CH - 5
The Sample Profile
INDEX

5.1 USEFUL INFORMATION ABOUT MILK PRODUCTION AND MARKETING IN INDIA.

5.2 AMUL DAIRY – ANAND.

5.3 GOPAL DAIRY – RAJKOT.

5.4 UTTAM DAIRY – AHMEDABAD.

5.5 SUGAM DAIRY – BARODA.

5.6 DUDHSAGAR DAIRY – MEHSANA.

5.7 VASUDHARA DAIRY – CHICKHALI (VALSAD).

5.8 SUMUL DAIRY – SURAT.

5.9 REFERENCES
5.1 USEFUL INFORMATION ABOUT MILK PRODUCTION AND MARKETING IN INDIA:

**INTRODUCTION**

Since 1998, India has been recognized as the world's largest producer of milk. In the year 2007, the world's total production of milk was 67.8 crore metric ton and that of India was 10 crore metric ton which is about 15% of the world's total production. Gujarat alone produces about 7% of India's total milk production. In Gujarat, the higher milk production is in Mehsana District co-operative milk producers union Ltd (Dudhsagar Dairy) which is largest in Gujarat and its share in total milk production of India is 0.6% and in total milk production of Gujarat is 9%.

➢ Marketable surplus (milk)

In India out of the total milk production about 40% to 50% is retained in rural households and the remaining 50% to 60% only is available as marketable surplus.

Out of the available marketable surplus only 30% is handled by the organized dairy industry sector (co-operative, private & government) this 30% of the marketable surplus means 15% to 18% of the total milk produced in India. Thus out of the total milk produced in India only 15% to 18% is handled by organized dairy industry (co-operative,
private and government). The rest of the market able surplus of milk is handled by informal (unorganized) sector which includes dudhias, contractors, milk men delivering milk direct at home etc. and this lot is 35% to 42% of India's total milk production.

Thus in short, handling of milk by organised dairy industry sector (co-opertive, private, government) is 30% of the available market able surplus and handing of milk by informal sector (dudhiyas, contractors etc.) is 70% of the available market able surplas of milk.

Buffalo milk is available only in India and its neigbouring countries. Except India and other asian countries, no where is buffalo milk available because no wherewse else is buffalo reared for milk. In the rest of the world (Europe, Africa, north America, South America & Australia)only cow's milk is mostly consumed besides small quantities of the milk of goat, sheep and camel etc.

Although India is the largest producer of milk in the countries of the world, the per animal (Milk giving animal) milk production (milk productivity) is very low. In India per head milk consumption is also very low.

In India Gujarat ranks fifth in the total milk production of India as per the data of the year 2006-2007. Uttar Pradesh ranks first in milk production. The table given below shows the milk production of ten important states of India as per the records of the year 2006-2007.
<table>
<thead>
<tr>
<th>Rank</th>
<th>State of India</th>
<th>Milk production (Million tonnes)</th>
<th>Percentage Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Uttar Pradesh</td>
<td>18.1</td>
<td>18%</td>
</tr>
<tr>
<td>2</td>
<td>Rajasthan</td>
<td>9.4</td>
<td>9.3%</td>
</tr>
<tr>
<td>3</td>
<td>Punjab</td>
<td>9.2</td>
<td>9.1%</td>
</tr>
<tr>
<td>4</td>
<td>Andhar Pradesh</td>
<td>7.9</td>
<td>7.8%</td>
</tr>
<tr>
<td>5</td>
<td>Gujarat</td>
<td>7.5</td>
<td>7.4%</td>
</tr>
<tr>
<td>6</td>
<td>Maharashtra</td>
<td>7</td>
<td>6.9%</td>
</tr>
<tr>
<td>7</td>
<td>Madhya Pradesh</td>
<td>6.4</td>
<td>6.3%</td>
</tr>
<tr>
<td>8</td>
<td>Tamil Nadu</td>
<td>5.6</td>
<td>5.5%</td>
</tr>
<tr>
<td>9</td>
<td>Bihar</td>
<td>5.5</td>
<td>5.4%</td>
</tr>
<tr>
<td>10</td>
<td>Haryana</td>
<td>5.4</td>
<td>5.3%</td>
</tr>
<tr>
<td></td>
<td>Total (1 to 10)</td>
<td>82</td>
<td>81.3%</td>
</tr>
<tr>
<td></td>
<td>Remaining Regions of India</td>
<td>18.9</td>
<td>18.7%</td>
</tr>
<tr>
<td></td>
<td>All India Total</td>
<td>100.9</td>
<td>100%</td>
</tr>
</tbody>
</table>
5.2 AMUL DAIRY – ANAND.

Kheda (kaira) Distriz co-operative milk producers union Ltd. (Amal Dairy-Anand):

Amul Dairy (co-operative milk dairy) was founded in 1946 as a remedy to the exploitation of milk producers at the hands of middle man. The co-operative movement began with a milk strike, under the advice of farmers. In samarkha (kheda district, Gujarat) a meeting was called by Shri Morarji Desai on 4th January 1946 to fight with the rapacious milk contractors. They decided that milk producers' unions in villages (co-operative unions) federated into a district co-operative union should alone handle the sale of milk from kaira (kheda) to the government under the Bombay milk scheme. The British government opposed the move. The farmers called a milk strike. After fifteen days the government capitulated.

This was the beginning of "kaira District Co-operative milk producers 'Union Ltd., Anand. It was registered on December 14, 1946. It was started with 2 (two) village societies and 247 liters of milk. Per day for Mumbai. Today Amul dairy procures about 2000000 liters of milk per day. Really it is a great progress. Amul dairy is one of the biggest dairies of Asia which has brought a tremendous revolution in milk marketing and in encouraging more milk production. The success and progress of Amul Dairy is famous not only in India but also at world level. Backward and undeveloped countries of the world have started following the Amul pattern to promote their milk industries.

Page No. 144
After the Amul co-operative, other co-operative milk producers unions sprang up in other district of Gujarat like Mehsana, (Dudh Sagar Dairy) Rajkot (Gopal dairy), Surat (Sumul Dairy) Sabarkatha (Sabar Dairy), Banas kantha (Banas Dairy), Baroda (Sugam Dairy) and many others. Then all these co-operative dairies formed the Gujarat co-operative milk marketing foundation ltd. (GCMMF) in 1973. To-day 12 (twelve) co-operative dairies are connected with GCMMF ltd. Under this marketing federation, mutual transfer of milk and milk product plus cattle feed become possible and to-day under this federation, all the co-operative milk dairies are marketing their milk under common name "Amul" to encounter the competition from private milk dairies which have sprang up due to de-licencing policy of the government after 1991 economic reforms.

