CHAPTER – 2
PROFILE OF SELECTED DAIRY COOPERATIVES IN GUJARAT

Profile of Dairy Cooperatives
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CHAPTER – 2
PROFILE OF SELECTED DAIRY CO-OPERATIVES IN GUJARAT

2.1 INTRODUCTION

The dairy co-operative movement in Gujarat is a success story by itself. The co-operative movement in Gujarat started with a modest attempt to organize 20 villages in Kheda district of Gujarat to collectively produce and supply milk to Bombay. This model of co-operatives was later expanded to Kheda district to form Anand Milk Union, widely known as Amul, and then, under the National Dairy Development Board, to other districts of Gujarat in the 1970s and to 170 districts of India in 1980s. The village co-operatives are linked to the markets through district level co-operatives. Between 1977-78 and 1991-92, the production of milk in Gujarat increased from about 2 million tones to about 3.6 million toned (an average growth of about 4.3 percent per annum).

The co-operatives have developed modern systems of veterinary care and artificial insemination and provide these services to a large number of milk producers at very low prices. The district co-operatives have vans equipped with a trained veterinary surgeon and medicines stationed in different centres to cater to the needs of the members of the co-operatives. The co-operative sector has a dominant market share in milk and milk products, and has maintained it even in the face of competition from the private sector. The model of co-operatives in the dairy sector later expanded into other sectors, namely, the production and marketing of oilseeds, providing agricultural inputs and credit to farmers, and lately, production and marketing of cotton, fruits and salt.

The dairy co-operatives have made good impact on the social and economic life of the people in the State. The impact of the white revolution can be seen in the villages in
the form of generation of funds for community development and social welfare, creation of self-employment opportunities, ensuring distributive justice and removal of the evil of untouchability. This silent social revolution has been relatively smooth and hence even unnoticed by the conservative community.

In the study five dairies have been selected and visited to collect the primary data in form of questionnaire for the research work situated at different geographically areas covering the entire state of Gujarat. The dairies selected are –

1. Baroda District Co-operative Milk Producers’ Union Ltd. (Baroda Dairy)
2. Kaira District Co-operative Milk Producers’ Union Ltd. (Amul Dairy)
3. Surat District Co-operative Milk Producers’ Union Ltd. (Sumul Dairy)
4. Panchmahal District Co-operative Milk Producers’ Union Ltd. (Panchamrut Dairy)
5. Mehsana District Co-operative Milk Producers’ Union Ltd. (Dudhsagar Dairy)

2.2 PROFILE OF BARODA DAIRY
HISTORY

- Established in 24\textsuperscript{th} December, 1957 started to provide good remunerative price to the farmers for their milk and to supply good quality of milk to the people of Baroda city.

- The union gets guidance from neighboring milk union “AMUL” founded by chairmen T. K. Patel and then general manager Dr. V. Kurien who support and guide the Baroda Milk Union under the leadership of Maganbhai Patel (Deputy Minister in the Baroda Dairy).

- In stepping stone time due to absence of adequate facilities for chilling and pasteurization they are postpone the rural milk collection and brought pasteurized hygienic milk from Amul Milk Union for distribution to the customers of the Baroda City.

- On 24\textsuperscript{th} August, 1962, plant was arranged down by T. K. Patel - Dean of the Co-operative dairy movement in Gujarat.

- In 1963, 21 milk distribution centers were started for the Baroda city.

- In 1964-65 union started its Milk acquirement from 120 Milk Co-operative Societies. The dairy plant specially made on 25\textsuperscript{th} April, 1965 was install technological plant by Shri Morarji Desai, the finance minister and government of India under the milk distribution system pasteurized milk in the bottles which was set by UNICEF in collaboration with CARE to supply to reconstitutes Milk.

OBJECTIVES

- To provide milk market for their surplus milk and to earn reasonable returns for the milk to improve their quality of life.

