CHAPTER : 5

VCMPSs and Rural Development

* Introduction

* Special Activities Done by VCMPSs

1. Animal Insurance
2. Donations to various Institutions
3. Subsidy for animal houses
4. Facilities for animal diseases
5. Special Visits of AMUL Dairy and N.D.B.S.
6. Literacy Programme
7. Staff Welfare Funds
8. Competition for insemination
9. Special Programmes
10. Communication Services
11. Modern and Scientific Services for increasing Milk Production
12. Subsidy for Rachko, AMUL dan and loan for purchase of milch animals
13. Spereading of Co-operation Thoughts
14. Effects of Co-operative Dairying
INTRODUCTION

Dairying is one of the most important activities for rural development. Its incorporation in the list of programmes for integrated rural development is only because of its vital role in the generation of additional sources of income and employment. National planners also recognised that dairy development programmes will create an asset for those who are poor in our rural areas and this asset will generate income and employment for them on a sustained basis. Moreover, this programme will also help in removing rural poverty, inequality and unemployment.

In the Kheda district, the organizational structure of dairy co-operatives is almost of a uniform nature. The main reason is that all the VCMPSs have been set up on the basic principles of co-operation. Although the rules and regulations for different levels of dairy co-operatives may vary according to their functions, activities and area of coverage, yet basically they have to work on the same principles. The main activities of VCMPS are as follows:

* Promoting dairy activity (Milk production) on modern scientific ways;
* Providing technical advices and guidance and extending necessary facilities to their members;

* Providing finances and credit facilities to the members for purchasing milch animals and cattle feeds (rachko, Amul dan, chatan etc.) and payment to be made for animal insurance, construction of animal houses, etc.;

* Owning herd for milch animal and providing veterinary services and artificial insemination facilities.

* Giving donations for the rural development programmes like maintenance of roads, electric facilities, drinking water facilities, donation to the primary and secondary school etc.

The most urgent and important services provided by VCMPSs in Kheda district for the rural development works are presented in Table : 5.1 .

Table 5.1 depicts the purpose-wise distribution of funds by VCMPS during the year 1990-91. The study of this table reveals that education fund is most important factor in their services for rural development. Out of total 20 VCMPSs in my study, 15 VCMPSs, i.e. 75.00 per cent dairies have contributed their funds for education development activities. The same VCMPSs have also invested their funds into animal improvement programmes and co-operation development activities in
### Table: 5.1

The Services Provided by VCIPSS's in Kheda District for Rural Development Works

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Source: Various Reports of VCIPSS.
Artificial Insemination at a Village Society

A Vet. treating animal in a Village
rural areas. However, their amounts differ from one VCMPS to another VCMPS. Insofar as animal improvement programme is concerned, the highest amount of Rs. 22,559 contributed by a VCMPS of Kapadwanj taluka and the lowest amount of Rs. 780 donated by a VCMPS of Petlad taluka. Moreover 6 VCMPSs have also contributed separately the amounts above Rs. 10,000 in this programme. But insofar as co-operation development activity is concerned, the amounts contributed by these 15 VCMPSs are, to some extent, lesser than its importance. None of the VCMPSs has contributed above Rs. 7,631. The VCMPS of Anand taluka has contributed highest amount for this purpose and followed by a VCMPS of Matar taluka.

The another important role played by VCMPSs in rural development activities is that they have contributed their earnings in the programme of artificial insemination for improved lineages of milch animals so the owners of milch animals can get higher quantity and better quality of milk. However, only 50 per cent VCMPSs have donated the amounts ranging from Rs. 585 to Rs. 5,200 for this purpose.