With the inspiration of late Prime Minister Lal Bahadur Shastri, The National Dairy Development Board (N.D.D.B) was established at Anand.

In 1964 shree Lal Bahadur Shastri paid a visit to Anand to inaugurate cattle feed plant, which proved the ultimate tribute to Amul and he advised Dr. V. Kurien to replicate "Amul" model all over India. Thus the National Dairy Development Board (N.D.D.B) under the Operation Flood (O.F) program was started by Dr. V. Kurien who is now famous as the father of white revolution in India, India now has more then 96000 village milk co-operatives with 110 lakh farmer members. The creative effort in dairy development have made India the largest producer of milk in the world to-day.
Shri Tribuvandas Patel was a pioneer in establishing Amul Dairy. Today Amritaben Patel his daughter is the Chairman of N.D.D.B.

Thus with the inspiration of Sardar Vallabh bhai Patel, the foresightedness, wisdom integrity & leadership of Shree Tribhuvandas Patel and efforts of Dr.V.Kurien, Amul dairy has become famous all over India and even the world with its tremendous progress plus research work in marketing and increasing productivity of milk. Operation Flood I,II,&III campaign started by Dr.V.Kurien has definitely increased milk production in Gujarat and in India.

In the year 2008/2009 Amul Dairy Procured 4017 lakh kilogram of milk from milk producing co-operative societies. Under Amul Dairy there are total 1113 milk producing co-operative societies and all are furnished with electronic milk testing machines. Out of these 1113 societies 950 societies are ISO certified and 864 societies are furnished with computerized milk procurement machines.

Besides milk, Amul Dairy sells Amul Ghee Amul Ice-cream, Amul Butter, Amul cheese, Amul Shrikhand, Amul Curd, Amul Butter milk, Amul Chocolates ,Amul Baby milk powder, other milk powders ,condensed milk, and even Amul Bread,Amul Pizza, Amul Lassi, Amul Dairy has its own plant producing Amul Cattle Feed for milk giving animals. Amul Ganthiya and Amul bakery product have been started.

Total sales of milk and milk products including cattle food for the year 2008/09 of Amul Dairy was of Rs.137806.87 lakh.Total sales of only milk was of Rs.54187.46 lakh.
5.3 GOPAL DAIRY – RAJKOT.

With the help of UNICEF, in 1956 the government of Gujarat started the milk conversion plant at Rajkot. This was the beginning of Gopal Dairy. This milk conversion plant was first installed near paddock a place where to-day khadi production is being carried on under Saurastra Ranchantmak Samiti, paddock is situated near Rajkot marketing yard on highway going towards Ahmedabad.

Initially Shree Devendra Desai connected with Saurastra Rachnutmak Samiti (khadi organisation) took active interest in the development of the gopal dairy. Even today he is one of the directors of gopal dairy.

The place of gopal dairy then shifted into new building opp. Bhaktinagar station in 1963 when construction of building and installation of machinery was done newly at the expense of Rs.1 crore.

To-day Rajkot dairy is functioning not opposite Bhaktinagar station but is located on dudh sagar marg near new power house, with modern dairy plant, and a new building.

Gopal dairy when started functioning in 1956, it was a government owned milk dairy under animal husbandry department of Gujarat government

Gopal dairy remained a government milk dairy from 1956 to 1970 In 1961 th Rajkot District Co-operative milk producers union Ltd. was
accorded registration under co-operative society act. To help the cattle
keepers of the Rajkot District, but the gopal dairy was owned by the
Gujarat government.

In the year 1970, Rajkot District Co-operative Milk Producers’
Union Ltd. requested the government to hand over the management of
gopal dairy from animal husbandry department and as result the Rajkot
district co-operative milk producers union was given chance to run the
dairy for one year on experiment basis. The experience was truthful so
the government handed over the entire management to the union in 1971
on ownership basis.

In the year 2007/2008 gopal dairy Rajkot had total 530 milk producer
societies supplying milk out of which 402 are members of gopal dairy.

In 2007/2008 Gopal dairy procured 213141 kg of milk daily
(on the average)

Gopal Dairy has now only five milk chilling centers at Wankaner,
Moti bazaar, Jamkandorna, Motimorad and Majewdi, The cooling
center of Vinchhiya(near Jasdan)and Pithadia have been closed down
on the ground of economy.

Gopal Dary besides milk, also sales curd, butter milk, gopal ghee,
penda and flavoured milk etc.

Page No. 148
⇒ **Fodder Facility:**

To reduce the production cost and to increase milk production, Rajkot Dairy procures cattle feed called ‘Rajdan’ from cattle feed factory owned by G.D.D.C. and sell it at the rate of Rs.3380/- per M.T. on no profit no loss basis.

⇒ **Plant capacity for various milk and milk products:**

The Rajkot dairy has been started in the year 1963 with the name of ‘Pilot Milk Scheme’ opp.Bhaktinagar Railway Station. At that time, milk storage capacity was 5000 to 10000 litres per day. In 1965, it has been raised to 40000 litres per day and it was further raised in 1988-89 to 1,00,000 litres per day.

The production capacity of Ghee of Rajkot dairy has been raised from 200 kg. in the year 1965 to two M.T. in 1990 and, since then it has remained same till now.

The drying capacity of powder plant has been raised from 2 M.T. per day capacity at the time of starting to 10 M.T. per day capacity in the year 1995. The dairy has produced 33 ton in the year ‘1996-97.

**Chilling Centres:**

The chilling capacity of these two centres named Wankaner and Vinchhiya was 5000 litres per day in the year 1967-68 which has been
raised to 20000 litres per day in the year 1988. The chilling centre at Pithadia which was started in the year 1993 with capacity of 14000 litres per day and Vinchhiya chilling centres have been closed down on the ground of economy.

5.4 UTTAM DAIRY – AHMEDABAD.

Ahmedabad District Co-operative Milk Producers Union Ltd. Uttam Dairy :-

In Gujarat, (in Amdavad district) in 1956, a milk union by name Ajod came into existence. Its capacity was 20000 litres per day.

The Ajod’s working was limited and it suffered a heavy loss of Rs.50.00 lakhs due to lack of proper selling system and difference between market rate and procurement rate which was very high.

