Chapter – II

THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE
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The second chapter deals with theoretical framework and review of the previous studies concerned to subject matter. In this chapter a brief review of research studies conducted by individual researchers and research institutions on managerial practices of dairy farmers are presented. Theoretical framework and review of empirical studies are presented here below and at the end of the chapter identification of research gaps are presented.

2.1 Theoretical Framework

Father of Nation Gandhiji and his ideas on economics are a part of his general philosophy of life. The ideas, Gandhiji outlined principles on which he wanted to build the ideal socialist society. And the Humanism: Man is both the means, and the end of all activity. Gandhiji also the measure of performance. Everything functions with a human face. All ideas, institutions, and actions are to be judged in terms of whether they help in building a better man also. The Simple Living high thinking: Gandhi had faith in materialism without lust and passion also. The Material progress must be subservient to moral growth also. The ultimate aim of man is not to accumulate wealth and enjoy luxuries of life, but to attain the higher values of life, and to lead a simple and full life. Simple living and high thinking should be the motto of life. Social Justice: Society is divided between rich and poor, between the strong and the weak, between the privileged and unprivileged, and between the elite and the masses. The principle of social justice requires that the former must help the latter in
fulfilling their basic requirements. The ideal functioning of the society must aim at providing social justice and reducing inequalities in the society.

**Harmony in Management**

The ideal economic condition according to Gandhi is self sufficiency of the economy. To achieve this objective, the following harmonies should be maintained: (a) the requirements of the people must be in harmony with the resources of the economy and, (b) production technology should match the country's requirements also. So as per Gandhiji harmony in the management is very much required.

**Employment and Management**

As we know that Gandhiji has emphasized employment opportunities to all. And the full employment of human resources is the primary need of a country. By full employment, Gandhi meant the employment of each and every individual only. The goal of Full employment cannot be attained through the development of large scale industries. These industries generally use capital intensive and labour saving technologies, and do not provide sufficient employment opportunities. Moreover, most unemployed people live in rural areas. Then the cause of rural underemployment is the seasonal nature of the agriculture sector. The agricultural workers work on land for six months and for the other six months they remain idle. And it will be disadvantageous for the mechanized industries to employ such underemployed casual labour in the concern. Again, the underemployed agricultural workers have religious, cultural and social attachments with rural life, and, therefore, cannot be expected to leave their homes easily for employment in the urban industries. Thus, mechanization and large scale production provides no solution to the problem of unemployment in the agriculture-based, over-populated economies. As Gandhi pointed out: "Mechanization is good when the hands are too few for the work intended to
be accomplished. It is an evil when there are more hands than required for the work, as is the case in India.” The main problem of unemployment, according to Gandhiji, can be tackled only by developing village and cottage industries. These industries are capital-saving and labour- using strategy. They take employment opportunities to the doors of the unemployed and ideally fit in with the rural conditions also.

Management & Gandhism

The concepts of ‘Ethics’ and ‘Morals’ are often used interchangeably but ethics and Gandhian values are broader than morals. Ethics is the study of what we understand to be good and the right behavior and how people make those judgments also. The ‘Business Ethics’ aims at integrating core values like trust, honesty, fairness, social responsibility in the way entrepreneurs and business houses in making and evaluating business decisions in the concern.

At present many businesses are involved in the social action. A decision as to whether companies should extend their social involvement requires a careful examination of the arguments for and against such actions. Certainly society’s expectations are changing and the trend seems to be lesser social responsiveness. And the public survey of Harvard Business Review, most respondents considered social responsibility a legitimate aim for the business sector. In the Webster’s Dictionary, Ethics is defined as “the discipline dealing with what is good and bad and with the moral duty and obligations also. Generally the Corporate governance must take consideration of ethical values and social responsibility in Gandhian way.

Importance of Ethics in Management

Generally there are several factors which are essential for the business in a long run like employee’s welfare, environmental concern, success and
career of managers, decision making, personal and social values of entrepreneur and country, avoiding penalties from the concern. And the West has reached extreme stage of development, progress and over indulgence system. Then they are trying to back simplicity. The Societal Marketing Concept (Philosophy) gains more widespread acceptance in the academic and business world you will see the teachings of great men like Mahatma Gandhi, along with many others be applied to higher education curricula in the system. Then the just like the “Art of War” was applied to business during the 80’s, we will have the teachings of other more socially responsive philosophies applied in the year 200 also. The professional responsibility and ethical behavior are in conflict with maximizing profits also. In this mission, they are looking for the route in Gandhism particularly. Then Gandhi was one of the best managers of all times. And He knew the importance of management. We can see his management skills, whether it’s man management, organization management, time management and especially ethical aspect, in all his acts in the society. So He managed them all very well and these skills led him to achieve his targets. Gandhi is an emblem of management system. And the economic thought expounded by him was moral and humanistic system. To Gandhi, the only sensible economics was the one that holds human dignity and also a quality of life necessary to promote the system. Gandhi wanted economics to focus not just on how an individual is likely to behave but also how he ought to behave in the economy.

