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INTRODUCTION

Rural Development

Since time immemorial, India has been, still continues to be and will remain in the foreseeable future, a land of village community with more than 833 million people living in rural areas. Rural development has always been an important issue in all discussions pertaining to economic development, especially of developing countries like India (census2011).

Rural development is, therefore, a sine qua non of overall development in India. The term, rural development, is a subset of the broader term development which is a universally cherished goal of individuals, families, communities and nations all over the world. The term, “rural development”, connotes overall development of rural areas as revealed in improved quality of life of rural people. In this sense, it is a comprehensive and multidimensional process and phenomenon. It encompasses the development of agriculture and allied activities, village and cottage industries and crafts, socio-economic infrastructure, community services and facilities, and, above all, the human resources in rural areas.

Women Empowerment:

Women empowerment refers to increasing economic, social, political and spiritual strength of women. It often involves developing confidence in their own capabilities. Empowerment can enable women to participate, as equal citizens, in the economic, political and social sustainable development of the rural communities.

It can be said that men and women should enjoy desirable welfare conditions and equality in accessing the sources and facilities, decision making process in affairs of family and at society and control over resources. Further women should realize that their problem is not due to their inefficiencies and shortage but it has emerged due to social system (Fatemi Iman et. al,2011).

Food and Agricultural Organization (FAO) addresses on following three objectives as strategic goals for women empowerment.
1- Equality between men and women to access production sources.

2- Women’s participation at policy and decision making.

3- Decreasing women’s workload and increasing job opportunity and income for them.

**Dairy Cooperatives:**

There are many forms of organizations such as public (government) agencies, sole proprietorships, partnerships, companies, co-operatives and charitable trusts that can and are, in fact, serving the needs of rural people in India. The co-operative form of organization is the ideal organization for economically weaker sections in the country. The great Indian leaders like Father of Nation Gandhiji, Pt. Jawahar Lal Nehru, the first Prime Minister of India and Sardar Vallabhbhai Patel, the first Deputy Prime Minister and Home Minister of India, had great faith in co-operation as a means of promoting farmers’ wellbeing.

The idea of dairy cooperative originated first in Switzerland in the village of Kiesen in 1815. Later on it spread over Denmark, Europe, and the USA. In India the seed of Cooperation was sown in1904 with the passage of first Cooperative Act. The Revolution of Agro- Industries as well as white Revolution (cotton and milk) is the symbol of the development through the cooperative movement in India. The Dairy cooperative movement has not only improved the lives of rural people but also generate employment opportunities for around 13.9 million farm families and made significant contribution to the economy of the nation as well. It strengthens the infrastructure for milk collection, transportation, processing, packaging, pricing, and marketing of dairy products also help in reducing unwanted exploitation of producers. Dairy co-operatives have played a major role in the upliftment of milk producers leading to growth of dairy industry in India. India's milk production increased from 21.2 million MT in 1968-69 to 112 million MT in 2009-10. (Anonymous, 2011c) The industry had been recording an annual growth of 4% during the period 1993-2005, which is almost 3 times the average growth rate of the dairy industry in the world. Milk processing in India is around 35%, of which the organized dairy industry account for 13% of the milk produced, while the rest of the milk is either consumed at farm level, or sold as fresh, non-pasteurized milk through unorganized channels.
Dairy Cooperatives account for the major share of processed liquid milk marketed in India. Milk is processed and marketed by 170 Milk Producers’ Cooperative Unions, which federate into 15 State Cooperative Milk Marketing Federations. (MOFPI, 2011)

Dairy cooperatives have helped in reducing poverty, improving nutrition, education and women development. Sixty percent of beneficiaries were small, marginal farmers, or landless producers (Anonymous, 1998).

The upliftment of milk producers has also resulted in their improved nutrition. Per capita availability of milk was 258 grams per day in 2009-10 increased from 112 grams per day in 1968-69 and is increasing with a growth rate of 1.5 %. (Anonymous, 2011c).

The movement of dairy co-operative had created employment in the rural sector of India. The daily activities of dairy farm practices and livestock management have opened the employment opportunities in rural areas. Money earned from the dairy industry is used for children’s education.