The situation was so worse that it had no money to pay to the milk producers. So it was decided to liquidate the union but Ajod dairy could not be liquidated and, in 1977, Amdavad district co-operative - milk producers union ltd., named ‘Sardar Dairy’ came into being. Besides, in Amdavad, there were other two unions viz., Amdavad district co-operative and Gopalak union Ltd. who were also collecting the milk. In this way, there were four district level unions working for collection of milk from villages, resulting in cut-throat competition among them. At that time, Ajod dairy had got a 20000 litres per day plant but its milk procurement was meager, while Sardar Dairy had got sufficient milk

Page No. 150
but no plant of its own. So Sardar Dairy sold the milk collected by it to ‘Abad Dairy’ run by G.D.D.C. but it got very low remuneration compared to its procurement cost. So there was a loss every year and it reached to Rs. 1.0 crore. So the Board of Directors passed a resolution to transfer the management to G.D.D.C., and, accordingly, management was handed over to G.D.D.C. with effect from 1-2-85. At that time, the Sardar Dairy had two chilling centres at Viramgam and Katosan with 20000 liters per day capacity and 1 cattle feed plant with 100 M.T. per day capacity at Sarkhej under O.F. scheme. This plant was leased out to G.D.D.C. for five years. After taking over the management of Sardar Dairy, the management of the Ajod dairy had also passed resolution to handover the management to G.D.D.C. with effect from 11-4-85. The registration of both the unions stood cancelled and the Registrar of Co-operative Societies issued orders banning the collection of milk.

**RISING OF ‘UTTAM’:**

To develop milk business on Anand pattern in the district, the Registrar of Co-operative Societies - Gujarat State, Gandhinagar, merged both the unions (Sardar Dairy and Ajod Dairy) and, on 12-9-85, the Amdavad District Milk Producers Union Ltd., was registered. The names of Sardar Dairy and Ajod dairy were cancelled and the union was renamed as ‘Uttam Dairy’.. The property of the union and the combined loss of Rs. 1.1 crores was also given to Uttam dairy and the Government had formed a committee, to administer both these unions, consisting of 5 members, viz. three from G.D.D.C. one from N.D.D.B. and one from District Registrar. The Managing Director of
G.D.D.C was to be the chairman and the expert team from N.D.D.B. and G.D.D.C. was also made available to the union. Dr. M. C. Vyas from N.D.D.B. was appointed as M.D. on loan service. Similarly, there were two primary cooperative societies of Ajod and Sardar at village level which were also merged in one and there was one society for one village according to Anand pattern.

During the hard period, the employees of unions and G.D.D.C. as well as N.D.D.B. had given full co-operation. Standard milk and toned milk were introduced under the brand name of 'Uttam'. The people of Amdavad city had given rousing reception to this milk. So the sales of the milk was increasing day by day. The Ghee of Uttam is also in demand. The sales of Uttam dairy is 9753 M.T. per year.

Thus, the Uttam dairy was able to create confidence among milk producers by giving prompt payment and making settlement for their administrative problems. So milk production was increasing and there was good amount of profit also. Looking into all aspects of praiseworthy progress and services rendered to milk consumers, the Institute of Self Defense and National Character has awarded the ‘Transworld Trade fare selection Award’ and ‘Gold Medal’ to the M.D. - Dr. M.C. Vyas. In 1993-94, again the union has been awarded, by the Institute of Economic Studies, New Delhi, a “Certificate for Excellence Award” as well as “Udyog Ratna Award” in appreciation for good work done by the union.

Page No. 152
IMPROVING FODDER FACILITY:

An efficient dairy animal is a result of better breed. Its success largely depends upon feed and care given to it. According to a survey, milk production could be doubled, if catties are adequately fed. As there is acute shortage of green pasture, it is compulsory to make complete use of dry pasture. So the union has established a plant with the help of N.D.D.B. and A.T.I. It was established with the capacity of 1 M;T. per day at cattle feed factory. In the year 1996, due to this newer facility, the digestive power of cattle also increased.

Benefits given to primary milk Cp-operatives:

The union gives following facilities and benefits to milk cooperatives:

(i) ‘Aid up to Rs.2000/- towards purchase of material and stationery, when a new society is commenced, (ii) The societies are provided’ Vitan Dan’ with best quality on no profit no loss basis.

(iii) Subsidy up to 50% is offered to purchase shaft cutter, (iv) Artificial insemination and primary health care services are offered to the members at subsidized rate, (v) Vaccination is also administered at subsidized rate, (vi) 33% amount towards premium of cattle insurance is borne by the union.

(vii) 50% amount of the total premium under Group Insurance scheme of the members is born’ by the Social Security Department Rs.16.5 is given by the union and remaining is to be borne by the members.
Under the scheme Rs. 5000/- is paid in case of natural death and Rs. 10000/- in case of accidental death.  

(iii) Under C.D. programme, one day tour free of charge is organized to visit dairy plant, cattle feed plant etc.  

(ix) 100% subsidy is given for urea process.

(x) Rs. 2500/- and Rs. 5000/- are given for tour to the milk co-operatives, and if they organize a tour to other district level unions respectively.

(xi) Necessary administrative guidance is made available to societies by union supervisors.

(xii) 33% subsidy to purchase colour T.V. is borne by the union. 33% (subsidy comes from the Government. So the society has to pay only remaining portion.

(xiii) Incentive schemes are offered at village, talukas, and district level. piv 50% subsidy is given on siren.

(xv) The union is helpful in making available the grant from D.R.D. A. to make its own milk house.

Uttam Dairy position in Milk Procurement during the year 2004-05 is 4,35,64,184 Kilograms. Total Milk Supplying societies are 544. Besides milk, Uttam Dairy sales Ghee, Butter-milk, Flavored milk etc.
5.5 BARODA DISTRICT CO-OPERATIVE MILK PRODUCERS’ UNION LTD., ‘SUGAM (BARODA) DAIRY – BARODA’:

It may interesting to know that the post Independence era witnessed a declining trend in milk productivity primarily because of lack of focus towards Dairy Development.

At the same time Indian Dairy Industry was slowly getting evolved in a silent corner of Gujarat, where the small milk producers got organized to earn a remunerative price for their produces collective ownership. To take for ward this “Model” N.D.D.B. got in to act operation flood. With the view to relive the milk producers form the exploitation by the private venders and to give a remunerative price for their milk and to supply good quality of milk to the citizen of Baroda city. The milk union was established on 24th December 1957 under the strong leadership of Shri Maganbhai Patel; founder Chairman, and Shri Jashvantlal shah, Dy. Minister of the state of Bombay.