The Gandhi’s attack on industrialization is even more scathing than that on machinery in the management. To Gandhi “industrialism depends entirely on your capacity to exploit, on foreign markets being open to you, and on the absence of competitors…” it is this Western path that Gandhi does not want India to follow because “if an entire nation of 300 million
took to similar economic exploitation, it would strip the world bare like locusts in the management system.

Then the Gandhi pleaded for the humanization of business for immunization against the ideas of distrust among the communities of the nations and the nationalities of the world. Gandhiji wanted to take the country from areas of hostility into areas of harmony of faiths through ethics, so that we could work towards understanding each other in management. Gandhiji mass contact programme was specifically aimed at generating a climate of confidence and competition and eliminating misgiving and misconceptions, conflicts and confrontation in the society. Then Gandhi argued that true economics never militates against the highest ethical standard just as all true ethics, to be worth its name, must at the same time be also good economics, true economics stands for social justice; it promotes the good of all equally, including the weakest and is indispensable for decent life also in the society.

**Related Gandhian ideologies on Ethics in Management Concerns**

Broadly, The Ulrich & Thielemann observed that 85 percent to 90 percent of the managers generally subscribes to the statement that sound ethics is good business in the long run whereas ‘Bird and Waters’ (Moral muteness of managers 1989) insists on the ‘Moral muteness’ where there is threat to harmony, efficiency and power effectiveness which is devastating for the business in long run also. The ‘Swami Vivekanand’ said that, “If wealth is lost nothing is lost, if health is lost something is lost, but if the character is lost everything is lost” only. And W. M. Hoffman emphasizes on moral corporate culture and moral autonomy of individuals in the society. Phronesis echoed practical objectiveness, either private or communal eudemonia. And every religion in India like Hindu, Muslim, Sikh, Christian, Jain and Buddhism had its own impact in several ways and Gandhiji learned
all good things from all the religions and propounded his own theories of social and business ethics which were derived word by word from religious texts and philosophies in the management system. The Jainism and Buddhism emphasizes on the minimization of the wealth and striving life on the minimal conditions in the life of every person. Even Gita (holy book) explains ‘the driving forces in today’s rat race are speed and greed as well as ambition and competition also. Then the natural fallout from these forces is erosion of one’s ethic-moral fiber’ in the system.

And Gandhiji had established the credibility by his actions through examples of good governance and the world adopted his ideology for their development planning. Mahatma Gandhi was someone who was stubborn and has strong principles of righteousness in the management system also.²

2.2 Review of Empirical Studies

Many studies have been conducted by different scientists and economists on economics and managerial practices of dairy and dairy development in India. Detailed reviews of some of the important previous studies on the managerial practices of dairy farming are presented here below;

Abdul Hai et. al., (2003) have observed that livestock farmers considered neighbours and relative as the most potent communication source in transfer of livestock production technologies, followed by village level worker (18.00 percent), B.A.H.O. / T.V.O. (14.50 percent), university scientists (11.50 percent), village mukhiya (8.50%), and voluntary organization (6.00 percent). And as regards to mass media communication source, the livestock farmers preferred radio (46.50 percent) as the most important and effective source of communication, followed by Kisan Mela/cattle show (25.50 percent), television (11.50 percent), film show/
video show (7.00 percent) non-projected visual aid (5.50 percent) and extension literature (4.00 percent) respectively.

Baviskar’s (1986) has conducted the study on cooperative milk producer societies based on data collected during field work in two villages of Surat district. The study opined that the increase in the number of cooperative milk producer societies and their impact on dairy development in the tribal area of Gujarat State. It is focused upon milk cooperatives managed by Jesuit missionaries in the region presenting a detailed description of their internal organization. The main reason for the success of the Jesuit seen cooperative was found to lie with the loyalty of its members and integrity of its leaders. The secretary of dairy cooperative was found to be key functionary in the success of the project in the study area.

Bhagyalaxmi et. al., (2003) have stated in the study that more than half of the dairy farmers (51.67 percent) had medium entrepreneurial experience, followed by low entrepreneurial experience (36.67 percent), while only 11.67% of dairy farmers had high entrepreneurial experience of managing the dairy enterprise as found from the study.