Though dairy cooperative movement has touched and revolutionized each and every sphere and dimension of Indian rural society yet there are some weaknesses. Dairy cooperatives have achieved grand success in rural development but the entry of dairy cooperatives in tribal areas is very spars. Other harsh fact is the poor or negligible participation of women especially the tribal. According to noble laureate and great Indian poet Gurudev Ravindranath Tagore “Women is the Builder and Moulder of Nation’s Destiny”. Time immemorial, women are described as the better half of men. But in reality, the women in our country do not tally with this description. It is well known fact that women have played and continue to play a key role in conservation of basic life support systems such as land, water, flora and fauna. Women have to play a dual role, as a housewife and as income earners. Women constitute nearly one half of the world’s population having enormous potential but being underutilized or unutilized for the economic development of the nation. The 2011 census of India estimated 586.41 million females against a total population of 1210.19 million. In India, women have remained as a neglected section of work force. They are not considered at par with men. Women are lagging behind men mainly because of the relative absence of economic opportunities and minimal participation.
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in decision making process. Educational backwardness is another major reason why women are lagging behind men. (Sushma, 2007).

Dangs district is situated in southern part of Gujarat. Its border districts are Tapi and Surat (Gujarat) in north, Navsari and valsad (Gujarat) in west and Nashik, Dhule and Nandurbar districts of Maharashtra in south and east. Whole area is hilly having reserved forest. Agriculture is poor due to absence of irrigation and poor fertility of land. Total family registered in district is 44699 with population of 226769 and whole population is rural. Dangs receives approximately 2500 to 3000 millimeter of annual rainfall, but there is shortage of drinking water during summer. It is most backward district of country and most of habitant migrate for labour work to nearest cities/ towns and mostly engaged in Sugar industry and in construction.

Various type of cooperatives including, Dairy, Agricultural credit, Forest (Jungle society), Housing, Credit, Poultry, are functioning in Dangs.

Attempts had been made by local politicians for dairy development in Dangs in early eighties through cooperatives. Dangs District Cooperative Milk Producers union Limited was registered but it did not become viable. Therefore, on request of existing milk cooperatives, Dangs had been included in milk shed of Vasudhara Dairy in 2001.

Vasudhara dairy started its intervention in Dangs in 2001. At present, 160 village dairy cooperatives are functioning in Dangs out of which 156 VDCs are exclusively managed and lead by women and are committed for rural development. It had been a challenge to develop Dangs through dairying because of three reasons,

1. Adverse geography of the region.
2. Poor yielding non-descript cows
3. Poor economic conditions of tribal farmers who also had no prior experience of animal rearing.

1.1. Various Activities Undertaken by Vasudhara Dairy for dairy development:

Valsad District Co-Operatives Milk Producers’ Union Limited, known as Vasudhara dairy came to existence in the year 1973 and the dairy started dairy
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development activities on Anand pattern in Valsad district in the year 1975. Initially before the dairy started, in the year 1973-1974, a survey conducted by National Dairy Development Board identified the region to be having low yielding animals; tribal farmers with poor economic conditions and the region had adverse geographical conditions. All these findings were huge challenge for developing dairying as a profession among tribals and suggestion was made that no dairy is feasible in Valsad District.

The dairy was established to cater to the needs of rural people with the objective of providing livelihood through dairy husbandry. The basic skeletal structure in which the dairy operates is that of a wheel and spoke system. The dairy is at the center which designs and creates policies for milk production and procurement and village dairy co-operatives are directly connected to the dairy in a spoke pattern. All the inputs are directly transferred to different village dairy co-operatives and the milk which needs processing along with the market, is brought to the dairy at processing plants. When Vasudhara dairy started procuring milk in 1975 it didn’t had any independent processing plant and hence all the milk procured was processed at the processing plant of Sumul Dairy, Surat. Vasudhara dairy installed its first milk processing plant at Alipore in 1981, the headquarter of Vasudhara dairy. At present, Vasudhara dairy has nine processing plants, both milk processing and milk product manufacturing at Alipore, Boisar, Nagpur, Motaponda, Dhule with turnover of 995 crore rupees. Dairy has developed milk procurement co-operative network in three different districts i.e. Valsad, Navsari and the Dangs, out of which Dangs is located in the hilly area of Sahyadri mountain.