Baroda Dairy since its inception in 1957 has been trying to uplift the rural economy by giving the highest possible price to their producers’ members and raising their in come. Baroda Dairy also satisfy their consumer’s by providing the best quality hygienically manufactured and packed Milk and Milk products at a reasonable price Initially six milk cooperative societies became founder members of this union which reached up to at present Shri T.K. Patel, the Doyen of co. operative dairy movement in Gujarat, laid the found a it on stone of So,000 LPD
plant on 24th August, 1962 and shri Morajibhai Dasai, then finance minister Govt. of India, in augured dairy plant. Which was commissioned on 25th April 1965?

The dairy plant is mainly a liquid milk plant having a capacity to handle 3, 51,000 LPD of milk in the pick season. At present, the dairy average of milk receiving in nearly 2,50,000 liters out of 955 functional DCS. Raw milk from more than 600 DCS is received at dairy dock and remaining DCS milk is received at the Chilling centre, Alhadpura, Bodily, located 75 km. away from dairy.

In order to standardize indesiminas type of milk product like peda, shrikhand, Gulabjamun etc. the R&D wing of NDDB has implemented project & split of Baroda Dairy is one such. The sugam unit was set up under “operation flood” was financed by arts-while Indian dairy corporation was managed by NDDB till 31-3-1992, it was commissioned on 1st April 1981. At the request of BDCMPUL, it was handed over to Baroda Dairy with effect from 19th April 1992.

The white Revolution augmented some three decades back by the National Dairy development Board, Amend has now made our cooperative milk business able to face the great challenges to be put forth by the new millennium in the National as well as International markets. Hence, to further the goal of white Revolution, our UNION has taken up the Total Quality Management (TQM) System to be implemented in all the of Union which has helped us to progress Better than previous years.
⇒ **Marketing:**

In spite of throat cutting competition from private players, the union has remained market leader and has achieved the highest average daily sale of 2,60,000 its. Against the previous year's sale of 2,46,000 its. To straighten the marketing network and convenience of consumers selling its milk through 810 milk booths and 854 full-time centers. The union has shown upward trend in area its product over the year. The union has accepted responsibility to make average about the nutritional value of milk the quality standards and hygienic condition of dairy standards and hygienic condition of dairy plants technically the union has implemented women careless programme, scholar children careness programe, Dairy Duran (Dairy visit) Door to door visit etc. which are getting excellent response.

⇒ **PRODUCTS MANUFACTURED:**

Baroda District Co-operative milk producer's Union Ltd, manufactures and Market's milk products in the Baroda market. There are two brand names. BARODA DAIRY and SUGAM.

Citizens of Vadodara experienced the pleasure of treating themselves to high quality milk of treating themselves to high quality milk products with the introduction of “sugam” treats in 1981.

For the first time, sugam Dairy offered the various delicious milk products like shrikhand, Matho, Gulabjamun, penda, paneer and Ice-cream. These products became extremely popular in a very short period because of their superior quality. In no time, “sugam” became a household
name in Vadodara. Consistent and stringent quality assurance standards, hygienic and automated production processes and attractive pilfer proof packing have helped to establish these products in the market, “excellence in all activities” has always been sugam dairy’s motto, discerning customers have therefore endorsed our products, and the success of Sugam Dairy is a tribute to their insistence on quality.

The management of Sugam Dairy acknowledges this gratefully and reiterates its commitment to continue offering high quality products to its customers.

Recently three new products are launched in the market. The new products are elite butter, Mava and pasteurized fresh cream. These products till now were not available in Baroda in the branded and products under strict hygienic condition and maintain the best quality. The consumer response has been overwhelming. Baroda Dairy is continuously working with new products and tries to come out in market with best milk products to cater the demand of consumers.

⇒ QUALITY ASSURANCE PROGRAMME:

Dairy Industry is a highly perishable industry where milk if not processed within four hours after excretion from animal within four hours after excretion from animal udder, may get spoiled. So, all the staff is required to be alert anytime. To improve the quality of the enter manpower, dairy structure and staff were relocated the work according to their taste and interest in different sections.
To maintain the quality of milk and milk products, Baroda Dairy has got the scarification of ISO- 9001-2000 for quality product and ISO -14001 for environment and HACCP Certificate.

➢ OTHER ACTIVITIES OF THE DAIRY:

➢ CROSS BREED FARM:

An efficient dairy animal is a result of better breed. So, the Baroda milk Union has Bull calf rearing farm at village I to la. Through which Baroda Dairy supplies adult Bull for cross_biding programe at village level Dairy co-operative societies. At present Baroda Dairy also reared Ger. cow at I to la farm from which plangent cows are sold.

➢ ANIMAL HEALTH CARE SERVICES:

The Dairy provides animal health care services where any animal health cares services where any animal which is sick will treaty the quail _fined veterinarians, mobile vans, and reacted infrastructure facilities. Veterinary mobile service is provided by the dairy at farmers’ door at RS, 50 per visit. It also provides a special visit on demand of farmers.

➢ INSURANCE SCHEME:

Baroda Dairy provides cattle in scheme as well as farmer member’s Insurance scheme. It contributes member’s Insurance scheme. It contributes 30% of premium as a subsidy for Insurance of Desi cows and Buffaloes. Dairy also gives 65 RS. Premium annually for farmer member’s Insurance scheme.

Page No. 159
⇒ **CATTLE FEED PLANT:**

Baroda Dairy has a cattle feed at village in to la. It was started with the capacity of 150% MCT. Dan per day. Baroda Dairy is making two types of cattle Feed at village Ito la. They are Baroda Dan [simple] & by – pars protein Dan. In this year, Baroda Dairy has produced 25,454 M.T. Baroda Dan & 2,254 M.T. By – pars protein Dan & supplied to tall 27, 708 M.T. cattle feed to village level Dairy co-operative societies.

Cattle Feed is necessary for mulch animals as a balanced nutritive feed to enhance milk production & productivity of animals.

⇒ **FODDER FACILITY:**

Baroda Dairy runs Funs Fodder Development programme for the need of milk producers. In this programme, it provides improved verity of fodder seed kits to farmer members at no profit no loss base. And also procured seeds from farmer members at good rate. Baroda Dairy also sales fodder seeds to different milk Unions and other institutes of all over country.