Bhanja et., al., (1987) has examined the critical factors in organization of dairy cooperatives by selecting twenty one primary milk producers cooperative societies covering three milk production zones in Mahasana district of Gujarat state. They have observed that the societies were successful in the cases of members who joined a society besides economic reasons, and realization of social benefits only. The Milk producers who were selling through milk vendors had came to know some malpractices made by vendors in the district.
Biradar (1999) in his study has employed the break even analysis technique in dairy enterprise in Udyir taluk, Lathur district of Maharashtra State. He has observed that the break even milk production among beneficiaries was 1291 ltrs at the given price of milk i.e., Rs.7.23 further, the average BEP price per ltr of milk Rs.7.55. He has concluded that either milk producers should be able to procure 1291 ltrs for BEP level or the price should be raised from Rs.7.23 to Rs.7.55 respectively. The prices paid to milk producers were not remunerative compared to others with respect to milk production.

Chandrakala (2010) has conducted a study in Anekal taluk of Bangalore Urban district and she reported that 58.00 per cent of farmwomen labourers had high knowledge, followed by equal per cent (21%) in medium and low level of knowledge of improved dairy management practices.

Chaudhary and Panwar (2005) in their joint study have revealed that majority of milk producer members (61.25 percent) had medium knowledge level, whereas 20.00 per cent members had low knowledge, followed by 18.75 per cent members had high knowledge about advanced dairy production technology. Further indicated that the dairy co-operative society members possessed highest knowledge about aspects viz. type of flooring for shed (88.75 percent) followed by appropriate method of milking (84.17 percent), methods of insemination (76.46 percent), time taken by buffalo to expel placenta (76.25 percent), feeding of animals after calving (76.25 percent) and improved breed of buffalo for milk production is also satisfactory during the study period.

Chhikara et al (1975) has studied the relative efficiency of the different types of Milch animals in area of Anand milk plant of Gujarat. They have fitted cobb-douglas production function to estimate marginal
value productivities and milk production (input output details of Milch animals). They have also concluded that the use of green fodder, dry fodder, concentrates and human labour had explained about 45,93 and 90 percent of variation in the milk output of cow, murrah buffalo and cross bred cow respectively. The net return over the variable cost was highest for the crossbred cow, followed by murrah buffalo and cow. The total cost of milk production in lactation was Rs.1,795, Rs 3,340 and Rs.2,687 for the cow, murrah buffalo and crossbred cow in that order also. The study is satisfied with this finding during the study period.

Dixit et al (2004) has studied the economics of milk production in five agro climatic zones of Kerala. In this study they have come across with many findings. The primary data with respect of farm inventory, production traits of Milch bovines, feeds and fodder fed, labour utilization, production and consumption of Milk, value of various inputs and outputs, expenditure on veterinary and other miscellaneous items etc., were collected from 750 households only. The data pertained to the year 2002-03. The results of the analysis indicate that bovine husbandry forms an important component of the typical homestead-farming situation in Kerala state only. Then the crossbreeding of cattle has resulted in the spectacular performance of dairy sector in the state compared to other states also.

Dorsten (1986) has conducted the study related to the impact of the Kaira district cooperative milk producers union on milk production in Kheda district, Gujarat. From the study an unmistakable trend towards commercialization of the livestock by the year 2000 AD. Although India possessed an enormous cattle and buffalo population, annual milk production was very low compared to others. And the average annual milk yield per cow was about 504 kgs and one of the major constraints was supply and quality of feeds and fodder. By the year 2000 AD, There was
expected to be a short fall of concentrates, 19.8 MT of green fodder and 16.2 MT of dry fodder. The shortage was expected despite the declining trends in the dairy cattle population. And the study proposed a number of suggestions for improving the feed and fodder situations and also the wealth and breeding of dairy animals only in the study area.

Dwaipayan Bardhan et. al., (2005) study revealed that farmers were aware of some common livestock practices, like artificial insemination (91.67%), importance of protection of animals against ectoparasites and vaccination (75%), importance of feeding colostrums to the calves (73.61%) and concentrates to pregnant animals (69.44%), whereas the farmers were largely unaware of certain improved animal husbandry practices like superiority of dodder seeds (20.75%), feeding of urea treated straw (100%) and practice of weaning in their animals (34.72%). It was also found that the farmers were not maintaining any kind of records (100%) and not insured their animals (100%) respectively.

Gupta et. al., (2003) have in their study found that majority of the dairy farmers (97.50%) had knowledge about cleaning animal udder; hands and vessels, followed by improved breeds (91.25 %), care of calf (91.25 %), animal insurance (91.25 %) and clean drinking water (86.25 %). Whereas, 47.50 per cent of dairy farmers had lack of knowledge about enrichment of dry fodder, followed by shed for milking animals (33.75 %) respectively.

