Chapter 1 INTRODUCTION .......................................................... 1-11

1.1 Background ................................................................. 1
1.2 Significance of the Study ............................................. 2
1.3 Purpose of the Study .................................................... 3
1.4 Statement of the Problem ........................................... 4
1.5 Objectives of the Study ............................................... 5
1.6 Hypotheses ............................................................... 6
1.7 Methodology ............................................................. 6
   1.7.1 Survey Methodology ........................................... 7
   1.7.2 Sample Selection ............................................... 7
   1.7.3 Sources of Data ............................................... 8
1.8 The Research Questions Addressed ............................... 9
1.9 Chapter Scheme of the Study ....................................... 9
1.10 Limitations of the Study ............................................ 10

Chapter 2 Review of Literature ........................................... 12-64

2.1 Key Players in the Field .............................................. 12
2.2 Production Impact of Operation Flood ........................... 15
2.3 Socio-Economic Impact of Operation Flood .................... 20
2.4 Constraints Faced by the Landless ............................... 26
2.5 Women and Operation Flood ....................................... 28
   2.5.1 Women in the Dairy Sector ................................... 29
   2.5.2 Impact of Modern Dairying on Women .................... 32
   2.5.3 Constraints Faced by Women ................................... 35
2.6 Implementation of the Anand model ............................. 36
   2.6.1 The Institutions ............................................... 36
   2.6.2. Replication of the Model .................................... 39
2.7 Sustainability .......................................................... 44
   2.7.1 The Dependency Debate ...................................... 45
Chapter 4

4.4 Capital Employed 116
4.5 Purchase 118
4.6 Sales Turnover 120
4.7 Establishment and Contingency Charges 122
4.8 Evaluation of Profitability 124
4.8.1 Profit 125
4.9 Regional Variations of Anand Pattern Dairy Co-operatives 127
4.10 Ratio Analysis 128
4.10.1 Capital Employed Turnover Ratio 128
4.10.2 Total Assets Turnover Ratio 130
4.10.3 Direct Operating Ratio 131
4.10.4 Net Profit Ratio 133
4.11 Comparison between Anand Pattern Co-operative Societies and Non-Anand Pattern Co-operative Societies 134
4.12 Membership 135
4.13 Working Capital 137
4.14 Capital Employed 138
4.15 Operational Parameters 139
4.15.1 Purchase 139
4.15.2 Sales Turnover 141
4.15.3 Establishment and Contingency Charges 142
4.15.4 Profit 143
4.16 Type of Society- A Synoptic View 144

Chapter 5

Social and Economic Characteristics of Members............ 146-180
of Anand Pattern Dairy Co-operatives in Kerala

5.1 Educational Status 146
5.2 Occupational Status of the Members 148
5.3 Dairy Farming Experience 150
5.4 Relationship between Land and Bovine Holdings 151
5.5 Motive 153
5.6 Training of Dairy Farmers and Milk Yield 154
5.7 Animal Feed and Animal Health 156
5.8 Labour and Profit 158
5.9 Cow Dung- its use by Farmers 160
5.10 Education and Motive of Dairying 160
5.11 Economic Characteristics of Members of Anand Pattern Dairy Co-operatives in Kerala 163
5.12 Income 164
5.13 Relation between Saving and Income 165
5.14 Revenue – Expenditure Analysis 166
5.15 Consumption and Income 168
5.16 Credit 170
5.17 Price of Milk 171
5.18 Milk Production 173
5.19 Milk Marketing 175
5.20 Profit 177
5.21 Relation between Bonus and Motive 178

Chapter 6 Constraints in the functioning of Anand Pattern Co-operative Societies in Kerala 181-192

6.1 Financial Problems 181
6.2 Production Problems 183
6.3 Administrative Problems 185
6.4 Raw- Material Problems 186
6.5 Labour Problems 188
6.6 Marketing Problems 189
6.7 Problems Related to Computerization 191

Chapter 7 Major Findings, Suggestions and Conclusion 193-203

Notes 204-206
Bibliography 207-217
Appendices I-III
Annexure