⇒ **TRAINING CENTER:**

Baroda Dairy is also arranging in _house training programme for their staff members. Laboratory staff as well as other employees. Baroda Dairy also manages co-operative Development programme [CDP] and vision mission at village level Dairy Cooperative socialites. Through this programme education is provided to farmer members, employees of the DCS and committee members of DCS regarding Animal Husbandry practice, Artificial Insemination, Administration, Milk Quality, productivity etc.
5.6 DUDHSAGAR DAIRY – MEHSANA.

In 1958 Ahmedabad Municipal Corporation Dairy was supplied 600 to 700 liters of milk per day which was collected from 11 (eleven) villages near Vihar, Tensile, Vijapur (Mehsana District). Ahmedabad Municipal Corporation Dairy took milk according to their requirements so quota system had to be used for the milk purchase. UNICEF surveyed about this situation at that time-in 1958. They delivered that in Mehsana District some quantity of milk staged as marketable surplus, so they gave the report accordingly and recommended that it should be planned to start milk business on co-operative line based on Amul (Anand) pattern. So that the farmer members can take the benefit of it.

As far as procurement of milk is concerned Dudhsagar dairy stands first in Gujarat. Its milk procurement and its milk selling is higher in Gujarat higher even than Amul dairy. Here are the figures:-


1) Total milk producers co-operative societies supplying milk are 1451 with total 179594 members.

2) The plant's capacity will be of 8 lakh liters of milk after expansion.

3) Mahesana dairy (Dudhsagar dairy) has total 7 lakh milk selling centers.

4) The average daily milk procurement is 17.08 lakh kilograms.

5) Total sales of milk and milk products of Dudhsagar dairy for the year 2007/08 was worth 14821827512 rupees.
6) Which is the highest among all the co-operative dairies of Gujarat.

Beside milk, Dudhsagar dairy also sells sagar ghee, Ice cream, Gulabjamun, milk powder etc.

Dudhsagar dairy has also two cattle food factories for providing good quality of food to milk giving animals.

⇒ **Total Quality Management** :


⇒ **Other Activities** :

Cattle Feed plant:- To enhance the milk quantity and to protect the health of milch animals, the cattle feed is necessary. So that in the year 1969, Dudhsagar dairy purchased the first cattle feed plant in Boravi from Agro Industries Corporation. In this plant the cattle feed is produced as “Sagar Dan” In the year 1977, the second cattle feed plant was started at Ubkhal in association with National Dairy Development Board with the capacity of 200 M.T. per day. Today this plant has a 300 M.T. per day capacity.

-Animal Health Service:- The prevention of the health presents a constant challenge, Dudhsagar dairy is operating Mobile veterinary
services to meet the basic requirement through network which ensures visit to each village once a week accompanied with a veterinary doctor and a attendant Two Mobile veterinary dispensaries were started in the year 1966. In 1979 the mobile veterinary services were started to check up the animals at any time with the nominal cost.

⇒ **Cross Breeding through A.I. programs:**

The milking capacity can be measured by the amount of milk drawn in the pail. Dudhsagar dairy operated Artificial Insemination program in 1980 Today 399 village Co-operative Societies are covered under this program. Dudhsagar dairy provides supply of Frozen semen Doses, Liquid Nitrogen and other consumables to the cooperative societies regularly

⇒ **Achievements:**

The Dudhsagar Dairy’ has been awarded with the under written awards

→ Best productivity performance Award 2001-2002
→ Best productivity performance Award 1999-2000
→ Best productivity performance Award 1997-1998
→ Best productivity performance Award 1995-1996
→ Best productivity performance Award 1994-1995
→ Second best productivity performance award 1992-1993
→ Best productivity performance award 1992-1992,
→ Second best productivity performance award 1988-1989
→ Second best productivity performance award 1985-1986
FUTURE PLANS:

→ To achieve growth of milk production to 15.42 L/kg PD by 2016 at an average annual growth rate of 4%
→ To increase per animal milk production
→ Clean milk production: To improve Bacteriological quality of milk production
→ To exploit ERP and implement other animal and society management related software packages
→ Irradiation of HS and FMD from Mehsana Milk shed area to the extent possible
→ To start UHT packing for milk and other milk products

5.7 VASUDHARA DAIRY – CHICKHALI (VALSAD):

VALSAD DISTRICT CO-OPERATIVE MILK PRODUCERS’ UNION LTD., ‘VASUDHARA DAIRY- ALIPUR’:

Valsad District Co-operative Milk producers Union Limited has been registered in 1973 and initiated Dairy Development Activities on ANAND pattern since 1975. A survey conducted by National Dairy Development Board in the year 1973-’74 suggested that the low yielding animals and poor economic conditions of tribal farmers coupled with adverse geographical conditions would come in the way of developing this district as milkshed area.

The milk union did not have any processing facilities of its own till November 1981 and all the milk procured from the Rural producers of this District used to be sent to the neighboring Dairy plant of surat District at surat. In 1981, Dairy plant of 30000 liters per day capacity...
was commissioned at Alipur village taking commercial loans from Financial Institution and assistance from the state Government In the beginning there was not enough milk in the District, even to meet the requirement of new 30000 LPD capacity plant. People used to keep the cattle only for manure and whatever little milk they got was used for their own household consumption. The milk Union took up the responsibility to develop Dairying in this District and introduced cross-breeding of the local un-productive animals to harvest a new generation of high yielding animals to achieve the break even point of the plant’s installed capacity. Milk started flowing as a trickle which subsequently, a 100 KLPD capacity dairy plant came into existence in the year 1993-’94 under “OPERATION FLOOD-3” programme, wherein National Dairy Development Board provided required financial and Technical assistance. Since then the milk producers’ of the valsad District particularly the women of small and marginal farmers and land less laborers have strengthened the movement called “VASUDHARA” (the stream of Goddess Earth) VASUDHAARA grew from strength to strength and had to againexpand its capacity from 100 KLPD to 200 KLPD during April,’01.

