avenues for poor women producers to increase
their participants significantly

Kulandaiswamy.V 30 in his article has enumerated the results of his survey
in 8 villages in Coimbatore and Periyar districts, Tamilnadu, of which 4 were
covered by Co-operatives and the remaining, were not covered by Co-operatives.

He has observed that the role of women has qualitatively improved from mere workforce to that of decision-makers.

Usha Rani.T, T. Chandra Reddy and K. Subramaniyan Reddy\(^{31}\) in their article have commented that the women societies have made a significant impact on the levels of production, consumption and Marketed surplus of milk.

Sunita Kaushik and Savita Singal\(^{32}\) in their article have analysed the problems of women members related to dairy farming and have suggested that the women members also need to be made aware of existing subsidies and other benefits provided by the Government.

Goyal and Sharma\(^{33}\) found that larger the family size, lesser was the time spent by the homemaker on the care of animals and the fetching of fodder. Herd size as a variable was found to be positively affecting the time spent on the care of animals and the fetching of fodder. The number of milch animals was found to be positively affecting the time utilization pattern of the respondents with regard to the care of animals.

Jagjit\(^{34}\) reported that dairy farming had provided a powerful instrument to further economic progress and social change in rural areas. It also had tremendous potential for the creation of mass employment opportunities in rural areas for those with limited education and could therefore, be an important means for the alleviation of poverty.

Thorat and Kulkani\(^ {35}\) identified that the irregular and inadequate supply of cattle feed, poor conception rate in buffalo, irregular meetings of the society, delay in payment of milk and discrepant and discrete testing of fat were


\(^{32}\)Sunita kaushik and Savita Singal, “Involvement of Rural women in Dairy Co-operative Society in Haryana”, Indian Co-operation review, April,1993, 30(4), 367 – 375.


most important constraints among male members. Among the female members the most important constraints are delay in payment of milk and unsuitable time for milking in winter season.

Rao.V.M\textsuperscript{36} identifies the impact of dairy co-operatives on women’s empowerment. The empowerment of women finds a boost in all 12 parameters taken for the analysis, the women’s empowerment affects not only the individual life of women, but also the co-operatives to which they belong. Further, the women have been found to be more conscientious and better workers than their male counterparts. They are more responsible and are generally sensitive towards their civic duties.

Subhra Sharma\textsuperscript{37} in his article said that in the present era of democratic decentralization, empowerment has become the puzzle word, which signifies myriad processes of creation of agency, organization and social consciousness. The greater scope of this term is seen from the fact that on one side it includes resource, skill training and leadership while on the other it includes democratic process and participations in decision making. Right from the dawn of the co-operative movement, empowerment has been an intrinsic part of it since, under the ambit of co-operatives; members were given prime importance for their part in policy making. Today, this world has developed more relevance for participatory institutions like co-operatives.

Pitchai C\textsuperscript{38} in his article titled, “parading of women empowerment and cooperative in India”, states the need for women participation in cooperatives and also concludes that the real empowerment of women will come only when women really solve their problems.

Lalitha. N\textsuperscript{39} in her article titled “Women’s Empowerment through cooperatives” discusses women Development, General Development Index (GDI) and Gender Empowerment Measure (GEM) and evaluated membership of women in primary Agricultural Cooperatives.

Deepak shah\textsuperscript{40} in his article he has made an attempt to analyse the attitude and perception of the member producers with respect to the functioning of milk co-operatives especially, in terms of types of facilities provided by the societies. He has concluded that the problems faced by the producers in transporting milk to distantly located societies, delayed payments and dishonesty of society level functionaries were among the major reasons responsible for creating lack of interest among the member producers.

Somorendro Singh.K\textsuperscript{41} in his article he has made a case study of the Ima-Langnub cattle farming co-operative society Ltd., He has observed that the society has created awareness among the members and non-member dairy farmers of the area to take up dairy business through co-operatives on the Anand Model.

Nank Ram Lalwani\textsuperscript{42} in his article he has used the approach developed by Schultz to compute the value input saved by the members. He has concluded that members of the society get more benefit over non-members in terms of their operational cost of dairy farming and hence it is beneficial to join the milk producers’ society. It is also suggested that the society should increase the price of milk to the market price level.

Lakshmi Raju.D, M.S.Nataraju and Niranjan Murthy\textsuperscript{43} in their they have analysed the extent of involvement of farm women in dairy farming

activities and have concluded that farm women need more training on selection of
animals health care, finance and credit, animal management, feed preparation,
preparation of milk products, calf management, marketing, breeding methods and
maintenance of accounts.

Mishra.A.K, D.P.Rai and R.Bhaiya 44 in their article titled they have
concluded that animal husbandry works like, fodder harvesting and chaffing and
feeding of cattle were found to be performed by men, whereas activities like
cleaning of shed and milking of milch animals were performed more by women.
They have suggested that short-duration training be given to the cattle owners and
to the female members to enable them to perform animal husbandry more
efficiently to enhance their own household income.