Harish.M(2011) observed in the study of “A Study on Development And Processing in Mysore Milk Union Limited” opined that Mysore dairy regarding the routine work which is carried out by them. It may help the development of dairy industry and the farmers of the rural economy only. So for this the information has been collected from the Mysore dairy, based on this the work in the dairy is carried out by stages from the entry of milk to
the dairy to packing of products, for this given importance to types of work carried out and the development of dairy industry in Mysore. This also helps in better work to be carried for the milk and milk products for the welfare of the dairy development in Mysore district of Karnataka.

Hirevenkana Gowda et al. (1988) have studied the impact of dairy development on the weaker sections of Bangalore north and Doddaballapur taluk of Karnataka State. The small, marginal farmers and agricultural laborers were selected from the villages having SFDA programmes in the study area. They were classified as Karnataka Dairy Development Corporation (KDDC) farmers and non-KDDC farmers who were not availing the facilities of cooperatives. They have found that more than 56 percent KDDC farmers getting only 25 percent of family income from dairy enterprises more than 64 percent of KDDC farmers had repaid 75 to 100 percent of dairy loan; whereas only 10 to 25 percent of non KDDC farmers had repaid 75 to 100 percent of dairy loans during the study period.

Jain (1980) has conducted the study on dairy development, through cooperatives, discussed that dairy development in Rajasthan included various aspects, like evaluation of cooperative system and its pattern of establishment, methods of milk procurement, and processing; supply of technical inputs; animal breeding facilities, supply of cattle feed; training and extensions; supervision and the extent of cooperative programmes in the state of Rajasthan.

Jawan Ram (1988) has made an attempt to analyze the organization and working of Jaipur district milk producer’s cooperative union limited, Jaipur. This study was conducted through personal interview with management and other employees of the union. It was found that the organizational structure and functions performed such as (i) milk collection
supply of technical inputs (iii) farmers induction programmes and (iv) supervision etc., were analyzed. Some drawbacks were found out and appropriate suggestions were made in the study also.

Jayachandra Reddy et al (2004), has conducted a comparative study of economics of milk production in three states, viz., Chittoor district in Andhra Pradesh, Erode district in Tamil Nadu and Kolar district in Karnataka involving aspects related to existing cost structure of milk production, profitability of crossbred dairy cows in the three states under the changed socioeconomic-political scenario and also suggests methods to improve the viability and profitability of these enterprises only. Then the net profitability varied from 43 percent in Tamil Nadu, 70 percent in Andhra Pradesh and 83 percent in Karnataka. The study has also further brought out the fact that higher fat content provides higher prices as milk is priced based on fat and solid-not-fat content by dairies in the state. Hence the proper scientific breeding procedure is to be followed to improve fat content in the milk as well as milk production per animal in the concern.

Jithendra Kumar (1990) has studied the performance of dairy cooperatives and their impact on milk production, income and employment in Chittoor district of Andhra Pradesh. The study revealed that the societies which were above the average level has shown better performance with an increase in membership and milk procurement, and profits of societies showed and increasing rate except the society-II in the district as per the study.

Kale et al (2000) has studied the financial position working and operational efficiency of 23 dairy cooperatives in Raigad district of Maharashtra State. They have studied the economic efficiency through income expenditure ratio, expenditure income ratio, rate of return on capital
and rate of turnover. They concluded that (i) the societies had low owned capital and were dependent on borrowing from financial institutions (ii) even though the working capital of the dairy cooperatives was low, their turnover was high because dairy cooperative did not make payment to milk producers from their own funds. Therefore, dairy cooperatives were able to carry on business with limited capital and (iii) majority of the societies was trading profit also.

Khin Mar (2005) has found from the study that 45.00 per cent of dairy women had medium annual income i.e., Rs. 30,001 to 50,000, followed by low i.e., up to Rs. 30,000 (29.16 %) and high annual income i.e., above Rs. 50,000 (23.33 %) respectively in the study area.

Kulkarni (1979) has observed that the lack of sufficient milk collection of cooperatives in the rural areas, malpractices in weightment and quality testing, inconvenient timings of milk collection, spoilage during the rains, and warm seasons and inadequate extension services were some of the lacunae in milk collection from the milk producers in the study area.

Kumar and Rout (1974) have observed in the study on economic response to feed on milk production for different types of feeds of dairy cows in Haryana, found that feed was the most significant factor influencing milk yield. Feed cost accounted for 60-70 percent of the total cost of production of the milk products only in the state of Haryana.