The rural population particularly in tribal belt, under the Union’s operations is poor and have very meager agricultural income. The tribal areas are facing with water scarcity during the summer season. Hilly and rocky surfaces play crucial part in non development to this was from agricultural point of view. The farmers are also marginal and do
not have any other reliable source of income. “VASUDHARA” has focused on this segment and today it gets nearly 80% of its total milk from tribal societies. Dairying has become major activity and a reliable source of income for the farmers of this tribal belt. The dairying has always been considered as a subsidiary income in agrarian economy and probably has not been given its due as a major economic activity. Vasudhara dairy has demonstrated that dairying can play a pivotal role in development of rural areas, particularly among the weaker sections having poor resources base and low risk taking capabilities. Today there are around 62000 tribal families [out of total 105000 members] in this districts directly participating in this dairy Co-operative. Vasudhara Dairy has grown as a pioneering organization which has charted its growth track through innovation and visionary actions in Milk procurement as well as in the area of Milk marketing. Milk procurement has increased many fold. The network of milk producing village societies is increasing and developing rapidly. The footprint of Vasudhara Dairy has covered most of the villages in its area of operation. Vasudhara Dairy is having a strong presence in tribal areas of both the districts i.e. Navsari district and valsad district. The focus of growth in fact, is in tribal belt. The population of village societies is 762 societies as on 31st march 2005. Out of which 533 societies are conducted and run by the women. Women Societies in tribal belt is 484 Which is around 73% of the total tribal Societies.

➤ **PRESENT STATUS OF VASUDHARA DAIRY:**

What started out as a trickle in 1981 has grown to be an ocean known as Vasudhara dairy? This glorious saga of achievement has become possible due to the “CAN DO” approach of Vasudhara Dairy.
team and a Zeal to do things in innovative and effective manners. At present Vasudhara Dairy Stands tall for its pioneering creative concepts as well as its Willingness to adopt newer ways and means for the business and its development. Vasudhara Dairy is committed to its cause of existence as sincerely as to the concern for the environment and to the ultimate customers. Vasudhara has been the best performing dairy on National level which is amply proved by the three National productivity council awards bestowed on it. Vasudhara Dairy prides itself for dreaming and implementing the involvement of women in the milk business at Village level very successfully. Vasudhara Dairy has added one more feature in its cap by commissioning the production of “AMUL” Icecream at its busier plant in November 1997. This plant is modernized and expanded to two times from its original production capacity. In May 2002, another ice-cream plant is commissioned at Nagpur and is developed aggressively to cover the market demand. The saga just goes on and on. Vasudhara Dairy has also embarked on the global level of business quality by inheriting the TQM, HACCP and ISO Concepts. Today the Capacity of plant is 300 ton liter per day and with the help of total functional Societies Vasudhara Dairy procures 266420kgs milk averagely.

➢ **VASUDHARA: JOURNEY 2010:**

Keeping in mind the interests of the milk producers and the milk consumers affiliated to VASUDHARA Dairy, and also for the continuous development of the dairy, there shall be 1000 more milk Societies,
commissioned by the year 2010. Out of which 780 shall be managed by women. Total milk producers covered shall be 150000 and 75000 shall be the milk collectors. The self Help Rural Women project and calf rearing project shall be extended so that the daily collection of Milk will be 500000 liters. To keep up the milk production the cattle feed plant with daily production of 300metric tons will be commissioned. Taking cares of artificial insemination and grass meadow, the excepted milk production shall be 3 liters per buffalo and 8 liters per crossed cow. The established capacity of the modern dairy plant shall be dairy 650000 liters of milk. With the help of 1200 agents and 100 full time centers the daily sale of milk shall be 190000 liters in the local markets. Separate 100 Agents shall sale daily 10000 liters of Butter Milk in local markets. With the help of Gujarat Cooperative Milk distribution Union Ltd. The excess milk shall be taken care of by Vasudhara Dairy’s Boiler, Nagpur and Motapondha plants. This shall raise the Annual turnover to 600 crores for the organization. The cold chain concept also was adopted as early as in 1995, when Vasudhara Dairy became the first co-operative dairy in Gujarat to apply insulated vans to transport milk to the customers. Presently all the offices are getting their milk required through insulted vans/Tempos. vasudhara dairy also made the record by establishing cold storages in the market place rather than expanding the cold room facility at its plant. In July 1992 cold rooms with the capacity of 30,000 litres/Each became functional at Nava sari & Val sad district. In this district, there are two chilling centre which are situated at vegan and Anna. Moreover the management is doing plan to set up other two chilling centers with 50000 litres/day capacity. The purpose was very clear that to make milk available to the market with
in the round the clock and ensure that the milk goes to the customer with best quality. Milk is kept under 8°C during storage period in cold rooms. In the retail points which sell its milk, these retailers will also be given freezes/coolers based on their need in order to complete cold chain and also to ensure that the milk delivered to the customers in true sense will have best quality. To sustain the viability of this dairy project, the management has taken some decisions which has a lasting and strong influence on its financial performance. The decision, to manufacture Ice-cream is one such example on commercial & professional front. Vasudhara Dairy established the Ice-cream plant at Boisar in November 1997 and up graded it to a level of best production facility in the industry. Initially the production facility in the industry. Initially the production capacity was 10000 litres of this capacity would have cost around Rs. 9 crores and could have taken 3 years of time approximately. Ice-cream manufacturing was started in this plant from 1 November 1997 under the brand name of ‘AMUL’ and is being marketed by “GCMMF”. This Ice cream plant has been increased from 10000 litres/day to 20000 litres/day and is operating at a very high level of efficiency Boisar plant has produced Ice-cream at an average of 23316 liters/day and sold 23278 liters/day in the year 2003-04. during the year the average Amul milk sale stood at 18585 liters/day.

The second Ice-cream plant is acquired and commissioned at Nagpur in the month of May ’02. This plant has the production capacity of 2500 liters./day of Ice-cream. This plant has been expanded to a capacity of 5000 liters./day. This plant also sells Amul milk. The average production of Ice-cream was 7297 liters./day during the year. While
the average sale of Ice-cream was 7382 liters./day. The long life “Amul cool” flavored milk sale was 3771 liters./day during the year. This plant also sold average of 33856 liters./day of Amul milk.

➢ STANDARDIZATION AND QUALITY ASSURANCE PROGRAMME:

Standardization and Quality Assurance programme improve the quality of manpower, machinery, products, marketing and financial management. It covers each end every field of management, under this programme. Dairy industry is a highly perishable industry where milk if not processed within four hours after excretion from animal udder, may get spoiled. So, all the staff is required to be alert anytime. To improve the quality of the entire manpower, dairy structure and staff were reallocated the work according to their taste and interest in different sections. Vasudhara Dairy has got ISO – 9001:2000 certification for standardization and products. The dairy has got these certificates from QAS – Australia for Alipur dairy plant.