Vasudhara Dairy, since its days of inception is committed for socio-economic development of farmers and women empowerment through dairying. Dairy has network of 1046 village dairy cooperatives in milk shed and is deeply involved in community development and encouraging Dairying as a viable alternative source of income. Out of all the total 1046 societies, 851 (81.35%) societies are organized, managed and lead by women. Women societies in the tribal belt are 793 which are around 75.81% of the total societies (Vasudhara dairy’s annual report, 2013).

The dairy has achieved this milestone over three decades by creating and implementing different innovative activities and policies depending on the local
needs. There are many programmes and activities which dairy conducts and fulfills the developmental needs of rural people; but for simplicity, all activities are categorized into five different broad categories based on their objectives.

1.1.1. Identification and Initial set up of a dairy cooperative

Vasudhara dairy, based on its objective, plays an important role in creation of a village dairy co-operative. Farmers of any village of milk shed can request Vasudhara dairy for organizing milk society in their village. If there is no milk society in the village, dairy organizes Co-operative milk society and if a Milk Co-operative society already exists in the village, then a no objection certificate is required from existing milk society before organizing new milk society in the same village.

Dairy arranges awareness programmes for milk producers about the benefits of co-operation and benefits of co-operative milk societies. With the help of extension activities like visits to dairy plant and of other successful village dairy co-operatives, farmers are shown how the whole village can benefit from co-operation. In a nutshell, farmers are given the knowledge of the potential they have and how to use their potential for self development and the overall development of their village.

After the completion of awareness process dairy facilitates organization of a village dairy cooperative. A gram sabha is organized and necessary resolutions are passed for creation of new society in village. Employees are recruited by Village Dairy Co-Operative to run day to day business. Members, management committee members, employees all are informed about their role and responsibilities.

1.1.2 Milk procurement, and Technical Input support

Milk procurement system is based on a simple fact that small and marginal farmers produce milk in small quantities as per their capacity and deposit it to village dairy co-operative. The dairy co-operative collects milk from its members at the milk collection center. The milk from all the different societies is brought at the plant for processing.
Dairy provides technical support in the form of animal husbandry and veterinary services to the village dairy co-operative members. Specialized trained veterinary doctors of dairy visit the villages on need basis and provide information on Dairy Husbandry and on preventive veterinary care. Various Input services provided by dairy are as under.

1.1.2.1 Artificial Insemination and Veterinary Services

Artificial insemination is a process in which female animals (cows and buffaloes) are inseminated artificially. Semen of bulls are collected, processed and stored in LN2 containers which are used for insemination with medical instrument (A.I. Gun) when animals are in heat. Practically, it is not possible and advisable to cover the animals through natural service as good quality bulls are scarce. Also, maintaining bull is not possible. Therefore, cows and buffaloes are inseminated artificially. Till now, Vasudhara dairy has created 261 artificial insemination centers in the villages and it maintains all the centers, supplies semen, LN2, containers and necessary training for performing of artificial insemination at farmer’s doorstep. Vasudhara dairy’s artificial insemination centers cover its entire village dairy Co-Operatives. In the year 2012-2013, 2,34,125 animals were artificially inseminated through the network of artificial insemination centers.

Under veterinary services dairy focuses on preventive care through vaccination, Deworming and by training farmers on management of animals. With the network of 261 First Aid Centers Dairy provides veterinary services to the milk producers. During the year 2012-2013, 57927 animals were treated for first aid and 235950, 4772,242590 animals were vaccinated for Foot and Mouth, Thilarasis and H.S. respectively.

1.1.2.2 Cattle Feed Supply

Vasudhara dairy have taken the responsibility of supplying cattle feed rich in nutrients and mineral mixture to the members of milk societies. Dairy
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negotiates the prices for the best quality of cattle feed and mineral mixture available from manufactures, mostly from cooperatives and then through its strong network system ensures the timely delivery to the members. Dairy capitalizes its acquired technical expertise, market position and distribution network to get the best quality of cattle feed at the minimum prices, directly from the manufacturers and makes it available to the farmers, through VDCs. During the year 2012-2013 dairy had supplied 71600 MT of cattle feed and 118830 kgs of mineral mixture.

1.1.2.3 Fertility Improvement programme (FIP)

Vasudhara dairy has implemented Fertility Improvement Programme (FIP) with the objective of increasing the number of productive animals and reducing the number of unproductive animals. This programme is focused in VDCs where unproductive animals are high in number. The programme is initiated by first conducting a survey in the VDCs and identifying farmers having unproductive animals. Awareness meeting for FIP is conducted before registering the animal under the programme and then all the technical assistance and treatment is given with an objective to get animal conceived. During last five years 45667 animal get conceived out of 56788 animal registered (80.42% conception rate).