Lalwani and Kostha (2000) in the study of Decomposition Analysis of Milk Yield in Members and Non-Members of Milk Producers Cooperative Societies make out the significant differences of milk production function between members and non members of the milk society only. He also suggested to the dairy owners that buffaloes should be replaced by
crossbred cows only. In place of natural vegetation provided as green fodder to their animals, there is a need to replace the natural green fodder by improved fodder crops system.

Madhava Swamy (1982) has studied the comparative economics of production of local and graded research buffaloes in Kurnool district of Andhra Pradesh. He has estimated the relative share of crop and livestock production in total gross farm income of small and marginal farmers only. The Costs and returns of crops besides the cost of dairying, feed, concentrates, and milk yield pertaining to animal maintained were gathered. Tabular analysis was employed to draw results also. He has concluded that the graded murrah buffaloes yielded higher net returns by Rs.258 than local breed. The cost of production per liter of milk of local buffalo was Rs.1.50 as against Rs.1.3 in graded murrah buffalo. And it was revealed that out of the total gross farms income, 48 percent of higher net returns were contributed due to live stock production compared to crop production in the state.

Mattigatti (1990) has studied the performance of milk producer’s cooperative societies and their impact on dairy farming in Dharwad district. The author has selected a number of physical and financial indicators to evaluate the performance system. The secondary data required was collected from the various annual reports of milk producer’s cooperative societies for the period 1986-88 also. He has opined that both the physical and financial indicators of the societies showed significant growth in their values. The above average societies have already progressed with higher values for the indicators compared to below average societies, while below average societies well shown a greater rate of growth, hence; he concluded that over the period of time all these societies would contribute to the overall development of the societies in the economy.
Mundhwa and Padheriab (1998) have observed in the joint study that 63.56 per cent of dairy women were possessed medium herd size (4 to 10 animals), followed by large herd size i.e. above 10 animals (29.33 percent) and small herd size i.e., 1 to 3 animals (7.11 percent) respectively in the study area.

Mundhwa and Pandheriaa (1998) have reported in their study that more than half of the dairy women had low experience in dairy farming i.e., up to 10 years, followed by medium i.e., 11 to 20 years (40.44 percent) and only 5.78 per cent of dairy women had high i.e., above 20 years of experience in the concerned field.

Neeraj Rao et al (2004) have studied the economics of milk production in Kanpur district of Uttar Pradesh and Two blocks from the selected district and five villages from each selected blocks were selected randomly in proposition to the number of farmers categorized under three size groups of 0-1 to 1-2 and above two hectares also. And the study revealed that the total maintenance cost of a milch animal per lactation increased as farm size increased. And on an average the maintenance cost of milch animal during a lactation period came to Rs.10,278. And amongst all labour charges accounted for the highest share followed by fodder and concentrates only. The gross income from milk production was higher on large farmers because of excess utilization of concentrates by large farmers. Input output ratio was the highest on small farmers and it was 1:1.31. The elasticity of production for fodder was the highest followed by human labour and concentrates for all farms in the district.

Parthasarathy (1975) has studied the economics of milk production and trade covered on hundred dairy farmers supplying milk to the Integrated Milk Project (I.M.P), Vijayawada, Krishna district of Andhra Pradesh.
input output ratios, cost components were analyzed. They revealed that the average input output ratio was 1.31 per animal and the average yield was 2024 it’s per lactation and the total cost of maintenance was Rs.3,112 and 85 percent of it was on feeds. Most of the milk trade was with private agencies and only one fourth was with I.M.P in the milk production in the state.

Patil (1991) has studied the performance of the Karnataka Milk Federation and its impact on dairy development in Karnataka. He observed that milk procured (in tones) increased by 26.95 percent during KDDC (Karnataka Dairy Development Cooperation) period and 190.41 percent during KMF. However, the overall percent increase was around 8018 percent. Possible reason for such high increase in milk procurement were, viz., the considerable rise in registration and DCS commissioned as well as the number of milk routes made operational, which had increased the DCS commissioned and milk routes operational by 2545 and 721 percent respectively in the state of Karnataka.

Periyasami (2006) has observed in the study that out his studs Global Milk Production – an Overview, Dairy scenario in the global level has been presented in this paper. The world wise milk production and the share of different countries in the total milk production show an encouraging trend. The per capita consumption of milk in India is less, the milk procurement is more. The main reason for the increase in milk production in India is the implementation of Operation Flood programme in the year 1970 by the National Dairy Development Board. But this programme was implemented in three phases and ended on the year 1996.

Rajanna et. al., (2003) have found from the study that 28.00 per cent of dairy farmers used the services of the local veterinarians for knowing the management practices of dairy farming, followed by milk-co-operative
societies (20.00 percent), personal experience (16.70 percent), contacting other farmers (12.00 percent), paper /magazines (10.00 percent), television / radio (8.00 percent), training programmes /meetings (3.30 percent) and contact with scientists (2.00 percent) respectively.