➢ OTHER ACTIVITIES OF DAIRY:

CLEAN MILK PRODUCTION TRAINING:

To meet with the changing expectations of the of the market, vasudhara dairy has initiated clean milk production programme. Under this programme, the focus is on quality of milk at the production level. 32 societies are covered at present under this programme. The result
achieved are encouraging enough for taking up this programme on large scale. Special indoor as well as outdoor trainings are provided to the farmers, employees of the societies and also to the management committees of the societies. Trainings on various subjects related to the milk business in rural areas like management of society, skill development, leadership development, book keeping computer operations, animal husbandry management and also personality development are undertaken on intensive basis. 20 vision mission progeammes at society level are handled during the year. So far, 32 societies are covered under this programme. A special programme aimed at enhancing the institute building abilities among the management committee members of 51 societies has also been done during the year. This apart, milk societies are provided with state of the art equipments meant for increasing the record keeping efficiency as well as accuracy of milk weight and quality testing. Wide range of automatic equipments like – EMI, ACLR, AMCS, processor based milk collection system, Generator sets for stand by power requirement and also the solar panels to the areas, which have acute electricity problems are given to the milk societies. During the year 2004-05, 120 societies are adopted under this programme. The out come is encouraging.

➢ PARTICIPATION OF RURAL WOMEN:

Another new terrain vasudhara dairy ventured in to, was to involve the rural women in to the business of dairying at village level. It is the woman, who does all the work of grooming the cattle, feeding it milking it and pouring the milk to village society. Taking a clue from this,
vasudhara decided to give the management rights of the village societies to women. Wherein all the activities of the milk society is taken care of by the elected management committee from the society which comprises all the women members. What started as a novel concept has become widely popular and got accepted very well by the women milk pours of the rural villages. Today, vasudhara boast of no less than 533 successfully run women societies out of the total of 762. Which turns out to be around 70% of the total milk pouring societies affiliated with vasudhara dairy. The membership strength is around 51,000 women in these societies. This number is growing rapidly and the result of this concept implementation is very encouraging.

➤ **SWAVILAMBI GRAMIN NARI:**

Swavilambi Gramin Nari which aims at making the rural woman independent, self-sufficient and to provide self-employment through milk business. Under this scheme, vasudhara dairy has till date covered 11670 women members and has arranged to finance worth of Rs. 1401 lacs. The recovery rate of 75.37% of the finance is very high and also indicates the sincerity with which the women members have been utilizing this scheme for their benefit.

➤ **CROSS BREED:**

Vasudhara’s drive for higher yield per animal and improvement in the hygienic conditions around the farmers’ residence and also around the cattle shed has germinated host of other schemes targeted mainly towards improving the Productivity of milk. Under Productivity
Enhancement Programme, various programmes are implements aims at up gradation of cattle through network of 192 A.I. centers spread throughout milk shed area. Our union from the very beginning has believed in preventive way to increase the milk production like vaccination, de-worming, calf rearing pregnant cow care, conservation of fodder, supply of balance cattle feed, fodder seeds and mineral mixture.

➢ **Calf Rearing Scheme:**

Calf rearing scheme is aimed at improvement of the breed of cow at farmer level. Rather then buying the cows from outside agencies the women farmers are encouraged through this scheme to nurture the cow calf, right from its birth in scientific way. Vasudhara dairy provides all the guidelines and required support for this scheme that includes the vaccination, insurance coverage, nutritional feed and finance. This scheme has been in implementation since last 6 years and has been accepted by 3955 women members, taking finance of Rs. 117 lacs and rearing Rs. 48 lacs after successful utilizing the fund. The offspring is 1108 calf calving till date.

➢ **Fodder Bank:**

This scheme aims to provide dry fodder to the society members every time. When they required. Through this scheme members are given finance to purchase & stock dry fodder which can fulfill the requirements of the cattle round the year for food. This scheme was introduces in

Page No. 173
1997-98. During the year 2004-05, through 56 women dairy co-operative society 14500 women members are given 9% interest loan to the tunes of Rs. 43 lacs, which should be repaid in eight installments to the dairy.

➢ **WORMICOMPOST SCHEME:**

The purpose of this scheme is to provide how to produce the organic fertilizer by utilizing agriculture, cattle and kitchen wastage at farmer’s place. Vasudhara dairy gives necessary training and technical inputs to the interested members. This scheme is conducted and managed by self-help group. In the year 2004-05 a wormicompost pits are established at members place. This fertilizer is utilized by the members to increase their yield. In case a surplus production of such fertilizer, vashudhara dairy will buy back such production and will do the marketing of this fertilizer to the farmers’ community using its vast network.

➢ **BIO-GAS PLANT:**

This scheme aims to serve multiple objects i.e. Hygiene, savings on fuel and preservation of environment. The waste and manure that the cattle shed greatest are utilized in best possible way by generating methane gas which is used for cooking purpose. The left over manure after the gas separation is again used as fertilizer for agricultural purpose. Till date vasudhara dairy has helped to put up 4,096 bio gas plants to women members. The finance deployed was Rs. 122 lacs and recovery is to the tune of Rs. 117 lacs.
➢ TECHNICAL INPUT SERVICES:

Vasudhara dairy also provides technical input services farmers for their animals viz. artificial insemination, first aid, vaccination, de-worming of cattle, infertility treatment, insurance coverage, cattle feed quality fodder seeds, urea treatment of paddy straw, chaff cutters etc. vasudhara dairy also helps farmer members on aspect of wasteland development, water shed management and compost pit etc. Farmer members are given protection of insurance cover under respective scheme.

➢ INSURANCE SCHEME:

Vasudhara dairy also provides insurance scheme for animals. It means that the dairy gives insurance facility to farmer members for their cow & buffaloes. The insurance premium rate is applied at the rate of 4.3%. The insured amount is Rs. 12,000 per animal. The vasudhara dairy gives contribution of 33% of the total premium for insurance of animals. In the year 2001-02, management has introduced the insurance scheme for farmer members which is known as “jan shree vima yojana.” Under this scheme farmer is insured for Rs. 20,000 for natural health and Rs. 50,000 for accidental death. Moreover, the farmer member has been given Rs. 25,000 in case of he/she will loose their any two physical parts of the body. In the year 2004-05, 11040 animals are covered and 8849 farmer members are covered under this scheme.
ACHIEVEMENT:

Winning national Productivity council awards seems to have become a habit at vasudhara dairy. Vasudhara dairy has won these prestigious awards as 2nd best liquid milk plant in India for the years 1993-94, 95-96 & 96-97. Boisar Ice-cream plant has been awarded the best ICMU in stock age monitoring by GCMMF during the year 2003-04. During the year, Boisar Ice-cream plant also received the award for exceptional manufacturing performance for the year 2002 from Tarapur Industrial Estate Association [TIEA]

Milk Procurement during the year 2007-2008 was 11,15,07,996 Kilogram.