One more another role played by these VCMPSs in rural development activities is that out of total 20 dairies surveyed, 12 dairies have donated their earnings to the rural based various institutions for the varied purposes. The amounts contributed for this purpose.
ranged between Rs. 1,500 and Rs. 15,263. I personally feel that this is the only activity to be carried out by each and every dairy for the rural development in all the villages of our country. Local institutions can extensively undertake the various rural development activities if they have sufficient amounts to invest and use in various activities. These institutions can do this by getting the support and co-operation of local people who can spare the time and have the intelligence and experiences of doing the jobs as a services to the nation in general and to the concerned villages in particular. On this ground I herewith suggest that all the VCMPSs of our country, in general, and of Kheda district, in particular, must donate their earnings in large amounts for the purpose of undertaking rural development activities through the local institutions.

It is disappointing to note here that finance facility as an advance for purchase of fodder, insurance premium for members and loan for the purchase of milch animals is very negligible. Only one dairy of Balasinor taluka has made an advance of Rs. 6,820, 9551 and 33,448 for purchase of fodder, insurance premium for members and loan to members respectively. Similarly, a VCMPS of Limbasi a village of Matar taluka has also made an advance of Rs. 3,12,614 to the members for the purchasing of milch animals. However, this is the amount sanctioned
and paid to the members for the period, i.e., from its inception to todate.

It is the hightime and also expected to play a very crucial role by each and every VCMPS by becoming part and parcel of each rural development programme. For this purpose, they have to contribute their earnings compulsorily in the development programmes of dairying, rural areas and human beings of the concerned villages, so the real rural development can take place in our country. Almost all the VCMPSs have to divide their profits for the various activities by a fixed percentage. The divisions of earnings are generally classified as under:

--- Animal improvement fund : 10 to 15%
--- Staff welfare fund : 2 to 3%
--- Co-operation development fund : 5%
--- Education fund : 10%
--- Donation fund : 10%
--- Members bonus : 10%.

**Special activities done by various VCMPSs in Kheda District for Rural Development**

Almost all the VCMPSs of the Kheda district, generally undertake special activities for assisting the rural development programmes and thereby human resource development in their concerned villages are discussed, in brief, in the following paragraphs.
(1) **Animal Insurance**:

To have an animal insurance is important for the members of VCMPS. In the case of an early and unexpected sudden death of milch animals, the capital loss would be provided by the insurance company if the owner of milch animal has insured his buffaloes and cows. For this purpose the VCMPS provide insurance facilities to its members insuring their milch animals. Time to time veterinary doctor visits the particular village with nominal charges. In general, most of the VCMPSs have covered their members' milch animals under this service by providing the animal insurance subsidy for the payment of insurance premium. In my study area, however, only 4 dairies have provided this service to their members.

(Vide: Table 5.1)

(2) **Donations to various Institutions**:

Each VCMPS, generally, makes a provision out of its profit for the donation to the various institutions. For instance, donations to T.K. Foundation, Anand, Primary Health Centres, Education Institutions, Local Authorities, Charitable Institutions, Religious Institutions, etc., for performing socio-cultural activities benefitted to all. Well-to-do VCMPSs have donated the funds amounting up to Rs. 15,263 for this purpose in my study area.

(Vide: Table 5.1)
(3) **Subsidy for animal houses:**

Like human beings, animals also must be protected against heat, rain and cold. For this purpose houses are required. Kachha or Pakka cattle-sheds animal houses—should be prepared for specifically milch animals so the owners of milch animals can protect their animals from adverse effects of atmosphere and climate. However, specifically the landless rural poorers are not in a position to build these cattle-sheds by their own funds and therefore, the subsidy or loan assistance must be provided by VCMPS to these members. In this study, for example, the VCMPS of Undal, a village of Cambay taluka helps its members by providing a subsidy out of its profit upto Rs. 2,500 for the construction of cattle-sheds.

(4) **Facilities for animal diseases:**

Milk business is important part of animal husbandry, and the quality and quantity of milk production are nearly connected with animal health. And when, milk is used as most important food specially for children it should be pure and healthy. But this depends on the health care of milch animals. It is, therefore, required to take care of the milch animals at a definite time interval by a veterinary doctor. However, in this district, the AMUL, N.D.D.B. and Veterinary College have extended directly and indirectly their helping hands in
providing veterinary services at a very reasonable charges as and when there is call from any VCMPS. Thus, VCMPSs directly help their members to take care of their animals health.