1.1.2.4 Productivity Enhancement Programme (PEP):

Farmer can be in business by reducing the cost of milk production only. Thus productivity of animals has to be enhanced on continual basis. Under this programme dairy aims to reduce inter calving period, age at first calving and number of AI per conception. Each female calf and cow is registered and history of AI, PD milk production is recorded. Training regarding Animal husbandry is also given to farmers, which results in increase in productivity. This programme is launched during the year 10-11 and 15869 cows are registered by 31st March 2013.

1.1.2.5 Clean Milk Production (CMP)
Clean milk production (CMP) is an approach for production of quality and clean milk at the producer level and arranging logistics and infrastructure in such a way that it reaches to processing plants with minimum number of bacterial load, free from foreign material having natural sweetness and flavor of milk and safe for human consumption. Vasudhara dairy initiated this programme in 2000 and till today awareness regarding clean milk production is given to all the milk producers and BMCUs are installed at 46 village level milk cooperatives for chilling the milk. Dairy has planned to create infrastructure (Bulk Milk Cooling Units-BMCUs) to all the milk societies supplying 500 list milk daily.

1.1.2.6 **Insurance**

Majority of farmers associated with Vasudhara dairy are poor and hence have a limited or no capacity to purchase cows and buffaloes on their own. They purchase milch cows by availing loan from Vasudhara dairy. To avoid loss to farmers in case of death of animals Vasudhara dairy plays a significant role by insuring the animals. In case of death Vasudhara dairy pays insured amount to farmer through Insurance Company. During the year 2012-2013, dairy had insured 28118 animals.

1.1.2.7 **Paddy Straw (Puretia) Urea Treatment:**

Paddy straw is called Puretia in local language. Paddy straw contains woody material which is not digested but if treated with Urea its digestibility increases manifold. Thus Vasudhara trains its milk producers to treat Paddy straw. Every year Dairy arranges demonstration on Paddy Straw Urea Treatment. During year 2012-13, Dairy organized 100 demonstrations for training the milk producers.

1.1.2.8. **Fodder Development programme:**

Green fodder is essential for better production and productivity. Vasudhara sales good quality seeds, organizes fodder demonstration plots and disseminate technical knowledge to milk producers for growing and feeding green fodder. During 2012-13, Dairy sold 178074 Kgs of quality seeds to the milk producers and organized 500 fodder demonstration plots.
1.1.3 Financial support

Financial support is one of the most critical aspects in case of farmers of tribal area as they are economically marginal and so they face major hurdles and challenges with respect to financial stability. Financial instability creates challenge for farmers of tribal area for initial capital investment for cattle purchase and for basic necessities for milk business. Vasudhara dairy understood this challenge faced by tribals and has developed different innovative farmer friendly programmes to ensure complete support to farmers specially women interested in joining the dairy as a source of livelihood. The major programmes are discussed below.

1.1.3.1: Swavlambi Gramin Nari Yojana:

Vasudhara dairy supports any village women, motivated and interested to purchase cross bred cow, financially. The dairy ensures a subsidized loan to women for the purchase of cow at the subsidized interest rate of 9% (current bank interest rate is between 11 to 12%) without asking for any collateral submission, which is then recovered within the period of 36 months. This scheme ensures seed money for milk production business for low income people resulting in additional income for people. During the year 2012-2013, Vasudhara dairy had given Rs. 1457.70 lakhs loan under this programme to women to purchase cross bred cows.

1.1.3.2: Heifer rearing Programme:

Through artificial insemination (AI) services, approximately 50,000 cross bred female calf are born every year. To rear these calf in good productive cows, Vasudhara dairy had conceptualized, designed and implemented Heifer Rearing Programme from the year 1990. Under this programme dairy provides input needed for heifer rearing i.e. calf starter, cattle feed, mineral mixture, Pashuposhak, insurance, preventive veterinary care and training to women milk producer till animal reared as a cow, Vasudhara dairy provides these inputs on cost basis and do not charge any interest up to twenty eight months till heifer becomes cow. During the year
2012-2013 dairy had covered 4466 calf under heifer rearing programme and provided loan worth Rs 330.60 lakhs to farmers under this programme.