Deepti Saxena and Hema Tripathi 45 in their research work titled
“Attributes influencing Entrepreneurial Behaviour of milk producers in women
Dairy Co-operatives” have conducted a study in 10 women dairy co-operatives of
Faridapur block of Bareilly district, Uttar Pradesh, family education status,
attitude towards self-employment, attitude towards income generation, herd size,
milk production, milk marketing, income from dairy enterprise and extent of
facilities available were found positively and significantly correlate with
entrepreneurial behaviour of rural women. The regression analysis explained
63.59 percent variability in entrepreneurial behaviour due to milk marketing
followed by extent of facilities available.

Subrahmanyeswari.B, K.Veeraraghava Reddy and B.Sudhar Rao 46 in
their article have commented that majority of the dairy women farmers possessed
medium entrepreneurial behavior and variation among the small, medium and
large rural women farmers in dairying was found to be significant (P<0.01).

45 Deepti Saxena and Hema Tripathi, “Attributes Influencing Entrepreneurial Behaviour of Milk
2002.
Rural Women Farmers in Dairying: A Multi Dimensional Analysis” www.essstudents papers
sathiabama/women empowerment, April 2010.
Samanta.R.K\textsuperscript{47} in her research studies she has concluded that they play a significant role in different dairying activities and also in decision-making regarding number of milch cattle to be kept, feeding of milch cattle, purchase of cattle feed etc.,

Subburaj.B, Samuel Kakuko Lopoyetum and R.Karunakaran \textsuperscript{48}, they had suggested that educated young and youngsters come forward to carry out this dairy business, Union can intensify their education and training programme to the members and non-members, effective and efficient promotional programmes and advertisement methods could be adopted etc.,

Halakatti .S.V, C. M. Sajjan, D. S. M. Gowda and Vijaylaxmi Kamaraddi \textsuperscript{49} they studied that dairy husbandry is one of the important training programmes conducted by the KVK. A sample of 150 dairy farmwomen (DFWs) comprising of 75 trained and 75 untrained farm women was selected based on random sampling procedure. Highest percentage of both trained (80\%) and untrained (63\%) DFWs fell in medium knowledge level category. Out of the selected eleven important dairy production practices suitable for the area, trained DFWs had less knowledge in only one practice; whereas untrained DFWs knowledge was found to be meagre in at least seven practices. Highest percentage of both trained (87\%) and untrained (60\%) DFWs fell in medium adoption category. Majority of the trained DFWs has adopted all the eleven important practices selected for the study, whereas only two practices were adopted by the untrained DFWs. Hence many more training programmes have to be planned in dairy husbandry. The profile of socio- economic characters and constraints encountered by the DFWs was also studied.

Miriam Sharma and Urmila Vanjani they analysed the main aim of promoting women's co-operatives in the Operation Flood programme is the provision of employment, income and increased status for rural women. On the basis of a field study among the women of Shankpur in Rajasthan, this article examines the class and gender biases in the dairy policy; its effects on the nutrition and health of women, and on food crop production; the employment potential of the programme; and the replication of the inequalities inherent in the Green Revolution.

Bennett, Coleman & Co ltd., had analysed the government of Karnataka has initiated steps to involve women in the dairy sector. Mysore District Co-operative Milk Producers Societies Union (MYMUL) has announced that a Rs9.89 crore scheme will be implemented in all 27 districts of the state for a period of three years to benefit about 40,000 women. Under the scheme, about 500 societies will be formed all over the state. Mysore district alone will have about 13 societies. Under the programme, the state government has sanctioned Rs2 lakh to MYMUL for fodder development. MYMUL plans to develop 10-acre plot for fodder crops and will take assistance from the Indian Crop and Fodder Research Institute at Dharwad. The Union is investing Rs1.5 crore to increase milk processing capacity to 1,50,000 liters per day (1,00,000 liters per day).

Vinayagamoorthy.A in his article has analysed that women were able to enrich their lives and satisfied with the services rendered by the society. They got recognition in the society and also economic interdependence in the family.

Pandey.R.N in his article concluded that there is active involvement of women in the co-operative movement. The participation of the weaker sections and youth is also equally high in the co-operatives.

Muzamil Jan\textsuperscript{54} in his article concluded that his paper is to help women to gain control over their lives through raising awareness, taking action and working in order to exercise greater control. He has also given suggestions and recommendations to improve the status of women in co-operatives.

2.4 Summary

Dairy Co-operatives in Madurai District have been reorganized in the Anand Model since 1983 and there has been a tremendous growth in dairy farming since then. Though the various aspects of Co-operative dairying like milk production and milk marketing have been already studied, but its role in rural women empowerment has not been analysed. So the present study is aimed at analyzing the present economic and social empowerment of the milk producers of the district under co-operative dairying and also at elucidating the various empowerments of rural women through Madurai Aavin Union.