(5) **Special Visits of AMUL Dairy and N.D.D.B. :**

Most of the VCMPSs regularly arrange the visit of AMUL dairy, Veterinary College and N.D.D.B., Anand for acquiring the information and knowledge about how to improve the quality and quantity of milk, how to take care of milch animals, when and how to inseminate their milch animals, etc. Visits also help the members of VCMPSs to know their roles they are playing in the national development by providing milk and milk products specially to the city and town people, by procuring and keeping the assets and by generating self-employment and thereby sources of income for their livelihood also. For example, the members - husbands and wives -- of Vasna VCMPS have visited Amul dairy to know the processes of milk and milk products and how to increase milk production and to take care of their milch animals.

(6) **Literacy Programme :**

Literacy is of supreme importance for human beings. It helps multi fariously, but it is costly also. To make some one literate it demands time, money, attempts and other resources. Our State Government has decided
and implemented a programme of 100 per cent literacy but the local institutions and resource-personnel should also take part fully in this programme. On the basis of this philosophy and principles most of the VCMPSs of the Kheda district have been playing an important role in literacy programme. The taluka panchayats and Kheda district panchayat jointly help the VCMPSs and other agencies of concerned villages for this purpose. On the line of this, all the VCMPSs compulsorily contribute from their profits a definite percentage every year for the education fund. Later on this fund is used for the literacy programme.

(7) **Staff Welfare Funds**

The staff of VCMPS like clerk, milk tester, helper, peon and others work with the help of Secretary of concerned VCMPS. All the VCMPSs make the necessary provisions — out of their profits for staff welfare and services. The providend fund, bonus, various types of allowances, loan facilities, and other amenities and perquisites are the common welfare measures provided by VCMPSs to their staffs. For instance, out of 20 VCMPSs of the Kheda district surveyed 9 VCMPSs have raised the staff welfare fund ranging from Rs. 1,851 to Rs. 7,580 during the year 1990-91. (Vide: Table 5.1)
(8) **Competition for insemination**:

The different VCMPSs regularly arrange the competition among their members for inseminating their milch animals and provide a number of incentives to the members to improve the quality of milch animals, the progenies and quantity and quality of milk. The amounts of incentives are contributed from the profits of concerned VCMPS.

(9) **Special Programmes**:

The very common feature of providing financial assistance for special rural development programmes by VCMPSs is of utmost important. These programmes are, specifically, for maintenance of rural roads, electrification of internal areas of concerned village, cleanliness of villages, houses and wells, prize distribution in education institutions, etc.. Nearly, all the VCMPSs of Kheda district assist the various institutions by providing the financial helps for better and effective performance of these special programmes. No doubt, village and people definitely get the benefits of these programmes. For instance, Vasna -- a village of Borsad taluka, VCMPS has donated Rs. 5,000 to the primary Health Centre of the village and Rs. 2,500 contributed in the draught - relief fund for the cattle camp during the year 1991-92. (Annual Report, 1991-92). Thus, this is nothing but the great services to the rural society as a whole.
(10) **Communication Services:**

Today, Television is most popular tool to convey the massage of anything on mass level even to the interior part of the country. It is also most important effective and influential tool to make the impact on human beings total behaviour. Rural programmes, particularly on agriculture, animal husbandry, dairying and employment opportunities in small and village cottage industries can widely be displayed for concerned people of the society. For getting the benefits of this tool some of the VCMPSs have purchased television sets and thus provide a service to the members to acquaint them by the required information. The children and women also can take benefits of rural telecaste programmes, viz., literacy, animal husbandry, insemination practices, animal diseases and use and practice of irrigation, fertilisers, pesticides, etc. etc..