1.1.3.3 Loan to purchase Paddy straw, Equipments, construct animal shed, Biogas etc

Most of the milk producers do not have enough paddy straw /grasses to feed their animals whole year and thus need money to purchase the same. Vasudhara supports its members by providing subsidized loan for Paddy straw / dry grasses purchase and stock for whole year. It reduces the milk production costs and makes the endeavor more profitable for them. During the year 2012-2013 dairy had financed Rs 200.77 lakhs for purchase of paddy straw.

For better management and good rearing practices, it is essential that farmers use technologically advance equipments at dairy farm for cattle rearing activities. Farmers now use equipments like chaff-cutter, helpful in reducing the fodder wastage while feeding cows and milking machine, useful for milking milch animals safely. Vasudhara dairy provide loans to farmers to purchase equipments like chaff-cutter, milking machines. Dairy also provides loan for construction of cattle shed, arrangement of water and Biogas plant.

The village dairy co-operative is responsible for milk collection, testing quality of milk, recording and loading milk to vehicle. Current estimated initial setup cost needed for purchase of milk testing equipments (EMTs), Weighing scale, processor, stationeries and cans is one lac rupees. In the tribal area, people don’t have this kind of money and so Vasudhara dairy provides all the cans, milk testing machine, weighing scale and computer system. After VDC successfully starts operating and becomes viable, 50% of cost is recovered in installments from the milk society and the remaining 50% is managed through government subsidies.

1.1.4 Training and Educational support

The Dangs is a tribal area and Dairying had never been adopted as a profession in the past. So the knowledge regarding animal husbandry is low. Major income of the people in the region is through labour work. Milk production business requires
essentially careful handling of cows and hygienic milk production practices to maintain the quality of milk as it is a sensitive product. Vasudhara dairy has designed different sets of training programmes for different stages and regularly conducts training for good quality milk production. The different training programmes are discussed below.

1.1.4.1 Orientation of farmers to Co-Operative model

Farmer’s orientation is primarily focused on introducing the co-operative network model of milk production and procurement. The training imparts knowledge about how the system is working. The mission and vision of organization are shared with people and the role and responsibilities of farmers are explained to them.

1.1.4.2. Basic Animal Husbandry

The basic animal husbandry training module is designed to impart knowledge about dairy husbandry. The farmers are trained on feeding, breeding and management aspects of Dairy Husbandry.
1.1.4.3. Pregnant cow care

Vasudhara dairy developed this training module to train farmers to take care of pregnant cows. The training imparts knowledge about what specific technical care should be taken by farmers to maintain the health of pregnant cow for proper development of the calf and to keep animal healthy.

1.1.4.4. Care of Milking and Dry Animal

This module trains farmers on how to take care of dry and milking animals.

1.1.4.5. Preventive Care: “Prevention is better than cure”

Vasudhara dairy trains farmers for preventive care methods as it is better option for animal rearing.

1.1.4.6. Silage and Hay Making

In this module, Vasudhara dairy demonstrates and trains farmers to adopt the silage and hay making techniques.

1.1.4.7. Tester Training

The dairy designed the tester training module with the objective to train staff to test the quality of raw milk. The personnel at the society are thoroughly trained on how to test the quality of milk. This training is critical for Dairy cooperatives as whole payment is made on the basis of milk testing.

1.1.4.8. Artificial Insemination Training

Artificial insemination workers are trained to conduct artificial insemination at farmer’s doorstep. Whole expenditure of training is borne by Vasudhara dairy. Dairy supervises their work and if needed, refresher training is also arranged for A.I. workers.

1.1.4.9. Leadership Training

As the system works on the principle of co-operation, many people are involved in the system to run the milk society in a democratic way. Leadership training is imparted to people who lead the milk societies with the objective
that people do the right thing for the benefit of people. The leadership module focuses on teaching values, ethics and honest behavior for the benefit of all. Participants are also trained to conduct business of milk society in effective way.

### 1.1.4.10. Secretary Training

Village dairy co-operatives hire secretaries from the villages. They need a formal training of writing books of accounts, conducting meetings, understanding of Co-operative laws etc. Vasudhara dairy provides training to secretaries and enable them to work effectively.