Ramachandran(2005) has observed in his study on Growth and Development of Tiruchirappalli District Co-operative Milk Producers’ Union Limited highlights productivity performance of the dairy industry across the country also. Hence, union with its austerity measures was able to achieve its targets economically, efficiently and successfully. And his study focuses on trends in milk procurement and sales of the milk union.

Rangaswamy and Dhaka (2007) have conducted the study on milk procurement cost for co-operative and private dairy plants in Tamilnadu- A comparison. And they have highlighted cost of procurement, transportation, reception, collection of milk and cost of chilling of milk. According to this study the procurement cost of milk was higher in co-operative dairy plant than the private dairy plant and the same increased between flush, transitory and lean season. It could be attributed to increase in the reception cost of milk and marginal increase in transportation cost of milk in the co-operative dairy plant.

Rayudu (1985) in the study is measured the financial operations and performance of cooperative dairy farming in Andhra Pradesh studied different financial ratios such as current ratio, test ratio and debt equity ratio. He has opined that ratio analyses had a dominant role not only for the appraisal of financial performance of cooperative dairy farming, but also for their ability to handle professional financial management system.
Reddy (2000) has studied the employment opportunities and the standard of living among the rural folk and compared between arable farming, mixed farming and dairy farming laborers in milk shed area of Vijayawada and the dry land area of Chittoor district. Then the data was collected by survey method from selected respondents. The secondary data were collected, and analyzed systematically. They have found that mixed farming created 32 percent of extra work as compared to farming community. The dairy farming created 45 percent of extra work as against mixed farming and 92 percent of extra work as compared to arable farming. They have also estimated that an additional employment for 129 days as compared to mixed farming and 225 days as compared to arable farming were found by maintaining dairy farming in the district.

Rupendrakumar et. al., (1999) have found from the study that only 2.78 per cent of dairy farmer members of dairy co-operative had low level of extension contact, while more than two third of dairy farmers (69.44%) had high, followed by medium (27.78%) level of extension contact with extension personnel in the study area.

Sah and Ramchand (2002) study revealed that large chunk (75.56 percent) of dairy farmers in the study area were medium adopters of innovations in the system. Then the trend was also similar in separate area of dairy practices viz., management, health care, breeding and feeding, where, 77.78 percent, 74.44 percent, 72.23 percent and 72.23 per cent of respondents were medium adopters of recommended practices, respectively.

Saha et. al., (2003) have observed in the study that equal per cent of the dairy farmers had low (30 percent) and lower medium (30 percent) level of knowledge, followed by high (22.50 percent) and upper medium (17.50 percent)
percent) level of knowledge regarding clean milk production practices in the study area.

Sambasiva Rao, (1985) has studied the factors affecting milk production, marginal value productivity of different resources at their respective geometric mean levels in Nagarajuna Sagar project command area of Andhra Pradesh. Cobb-Douglas type of production function was used to express relationship between the average milk yield per day and value of dry fodder, green fodder, concentrates per animal per day, number of lactations completed, labour hours used per animal per day, value of animal (in rupees) and age of animal. He observed that the inputs like green fodder and concentrates were the principal factors affecting milk production in all the size groups of farmers and estimated marginal value products of green fodder and concentrates were greater than factor cost implying that all the farmers were under utilizing these two inputs. He has concluded that the use of green fodder and concentrates increased the milk yield and regarding labour, only marginal farmers were utilizing in an efficient manner in the milk production.

Sathidas et. al., (2003) have noted in the study that under breeding practices more than three fourth of dairy farmers owned crossbred cows (83.33%) and practicing artificial insemination in cows (76.67%), whereas under disease control practices, majority of dairy farmers (96.66%) were practicing regular cleaning/grooming, followed by vaccination against contagious diseases (90 %) and Hygienic milking (83.33%). Under the management practices, 93.33 per cent dairy farmers fed colostrums to newly born calves, whereas only 13.33 per cent of the dairy farmers had pucca cattle sheds in the study area.
Shankara Murthy (1986) has studied the performance of Karnataka State Cooperative Marketing Federation Limited. He has used the financial ratio analysis to evaluate the financial performance of the federation. He has used different ratios to study the different aspects of financial position of the federation such as solvency, liquidity, turnover, profitability, efficiency and strength also. He also observed that the ratio analysis would provide better idea of the financial position of the federation.

