7.1 Summary of Major Findings

The major findings of the study derived from the analysis are;

1. Financial Performance

- The survey was done for the period from 2000 to 2007. During the seven-year period, the total paid up capital, with all the regions taken together has increased indicating Anand Pattern Co-operative Societies’ good performance.

- The membership in the society is found to be increasing with all three regions taken together for the period 2000 to 2007. The better performance of Anand Pattern Co-operative Societies is the reason for this increasing trend; that is, the societies gave better benefits to its members. So more people kept joining the society. The increasing membership also indicates that the popularity and influence of Anand Pattern Co-operative Societies has spread wider in Kerala.

- The working capital of Anand Pattern Co-operative Societies is found to be increasing. The increase in working capital aids the societies in realizing a better performance. With the increased
working capital, Anand Pattern Co-operative Societies can function well in that area. The increased capital in all three regions also means that the performance of Anand Pattern Co-operative Societies is commendable in all the three regions.

- The capital employed of Anand Pattern Co-operative Societies includes the reserves and other funds. It has increased in all the three regions during the seven-year period from 2000 to 2007.

- The purchase of Anand Pattern Co-operative Societies has increased; that is, it has increased in all the three regions. The purchase has increased because more people sell their milk to Anand Pattern Co-operative Societies.

- The sales of Anand Pattern Co-operative Societies have also increased during 2000 to 2007; that is, it has increased in all the three regions. The sales have increased because of the increased demand for the milk sold by Anand Pattern Co-operative Societies.

- The establishment and contingency charges include the salary paid to the staff, rent paid, electricity charges etc. The charges are found to be decreasing.

- The profit of Anand Pattern Co-operative Societies has also increased. This is due to the larger demand for Anand Pattern Co-operative Societies’ milk and hence larger sales for Anand Pattern Co-operative Societies.
2. Comparison of Anand Pattern Co-operative Societies and Non-Anand Pattern Co-operative Societies

- The membership of Anand Pattern Co-operative Societies is found to be growing whereas that of Non-Anand Pattern Co-operative Societies is found to be declining throughout the sampled years. This is primarily because of the better benefits that Anand Pattern Co-operative Societies provide its members.

- The working capital of Anand Pattern Co-operative Societies is found to be growing whereas that of Non-Anand Pattern Co-operative Societies is found to be decreasing.

- The capital employed by Anand Pattern Co-operative Societies are found to be growing whereas that of Non-Anand Pattern Co-operative Societies is found to be decreasing.

- The milk purchase of Anand Pattern Co-operative Societies is found to be growing over the years. The purchase of Non-Anand Pattern Co-operative Societies is found to be decreasing.

- The sale of Anand Pattern Co-operative Societies milk is also found to be growing over the years. This is also because of the great demand for their milk and their huge market presence; that of Non-Anand Pattern Co-operative Societies has not grown as much. This is probably because of the quality milk that is supplied by Anand Pattern Co-operative Societies and the resultant general trust that Anand Pattern Co-operative Societies’ milk built up over the years.
Hence most consumers continue to specifically demand for Anand Pattern Co-operative Societies’ milk.

- The establishment and contingency charges of Anand Pattern Co-operative Societies is found to be decreasing and that of Non-Anand Pattern Co-operative Societies increasing.
- The profit of Anand Pattern Co-operative Societies has increased. But that of Non-Anand Pattern Co-operative Societies has decreased.

3. Social Characteristics of Dairy Members

- The level of education of the dairy members is very low. The majority has an educational qualification level below SSLC. A few of them have passed SSLC. Still fewer have a higher level of educational qualification.
- The primary occupation of the majority of the sample dairy members is dairying. A few of them that are either government employees or do some other business primarily engage in dairying as a subsidiary occupation.
- Most of the dairy members have been engaged in dairying for long. Most have been doing it for at least 5 to 15 years.
- Most of the dairy members have 30-50 cents of land. They have one to three milch animals only; mostly one milch animal and a calf. They have only such resources with them. The members with more
land have more milch animals. So there is a significant relation between land holding and number of milch animals.

- The annual income of the majority of Anand Pattern Co-operative Society dairy members is between Rs. 30,001 and Rs. 45000. They get Rs.15/- per litre of milk on an average, with at least one milch animal.

- The primary motive of the dairy members is income from milk. Hence they maintain the milch animals primarily for milk and the income from it. The increase in income leads to a better standard of living and decrease of poverty in general.

- The members obtaining training from Anand Pattern Co-operative Societies have greater knowledge of better dairying methods, and practices. They have better knowledge of modern machines and equipments used for better dairying. The milk yield of the members having training from Anand Pattern Co-operative Societies is 10-13 litres.

4. Economic Characteristics of Dairy Members

- The credit behaviour of the dairy members of the sample Anand Pattern Co-operative Societies is very low. The credit behaviour shows that most of the members opt for their own fund. They approach their friends or relatives incase of emergency fund requirements, since their funds are usually interest free or have low interest. Very few go for bank loans since bank interest is high. The societies also arrange loans from Nationalized Banks for the
farmers especially for the purchase of cross-bred varieties of milch animals and expansion of cattle sheds and for farming of green fodder etc.