### 1.1.4.11. VMS workshop for members

This module is designed to educate the village dairy co-operative members for planning and monitoring the VDC’s activity.

### 1.1.5. Community Development and Other Activities

In addition to all the above mentioned activities, Vasudhara dairy is involved in community development activities which are useful to the farmers. Dairy imparts knowledge about the benefits of technologies available in the market and informs them about the benefits. Some of the activities are mentioned below.

#### 1.1.5.1 Vermin-compost Scheme

In this scheme, dairy imparts technical knowledge and trains farmers for developing organic manure from agricultural waste, cow dung and kitchen waste. The manure produced from this process is used by farmers in their field for better fertility of their farm at very low cost. In case of farmers produce manure at large scale, Vasudhara dairy arranges the marketing for excess manure through its large network. Till 2013, dairy helped in developing 282 vermin-compost pits.

#### 1.1.5.2 Bio-gas Plant

Vasudhara dairy provides technical assistance to farmers on installing and usage of bio-gas plant. Cow dung and waste generated from the cattle shed are utilized as raw input into a bio-gas plant which generates cooking gas
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(methane is main component of gas generated) and farmers use it for cooking purposes. Slurry is again used as manure. Till 2013, Vasudhara dairy assisted in constructing 6272 bio-gas plants to women members of village dairy cooperatives with financial assistance of 188.16 lacs rupees.

1.1.5.3 Low Cost Sanitation

In the tribal belt proper sanitation practices is an issue. Vasudhara dairy initiated a scheme for improvement of sanitation conditions in rural villages. Under this scheme, Vasudhara dairy provides technical and financial support for the construction of low cost toilets. The dairy has financed around 2586 low cost toilets at the cost of 71.43 lacs rupees. In 2000, the dairy tied up with UNICEF for constructing low cost sanitation facilities for farmers in villages.

1.1.5.4 Self Help Groups

Vasudhara dairy has assisted in initiation of self help groups of women members with the objective of helping women for making the best use of their earned money and to increase their financial stability making them independent from private money lenders. Through this scheme women can save, borrow and use the money as and when they require for their social needs. Till today, Vasudhara dairy has organized 2981 self help groups and covered 53437 women members. This scheme has saving of Rs 3003 lacs and an amount of Rs.1590 lacs is in internal lending as on March’2013.

1.2 Rationality Behind Selecting the Topic

Apart from developing dairy as source of livelihood, Vasudhara undertook many programmes for institution building. Vasudhara endeavored for sustainable growth, building social capital, bottom up development, encouraging people’s participation and empowerment of women.

The Review of literature indicates that dairy cooperatives generated income and employment in rural areas. Productivity of milch animals has been increased through introduction of technology, supply of various inputs and by providing regular and assured market for their produce.
Most of the studies associated with dairy cooperatives in the available literature are from non-tribal areas and very less work has been done on impact of dairy cooperatives on women empowerment. Dangs district is fully tribal, falls under 18 most backward districts of the country and intervention of dairy cooperative has taken place in the last 12 years only. This study will throw light on socio-economic changes and women empowerment taking place through dairy cooperatives.

Thus a study was carried out on “Dairy Cooperatives as a tool for Rural Development and Women Empowerment in Dangs”. This involves three important issues viz. Interventions of dairy cooperatives carried out in the area of study, Socio-economic condition of people and women empowerment status in study area.

1.3. Objective of study

The objectives of study are to understand and study:

1. Management of village dairy cooperatives and their efficiency.
2. Various services provided by village Dairy cooperatives to milk producers with the help of Vasudhara Dairy.
3. Milk consumption status among milk producers.
5. Gross earnings and net income to milk producers through dairy husbandry.
7. Status of migration for labour job among tribal milk producers.
8. Women empowerment status.

1.4. Hypothesis

The hypothesis considered in the study includes the following assumptions:

1. Dairy cooperatives influence dairy business.
2. Women dairy cooperatives improve awareness amongst women along with improvement in their living standard
3. Socio economic development is attained through Dairying in tribal areas.
4. Employment is generated due to functioning of Dairy Cooperatives.
5. Milk consumption among milk producers is not increased due to functioning of VDCs.
6. Dairy co-operatives have no impact on migration of tribals for labour job.
7. Milk production is dependent on management of animals.
8. Women Empowerment is taken place due to functioning of women dairy cooperatives.