INTRODUCTION

GENESIS:

The selection of this subject for intensive research for my doctoral thesis is the result of a perspective which was viewed by me since my postgraduate study in this department. Since my university is working in rural area and the total environment surrounding it is affected by co-operative efficient and effective philosophy. The working of many institutions, on co-operative base also tempted me to go in for co-operation and rural economy. For instance, AMUL, National Dairy Development Board (N.D.D.B.), Gujarat Milk Marketing Federation, Anand Cotton Seed Oil Mills, etc., have created a positive environment for the successful implementation of principles of co-operation and their abundant of improvisas the economic and social conditions of rural people. I quickly impressed aid, guidance and counselling by all this and selected a topic entitled, "Role of Dairy Co-operative in Rural Development -- A Study of Kheda District", as my research topics. AMUL exists only because of the excellence performance of Village Co-operative Milk Producers' Societies (VCMPSs) in Kheda district. After completing my postgraduate courses I have registered my self as research student in Postgraduate Department of Business Studies on and
started my research work on above mentioned topic to get the Doctoral Degree in Commerce.

Rural development, as such is nothing new to any country of the world. Many countries of the world have been working or practising rural development for many years and many of them have achieved successes in their efforts. However, development of rural areas on various aspects has been attracting. Special attention during last two decades. A lot of considerable discussions on the need and the nature of rural development were arranged at national and international levels. However in our country the objective of all this was to make on over-all development of rural areas, so the poverty of rural people in general and SC/ST in particular can be reduced by some degree. I hope that my work would focus on different aspects of rural development and the role of village co-operative milk producers' societies of Kheda district, Gujarat in developing rural areas.

Village Co-operative Milk Producers Societies (VCMPSs) have also played an important role in generating additional incomes for the concerned families-members. Even landless rural people are at present engaged in dairying and animal husbandry and earn for their livelihood. In this context my work will be a guiding principle in improving the socio-eco-political conditions of rural people.
OBJECTIVES OF THE STUDY:

The action itself possesses some sort of objectives. Without objectives no one can act. Similarly, my study also starts with some basic objectives. The following are some of the basic objectives to be achieved through this research work:

i) to examine the social dynamics of rural development in those areas which are experiencing dairy development programme;

ii) to study the characteristics of rural households in Kheda district associated with milk production;

iii) to establish input-output relationships of milk production in Kheda district;

iv) to evaluate the impact of dairy development in rural areas of Kheda district;

v) to examine the income and employment generation for the poor through dairy development in rural area of district;

vi) to test the roles played by VCMPSs in rural development programmes.

CHAPTERISATION SCHEME:

The study is organised into SIX chapters. Chapter-I deals with the introduction of rural development. It is sub-divided into parts viz., rural and urban situations, features of rural economy, rural development in Five Year
Plans and programmes for rural development.

Chapter-II is related with the introduction of dairy industry. This chapter focuses attention on the history of co-operative dairy development of AMUL, three PILOT STUDY of Village Co-operative Milk Producers Societies (VCMPSs) and problems of co-operative dairies in India.

Chapter-III introduces Kheda district by some of the important aspects.

Chapter IV covers an analysis of the characteristics of rural households associated with milk production and also the factors relevant to management of milch animals. In this, chapter effects of income group variation, occupation of the household, size and literacy level of the households, animal husbandry, cost and income from milk business, etc., are examined. This chapter is divided into two sections.

Chapter-V deals with the roles played by the VCMPSs in assisting the rural development programmes. How various types of assistances, subsidy, loans, donations and funds are used for the purpose are analysed with the actual figures in this chapter.

Chapter-VI provides a brief summary and some suggestions of this study.