- The members of the sample Anand Pattern Co-operative Societies get a fair and good price for the milk they sell. Hence most of the sample members sell their milk to the society. Some of them sell the excess milk to their neighbours or others. They get a price of up to Rs. 18/- per litre from their neighbours and between Rs. 18/- and Rs. 20/- from teashops. But Anand Pattern Co-operative Societies provide additional incentive benefits like bonus on special occasions and pension to their members. They also give away awards to the best dairy farmers, scholarships to the children of the farmers to aid them in their education, better variety of fodder seed etc. Hence the farmers stick with their membership with Anand Pattern Co-operative Societies.

- The average daily milk production of the sample society members is 10 to 13 litres. This is because the members have 1 or 2 milch animals on an average, which give that much quantity of milk on a daily average. A few get a quantity of 14 to 16 litres.

- The majority of the members sell their milk to the Anand Pattern Co-operative Societies. This is because of the better benefits that Anand Pattern Co-operative Societies provide its members. Another added advantage is that the society always accepts the milk sold to them since it has a huge market.
The annual profit of the members is below Rs. 500/- this is because although there is a huge demand for the milk produced, the cost of dairying is very high. Hence they get only a low profit margin.

5. Constraints of Anand Pattern Dairy Co-operatives

- Financial problems are the most critical problems faced by the Anand Pattern Dairy Co-operative Societies. The financial problems constitute components like inadequate funding, shortage of working capital, meager assistance from the Government and other financial institutions etc. Of these, shortage of working capital has been mentioned as the biggest problem that the Anand Pattern co-operatives are facing.

- Of the problems related to production, the most critical problem that the Anand Pattern Co-operative Societies face is the problem of not being self-sufficient.

- The most significant administrative problem that the Anand Pattern Co-operative Societies face is poor communication between the members and the society staff.

- The most significant infrastructure problem that the societies face is the high cost of chilling equipment. Infrastructure problems include scarcity of raw- materials also.

- The major labour problems include over politicization.

- The major marketing problems include discrepant and discrete testing of fat and transport cost of milk from society to chilling
centre. Of these, discrepant and discrete testing of fat is the most critical.

- Regarding computerisation of the society, the co-operatives expressed their view that there were no problems.

### 7.2 Suggestions

Based on the above findings, the following suggestions are made.

- The dairy co-operatives face high financial shortages. This hampers their development. Providing ample capital will aid the co-operatives for their development.

- The co-operatives can function better if there is better communication between the staff and the members. This can also bring about a better relationship between the staff and the members.

- The cost of the equipments are high and it is ever increasing. Subsidising the equipments will help the co-operatives better and will bring them to a better financial position.

- Computerisation of the co-operatives will make the co-operatives function in a better way.

- The financial institutions should come forward in extending assistance to dairy operators for purchase of high-yielding breeds of cattle. There is urgent need of credit supply at lower interest rates to promote dairy farming.

- Advanced scientific dairy farming requires proper update and timely guidance from the co-operative experts in dairy farming.
It is also necessary to educate the dairy farmers, especially the women, who have a significant role to play in scientific dairy farming so as to enable them to produce milk economically and to improve their profit margins. This especially has to be analysed in a situation where the milk production in the neighbouring states is increasing steadily, leading to severe competition among the dairy farmers.

Systematic and honest functioning of dairy co-operatives, reliable marketing network and supportive role of Government as well as willingness of local masses, will certainly provide a better environment for dairy farming in Kerala.

Much attention needs to be paid to increase the area under green fodder in Kerala. Similarly, efforts should be made to supply quality feed or feed ingredients to support milk production.

It should be viewed with all seriousness the fact that many of the dairy farmers are reducing their herd size and many wish to dispense with this occupation. It is high time that the policies be framed to encourage the dairy farmers to continue to be in this occupation with attractive feed milk price ratios.

Improvement in cattle productivity can be realized by providing adequate health cover and exploiting their reproductive potential, so that their number could be reduced without affecting the overall production.

There is a need for utilizing the modern biotechnologies related to reproduction and genetics, nutrition and health for improving livestock
productivity, so that there are fewer and more productive animals, which can be fed and managed more appropriately.

- The dairy farmers should adhere to more scientific and hygienic practice of milking.
- Extensive promotion through mass media will improve the popularity of the Anand Pattern Co-operative Societies and sales will increase automatically.

7.3 Conclusion

The survey done for the period from 2000 to 2007 reveals that with all the regions taken together, the paid up capital has increased, indicating Anand Pattern Co-operative Societies’ good performance; an increased membership, pointing to the influence of Anand Pattern Co-operative Societies in Kerala; increased working capital, capital employed, purchase, sales indicating increased demand for the milk sold by Anand Pattern Co-operative Societies and increased profit. It also shows decreased cost. This is regarding Anand Pattern Co-operative Societies’ financial performance.

The comparison of Anand Pattern Co-operative Societies and Non-Anand Pattern Co-operative Societies revealed that membership, working capital, capital employed, purchase, sales and profit are growing in the case of Anand Pattern Co-operative Societies and are diminishing in that of Non-Anand Pattern Co-operative Societies. The comparison also revealed decreasing expenses of Anand Pattern Co-operative Societies and increasing expenses of Non-Anand Pattern Co-operative Societies.
With the implementation of the suggestions and with due support, dairying in the present state has the potential to come up as a mode for rural development, meeting nutrition needs of the masses and helping the nation as a whole.