(11) **Modern and Scientific Services for increasing Milk Production:**

The modern breeding system has improved the quality of the livestock in the Kheda district and it resulted into an increment in the production of milk. Data on milk production per milch animal have been showing an upward trend since the beginning of the dairy industry in our country. The various VCMPSs continuously provide number of incentives to their members to improve and increase the quality and quantity of milk per milch animal.
Sale of Cattle Feed at a Village Society.
(12) Subsidy for Rachko, AMUL dan and loan for purchase of milch animals:

The VCMPSs of Kheda district frequently and regularly provide variety of services by giving a subsidy to concerned members for the purchase of Rachko, AMUL dan and also provide financial assistance to purchase the milch animals. For example, the VCMPS of Limbasi of Matar taluka has provided a loan amounting Rs. 8,12,614 to its members for purchasing milch animals. (Vide: Table 5.1) Similarly, Vasna VCMPS has also provided financial assistance and subsidy for special visits, Rachka seeds, Animal insurance, cattle-sheds and animal improvement programmes upto the amounts of Rs.18,301 for the year 1991-92. At the same time it has also contributed Rs. 17,599 to the flood - relief fund and other institutions during the year 1991-92. (Annual Report, 1991-92).

(13) Spreading of Co-operation Thoughts:

Many VCMPSs of Kheda district have provided financial assistance for organising one day seminar for the dissemination of the thoughts of co-operation, working, benefits and services of dairy industry of Gujarat. The VCMPSs of Vasna, Haizrabad, Samarkha, Ajarpura and Uttarsanda have been playing an important role in this activity since last five years. And 75 per cent VCMPSs of the total 20 VCMPSs surveyed for this study have also
created and used funds from Rs. 390 to Rs. 7,631 during the year of 1990-91. (Vide : Table 5.1.)

(14) Effects of Co-operative Dairying :

During the survey, views of the VCMPS' member-families on the functioning of primary milk co-operative dairy, its impacts on them and villages, etc., were sought and reported. The main impacts are as follows :

(A) Changes in feeding practice :

Before the establishment of village primary co-operative dairy, the milk producers were feeding green fodder, dry fodder and traditional concentrates to their buffaloes and cows. Now, they also feed 'Amul dan' and lucerne. They are also giving 'Chatan' to their buffaloes and cows to improve and increase the quality and quantity of milk per day.

(B) Changes in insemination practice :

Natural insemination was popular and the only method available for conceiving the milch animals in rural areas. But after the successful results and availability of artificial insemination, most of the milk producers have adopted the practice of the artificial insemination for their buffaloes and cows. At the same time, VCMPSs also help in arranging and providing the services of artificial insemination from the veterinary institute through the AMUL dairy or directly from the centres of artificial insemination.
(C) Use of Veterinary Services :-

Before the establishment of co-operative dairies at village level, veterinary services were rendered by the family members, shepherd or known persons with traditional measures or by unqualified persons of the village. Now, regular veterinary services e.g., animal health services, insemination services, information about foddering practices, etc. are available at the village level itself at normal charges. These services directly reduce the hurries and worries of the rural people and to that extent save their time, money, efforts and even the milch animals and ultimately a good impact on animal health.

(D) Changes in Household Economy :-

It was the opinion of all the family-members of 92 families surveyed for this study, that the beginning of the village primary co-operative dairy has provided us a regular and continuous flow of income throughout the year. After the adoption of milk business and becoming dairy members, the income of members increased by a very high rate. For instance, there are some families in each village who have a monthly income from this business about Rs. 9,000 per month. No doubt, they have large number of milch animals in comparison to average number of animals calculated for this study. Landless rural families consider this business as most
important business because their VCMPSs have helped them in purchasing the cows and buffaloes as well as assisted by providing Rachka seeds, Amul dan, Chatan and Veterinary services.

The roles played by VCMPSs directly and indirectly in the execution and working of the various programmes of rural development are diagramatically mentioned in the following figure.

Similarly, direct and indirect impacts of VCMPSs on rural economy are self-explanatory and mentioned in the following diagram.
FIGURE 1.1

ROLES OF VCPSA IN RURAL DEVELOPMENT