Registered Milk Producers' Societies were 962. Which Supplying Milk to Vasundhara Dairy.

Besides Milk, Vasundhara Dairy sales ghee, buttermilk, curd, icecream, flavoured milk etc.

Vasundhara has its own cattle feed plant also.

5.8 SUMUL DAIRY – SURAT:

Surat Dstrict Milk Co-operative Producers Union Ltd..

Surat:

Surat is situated in the southern part of Gujarat. Upto 1939, the requirement of the milk of the city area was fulfilled by the farmers
living in or around the city. But the middlemen called the ‘Bhatiya’
exploited the farmers in both ways i.e. selling of milk and purchase of
cattle, cattle feed, fodder et. So the farmers decided to form their own
association to safeguard their interests. Hence, the first Co-operative
Society was started on 21-12-39 in Surat and that was the beginning of
new era of Cooperative movement in Gujarat. This was the oldest co-
operative society of milk in Gujarat.

Later on, on 22-8-51, the federation comprising six Co-operatives,
named Surat District Co-operative Milk Producers Union Ltd, was
registered. After that, many co-operative milk societies were formed in
every village.

In 1959-60, the committee was formed to make study of a modern
dairy project. The committee prepared and presented a plan to
Government of India, costing Rs.35.00 lakhs in 1961. In turn, the
Government had sanctioned Rs. 11.00 lakhs. The machinery required
for the project was not available in India. So it was to be imported.
UNICEF and FAO were approached for the same. But the sanction of
the UNICEF was conditional and was not agreeable to the union. Under
these circumstances, the financial assistance was sought and machineries
worth Rs.11.00 lakhs were imported. Moreover, the foundation stone
was laid on 30-4-66 for the project involving total assistance of Rs.78.00
lakhs under Swedish programme and Rs.68.00 lakhs from Government
of Gujarat.
➤ **CHILLING CENTRE:**

At first, Chilling centre at Bajipura was started on 11-11-1972 with capacity of 30,000 litres per day which was raised to 60,000 litres per day in April 1984. The expansion thereof is on hand to raise the capacity upto 1,00,000 litres per day. Similarly, another chilling centre was established at Uchhal in tribal area with the capacity of 10000 litres per day on 1-4-82, increased to 30,000 litres per day afterwards. Due to excess supply of milk, expansion work of Uchhal chilling centre is on hand. A chilling centre at Pardi with capacity of 2,00,000 litres per day is on the verge of completion and, with the functioning of the same, the burden on the main dairy plant will reduce considerably. Due to this facility, the proportion of milk sourage will be reduced.

➤ **Expansion of Dairy Plant:**

The plant with the capacity of 50,000 liters per day was inaugurated by Shree Kurian on 24-1-79. To cater to the need of increasing population, capacity was raised from 50,000 litres per day to 1,00,000 litres per day on 21-4-79 under O.F.II and subsequently to 4,00,000 liters per day in 1991 and, for that, Rs.6,42,03,000/-was sanctioned by N.D.D.B. under O.F.III. To tackle the problem of additional milk supply and to avoid milk holiday declaration, a powder plant with the capacity of 12.5 M.T. per day was decided and was commissioned last year.
➢ Tetra Packaging:

Due to enhanced milk supply, to avoid rr/lk holiday and to reduce refrigeration cost as well as to keep the collected milk in good quality, a modern Tetra Packaging plant was commissioned in 1994 but it was not found viable. Hence, the plant was handed over to ‘Dhara’ with effect from 5-3-92.

➢ Powder Plant:

To tackle the question of disposal of excess milk supply and to avoid milk holiday, the union had decided to install a powder plant. Accordingly, the most modern plant of 12.5 IVLT capacity started functioning.

➢ Butter Milk:

As the milk supply was to be sent to the union, the activity of Ghee making was stopped at rural level and hence, the deprival of getting butter milk. Therefore, the SUMUL Dairy started selling of butter milk with effect from 1-6-87. Today selling of butter milk stands at 3 8000 litres per day.

➢ Cattle Feed Factory:

Surat was selected as one of the centres where cattle feed factory was established along with Rajkot, Mehsana and Ahmedabad. Such factory was started on 10-4-70 on turnkey basis by N.D.D.B.. From the year 1988-89, with the help of ‘by pass protein technology’, Sumul cattle feed factory was started to supply ‘Balanced Dan’ to the cattle for getting more milk with less cost.
As there is an acute shortage of fodder in summer, a novel idea to make fodder out of silage of sugarcane was successfully implemented by giving steam digestion treatment to it and adding missing nutrients in it.

Recently, a unit to make urea molasses Block was started at Chalthan cattle feed factory to provide nutrient food to the cattle giving less milk at low cost.

➢ **Breeding:**

The Government of India has selected four districts for breeding of buffaloes and Surat is one of them. So in the year 1966, three important plans i.e. Dairy project, cattle feed factory, and Breeding centre were sanctioned.

In order to enhance the quantity of milk and to maintain constant supply round the year, it was decided to start cow breeding centre on 1-4-89 in Surat.

➢ **Tribal Welfare Scheme:**

Since Surat district is dominated by the tribal population, it was imperative to educate them about the importance of co-operation and to encourage the involvement in the activity related to animal husbandry.

The help of Tribal Development Corporation, Nationalized Banks, District Rural Agency, Land Development Bank, District Co-operative Bank etc. was sought to purchase cattle for the benefit of tribal people.
Co-operative Development Programme:

A co-operative Development programme was launched in 1992 in Sumul. Thanks to this, the involvement and commitment of members was increased towards the union. Participation of women and a new line of leadership emerged.

Thus, Sumul Dairy was started in 1979 with processing capacity of 50,000 litres per day. Initially, it had to face steep opposition from the vested interests but, with the help of members’ faithfulness and commitment, it was able to overcome the obstacles and, now, it is a strong union with nearly 900 societies and 2,00,000 members.

The first co-operative milk dairy of Gujarat was not that of Anand (Amul) but was of Surat. In Surat the first co-operative milk dairy started on 21-12-1939 many years before that of Anand (Amul) which started in 1946. This fact must be borne in mind.

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