Sharma et al (2004) have conducted the study to estimate the contribution of dairy and crop enterprises towards income and employment in relation to different size of holdings in the semiarid region of Rajasthan. For this study data were collected from 60 farmers in the four adopted villages of Sikar tonsil of Sikar district during the agricultural year 2003-2004 year. And the farmers were classified in to different size groups, namely, small (upto 2 ha), medium (2 to 4 ha) and large (4 ha and above). From each village and each size group, 5 cultivators were randomly selected for the study. The Dairy enterprise provided maximum employment of 338 man-days and crop farming provided 219 man-days only. The Per worker employment from crop and dairy farming were 80 man-days and 123 man-days, respectively. Hence, dairy farming plays a key role in increasing employment and income in the semi arid tract of Rajasthan state economy.

Shinde et. al., (1998) have found that nearly two-third of dairy farmers (65.83 percent) had low income i.e., up to Rs. 5,000, followed by high income i.e., Rs.10,000 to 15,000 (20 percent) and medium income group i.e., Rs.5001 to 10,000 (14.17 percent) respectively. They found that dairy farmer’s income has been improved.

Shreeshilaja (2000) has reported that among several practices, large majority of farm women adopted the practices like maintenance of separate
cattle shed, location of the cattle shed, type of floor for cattle shed, feeding colostrums to the calf within six hours, artificial insemination, drying period of the pregnant animal, frequency of milking the animal, green grasses grown, keeping the sick animal separately, method of controlling diarrhea, method of controlling ticks and lice and burying the dead animals respectively.

Siddaram, et., al (2007) observed in the study on Processing and Marketing Management of Milk and Milk Products in North Karnataka state. Then the study undertaken in Dharwad and Belgaum districts of Karnataka revealed both the co-operative and private sector units marketed their finished products through only one channel i.e., 100 per cent of finished production both units are marketed through channels. The installed capacity of private sector unit is higher than co-operative sector unit but the percentage capacity utilization is less in the private sector units. The study mainly concentrates about the main product and by product of the milk. The private sector unit should accelerate their capacity utilization by increasing procurement of raw milk, adequate planning and increased market sales only. The number of by products in the private sector unit is comparatively less than co-operative sector units. Hence, the private unit should increase product mix to increase their sales realization.

Sidhu et al (2004) have studied the impact of human resources management in dairy and income and employment in Punjab. The study also revealed that the livestock economy especially dairy is considered to be an economically viable alternative for increasing income and employment in the farm sector of Punjab state. It is clear from the study that the contribution of livestock economy to the farm sector has increased over time whereas the contribution of crop sub-sector to the agricultural growth as well as NSDP has declined due to stagnation/fall in productivity of
important crops, rise in fixed cost and degradation of soil and water resources. The importance of dairy especially on small and marginal farms has increased and the proportion of dairy to the total farm business income on these farms has been increased gradually. Then the economic sustenance of these farmers is primarily dependent on dairy enterprise as it helps in utilizing their surplus family labour, requires less land and water resources and provides cash income to meet their daily consumption needs only. The dairy sector has also helped in generating employment on small, marginal and semi-medium farms despite fall in employment in crop production during the study.

Singh and Rekha Dayal (2004) have conducted the study on economics of production and marketing of milk in the state of Uttar Pradesh. The Linear and log-linear functions were used to work out the estimates of factors affecting marketed surplus of milk both for the private and cooperative systems. The results of the study indicated that the feed and fodder cost was the most important item of the total maintenance cost accounting for 55 to 65 percent of the total cost. Then the net profit per day of a milch buffalo was very low due to the higher maintenance and low milk yield of milch buffalo on each herd size group in each zone of the state. And the net profit of milk production per buffalo per day was observed to be higher in the case of small size group due to higher milk yield of milch buffaloes in this size group as compared to medium and large herd size groups in both the zones of the country. The Lender utilization of plant capacity was the major factor for incurring losses by cooperative milk plant in fluid milk marketing system.

Singh et. al., (2001) have observed in the study that colostrums feeding, paddy straw feeding, maintenance of hygiene, mineral mixture better supplementation, bathing and deforming were adopted by 41.33
percent, 37.33 percent, 27.33 percent, 26.67 percent, 24.76 percent and 10.67 per cent of the farmers, respectively. The study shows that feeding played a significant role in the dairying during the study period.

Sujatha et al (2004) have studied the human resources management, market structure, price spread, marketing costs and marketing efficiency for milk in the cooperative and private sectors of Andhra Pradesh state. It was found that price spread was less in private sector and hence the consumer price was also less. And the major constraints identified in milk marketing were high feed cost; inadequate price for milk, poor credit facilities, disease outbreak, etc., Because of delay in the payment of fee for the milk sold to the cooperative society, the farmers approached the private firms only. And for enhancing the marketing efficiency of milk, infrastructure facilities like chilling plant, pasteurization and dairy products processing plants have to be developed for the betterment.