- To procure milk and process it into good quality milk and milk products to market it at most economically and efficiently to give maximum overall net returns to the producers and general satisfaction to the consumers.
• To provide essential technical inputs and services to the producers at their door steps in an economic and efficient manner and also in a way most acceptable to them to increase milk production and to reduce the cost of production.

**COMPANY INFORMATION**

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Baroda District Co-operative Milk Producers’ Union Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of Establishment</td>
<td>24th December, 1957</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.barodadairy.in">www.barodadairy.in</a></td>
</tr>
<tr>
<td>Registered Office</td>
<td>Baroda Dairy, Opp. ONGC Regional Office, Makarpura Road, Baroda – 390 009.</td>
</tr>
<tr>
<td>Bankers</td>
<td>The Baroda Central Co-operative Bank Ltd. The UCO Bank (Baroda) Bank of Baroda (Baroda) Punjab and Singh Bank (Baroda) Bank of India Central Bank of India (Baroda)</td>
</tr>
<tr>
<td>Auditors</td>
<td>Ramesh M. Patel (Sp. Auditor)</td>
</tr>
<tr>
<td>Total Members</td>
<td>212852</td>
</tr>
<tr>
<td>Men Members</td>
<td>158108</td>
</tr>
<tr>
<td>Women Members</td>
<td>54744</td>
</tr>
<tr>
<td>Milk Procurement (2011-12)</td>
<td>136945625 kgs.</td>
</tr>
<tr>
<td>Number of Village Societies (2011)</td>
<td>1373</td>
</tr>
<tr>
<td>Milk Distribution Centres (2011)</td>
<td>1159</td>
</tr>
</tbody>
</table>
VISION AND MISSION

- Procuring excellent quality of Raw Milk, Ingredients, packing material etc. and processing in hygienic conditions to deliver excellent packed Milk and Milk products to customers.
- Continuous improvement in the quality of our processes, products and services.
- Development of dedicated and devoted workforce
- Compliance of statutory and mandatory requirements.
- Adoption of high food safety standards.
- Communicating & made available quality & food safety policy on request to interested parties.

ACHIEVEMENTS

- Sugam unit awarded “Jamanalal Bajaj” award in 1994.
- Acquired National Productive Award given by the National Productivity Council, Delhi in the year 1998 for Dairy Development and Production.
- Sangh received a certificate of merit winner in the competition of good housekeeping held by Baroda Productivity Council and Bodeli cold storage was pronounced winner of first trophy in year 2001.
• 3rd prize by QCFI on the subject of Market Development in the pure service group in 2003.
• To make awareness for cleanliness among gram dudh madaries sangh organizes ‘Shreshtha Svachh Dudh Mandali’ Competitions.
• Sangh has received ISO 14001 certificate under conversation of environment in the year 2003.
• Acquired latest ISO 22000 :2005 certificate for food safety in 2011.

2.3 PROFILE OF AMUL DAIRY

HISTORY
• Anand Milk Union Ltd. had been established in the year 1938. Mr. Vallabhbhai Patel was the president of this organization. Previously this unit was started under the name of Kaira District Co-operative Milk Producers’ Union Limited (KDCMPUL).
• On February 1955, new dairy was established and than Mr. Kurien and Mr. Philip have thought to name this unit as Amul was registered in 1957.

• For the establishment and development of Amul Mr. Vallabhbhai Patel, Tribhuvandas Patel, Bhailalbhai (Bhaikaka) and Mr. Kurien have played an important role.

• With the time Amul is developed in 1966-67 Amul have started to produce baby food. In 1970-71 new factory was established in Mogar in 1974. In Amul chocolates has been introduced in 1976. Nutramul was introduced.

• In November, 1973 Dr. Kurien was elected as the president of Gujarat Co-operative Milk Marketing Federation (GCMMF). This federation has started marketing of dairy production from 1st April, 1974.

OBJECTIVES

• To spur the White Revolution in the country and make India the largest producer of milk and milk products in the world.