Suresh (2004) has reported in the study that majority of milk producers were in medium income group (80.33 percent), followed by high and low income groups i.e., 15.00 per cent and 4.17 per cent, respectively. The study indicates that income has been gradually increased in the study area.

Suresh (2004) study reported that majority of milk producer (68.75 percent) in Chittoor district of Andhra Pradesh had medium level of information seeking behavior, followed by high and low level with 17.08 and 14.17 per cent, respectively in the district.

Temkar (2000) have conducted the study in Anand district of Gujarat State, emphasized that 43.33 per cent of respondents had medium level herd size, followed by 40.00 per cent with low and 16.67 per cent with large herd
size. Further he reported that majority of respondents (83.30 percent) had medium to small herd size because respondents were not fully dependent only on dairying but preferred to have a low to medium size of herd to justify both animal husbandry and agriculture occupation in Anand District.

Thakur (1996) has studied the impact of dairy development through milk cooperatives in Gujarat which covered four milk unions which were at the different stages of development also. And Twenty-four village milk producers’ societies were selected randomly in four districts and 400 respondents respectively. Then the farmers are categorized, as landless, small, medium, and large in order to examine the impact of milk cooperatives on economic conditions of the weaker sections. It was observed that the landless people earn as much as 65-70 % and small farmers earn more than 25-30 % of the total income from dairying. The cash income obtained continuously from the sale of milk can be used for better management of Milch animals and for the purchase of improved agricultural inputs to some extent which help the farmers in increasing their total income during the study period.

Thakur And Singh (2004) have conducted the study in the year 2002-03 to assess the energy and cost requirement for milk production in different commercial dairy farms in four locations of Madhya Pradesh. The locations for conducting the survey was selected at random without following any statistical method as there are enough number of commercial dairy farms to get a good comprehensive data on the different activities in milk production. It was inferred that cattle raising was not only an important occupation for supplying the nutritional diet to the people but also it has greater concern to uplift the socio-economic status of the people related to agricultural sector also. Hence, raising goats, cows, buffaloes and birds as a supplementary occupation in the agricultural sector is apparently most economical for the
development of socio economical status of rural people particularly in weaker sections, having small and marginal holdings or low investment capacity and tribal communities in the economy.

Usha Tuneja and Narinder Singh (2004) have conducted a study on employment and income generation through livestock based milk processing units in rural Haryana state. The study also revealed that the production of milk in Haryana grew at the rate of 4.07 per cent per annum during 1980-1981 to 200-2001 particularly. Hence, the milk processing on commercial scale has great potential in terms of enhancing the income of the farmers by selling milk products in the expanding domestic and international markets also. So, promotional policies need to focus on the marketing bottlenecks and devise efficient marketing channels through public and private partnership also. The Special zones can be created in those areas where raw material/milk is easily available for the consumers. Then the alternative way could be formation of cooperatives like Amul product.

Veerakumaran(2009) has found from the study that about the focused on co-operative milk production and marketing network in the state of Kerala. Further he has identified the problems of milk co-operatives in Kerala, like escalating cost of production, occupational mobility and structural setbacks of the milk co-operatives in the state.

Vijaykumar (2011) have reported in the study that 45.84 per cent of entrepreneurs were under medium income group, followed by 27.50 per cent and 26.66 per cent of them who had low and medium income group, respectively. He opined that management skills in income level also have been improved.
Vinod et al (2012) have conducted a study with reference to 120 respondents scattered in six villages of two blocks in Rewari district of Hariyana to analyze the nature of markets and role of cooperatives in marketing of milk production. And it was observed that on medium and large category of farms the milk sold through cooperative society was found to be higher than the disposal through milk vendors and directly to the consumers mainly due to more marketable surplus. While on small farms the disposal was found to be almost equal, i.e., 35 percent through milk vendors and directly to the consumers, and the disposal of milk through cooperative society was less due to lower marketable surplus owing to smaller heard size.

Wadear et. al., (2013) study have revealed that average herd size of milch animals possessed by small dairy farmers was 3.58 percent, medium dairy farmers (3.83 percent) and large dairy farmers (4.20 percent) respectively. The study also opined that their status also improved due to the dairying.

2.3 Research Gaps

The review of the above studies did not give much importance to management practices and profitability of dairy cooperatives in India. On the basis of these studies we may say that few studies have been conducted on management of dairy farming in Karnataka and no such studies have found on the relevance of Gandhian Principles of managerial practices in profitability of dairy farming dairy farming in Mysore district. Hence, to fulfill this gap the present study has been carried out.

References


8. Agricultural University, 38 (1&2) : 98-103.