VISION AND MISSION

• To provide more and more satisfaction to the farmers, their customers, employees and distributors.

• To produce wholesome and safe foods of excellent quality to remain market leader through development of quality management system, state of art technology, innovation and eco-friendly operations to achieve delightment of customers and milk producers.

COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Kaira District Co-operative Milk Producers’ Union Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of Establishment</td>
<td>14th December, 1946</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>: <a href="http://www.amuldairy.com">www.amuldairy.com</a></td>
</tr>
</tbody>
</table>
| **Bankers** | : Kaira District Co-operative Bank  
Axis Bank  
State Bank of India  
Bank of Maharashtra  
Corporation Bank  
Bank of Baroda  
Bank of Saurastra |
| **Auditors** | : Special Auditors (Milk), Milk Audit Office, Anand. |
| **Total Members** | : 631333 |
| **Men Members** | : |
| **Women Members** | : |
| **Milk Procurement (2011-12)** | : 3.88 billion litres |
| **Number of Village Societies (2011)** | : 16,117 |
| **Milk Distribution Centres (2011)** | : 1159 |
ACHIEVEMENTS

- Amul – The Taste of India (GCMMF) receives International CIO 100 Award for resourcefulness.
- Amul Pro-Biotic Ice-Cream Gets No. 1 Award at World Dairy Summit.
- Amul bags International Dairy Federation Award.
- Dr. V. Kurien honoured with Life Time Achievement Award.
- Amul receives Green Globe Foundation Award.
- ET – Corporate Citizen Award of the year 2010-11 to GCMMF.

2.4 PROFILE OF SUMUL DAIRY
HISTORY

- The Surat District Co-operative Milk Producers' Union Ltd., SUMUL is trade name and literally meaning sound price, came into existence on August 22, 1951.

- Before SUMUL stepped in, traditional Private Milk Traders were dominant in the area. The private trade was monopolizing the Milk market and exploiting both the Milk Producers and Consumers alike.

- The Surat District Co-operative Milk Producers' Union Ltd., is one among the 17 district unions which acts as manufacturing units of dairy products for Gujarat Co-operative Milk Marketing Federation Limited, the marketers of Amul brand of products.

OBJECTIVES

- To provide year round milk market for their surplus milk and to earn reasonable returns for the milk to improve their quality of life.

- To procure milk and process it into good quality milk and milk products to market it at most economically and efficiently to give maximum overall net returns to the producers and general satisfaction to the consumers.

- To provide essential technical inputs and services to the producers at their door steps in an economic and efficient manner and also in a way most acceptable to them to increase milk production and to reduce the cost of production.

VISION AND MISSION

- To provide good returns and consumer’ safety and delight through implementation of better quality management system.

- Growth and continual improvement through team work, trust and excellence, without compromising Quality, Honesty and Integrity.
- Sumul is the market legend capturing 78% of market in Surat and want to be the most believable Organization going towards Total Customer Satisfaction up to the Customer door.

**COMPANY INFORMATION**

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Surat District Co-operative Milk Producers’ Union Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of Establishment</td>
<td>22nd August, 1951</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.sumul.com">www.sumul.com</a></td>
</tr>
<tr>
<td>Registered Office</td>
<td>Sumul Dairy,</td>
</tr>
<tr>
<td></td>
<td>Post Box No. 501,</td>
</tr>
<tr>
<td></td>
<td>Surat – 395 008.</td>
</tr>
<tr>
<td>Bankers</td>
<td>The Surat District Co-operative Bank Ltd., Surat</td>
</tr>
<tr>
<td></td>
<td>Sarvodaya Sahakari Bank Ltd., Surat</td>
</tr>
<tr>
<td></td>
<td>State Bank of India, Surat</td>
</tr>
<tr>
<td></td>
<td>Bank of Baroda, Bhagatalao, Surat</td>
</tr>
<tr>
<td></td>
<td>Surat Mahila Nagrik Sahakari Bank Ltd., Surat</td>
</tr>
<tr>
<td></td>
<td>Surat Nagrik Sahakari Bank, Surat</td>
</tr>
<tr>
<td></td>
<td>Indian Bank, Surat</td>
</tr>
<tr>
<td></td>
<td>State Bank of Saurashtra, Surat</td>
</tr>
<tr>
<td></td>
<td>DENA Bank, Surat</td>
</tr>
<tr>
<td></td>
<td>Co-operation Bank, Surat</td>
</tr>
<tr>
<td>Auditors</td>
<td>Special Auditors (Milk), Milk Audit Office, Surat.</td>
</tr>
<tr>
<td>Total Members</td>
<td></td>
</tr>
<tr>
<td>Men Members</td>
<td></td>
</tr>
<tr>
<td>Women Members</td>
<td></td>
</tr>
<tr>
<td>Milk Procurement (2011-12)</td>
<td>326083908 kgs.</td>
</tr>
</tbody>
</table>
Number of Village Societies (2011) : 635
Milk Distribution Centres (2011) : 1159

ACHIEVEMENTS

- NASSCOM IT user Award – 2012.
- Renewable Energy Award – 2011.
- Skoch Virtual Corporation Award – 2010.
- Leveraging business for social change building the field the social business – 2010.
- Polycom Intelligent Enterprise Awards – 2009.
- Excellence in Information Integrity Award – 2008.
- Rashtriya Udhyog Samman Puraskar – 2007-08.
• Gram Vikas Award – 2006.
• Golden Peacock Award – 2006.
• Manthan – AIF Award – 2006.
• Bajaj Fair Business Award – 2005-06.
• Commendable efforts and achievements in the field of ‘Industrial Relations’ – 2004.
• Management Excellence Award – 2002 – 2002-03.

2.5 PROFILE OF PANCHAMRUT DAIRY

HISTORY

• Under the inspiration & guidance from late Shri Maneklal Gandhi, Late Shri Ratilal Trivedi and Late Shri Dahyabhai Naik, in May, 1973. The Panchmahal District Co-operative Milk Producers’ Union Ltd. got registered under Gujarat State Co-operative Act. 1962.
The milk chilling plant having capacity to chill 30,000 ltrs of milk per day was established in 1978 with the financial help from Draught Prone Area Project, Panchmahals. The Gujarat Dairy Development Corporation was asked to manage the affairs of the Milk Union.

Till March, 1983; the Gujarat Dairy Development Corporation; managed the activities of the milk union; which handed over the total administration of the organization to the elected body of the Panchmahal District Co-operative Milk Producers’ Union Ltd., on 1st April, 1983.

The milk processing capacity of the plant was increased from 30,000 to 60,000 kgs per day in 1984; with the facilities of Ghee Packing Unit. In 1985, the milk processing capacity was further expanded to 100000 kgs per day, with commissioning of a powder plant having capacity of 10MT per day.

The concept of Total Quality Management (TQM) was adopted by the organization in 1996 which brought revolutionary changes in functioning of the organization. The organization then was accredited as conforming to the ISO 9001:2000 and HACCP International Standards; in the year 2000.

OBJECTIVES

To carry out activities for the economic development of the milk producers by or gaining effective production, processing and marketing of milk and milk products.

VISION AND MISSION

Procuring excellent quality of Raw Milk, Ingredients, packing material etc. and processing in hygienic conditions to deliver excellent packed Milk and Milk products to customers.

Continuous improvement in the quality of our processes, products and services.

Development of dedicated and devoted workforce.

Compliance of statutory and mandatory requirements.
- Adoption of high food safety standards.
- Communicating and made available quality & food safety policy on request to interested parties.

COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Panchamrut District Co-operative Milk Producers’ Union Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of Establishment</td>
<td>May, 1973</td>
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<tr>
<td>Website</td>
<td><a href="http://www.panchamrutdairy.org">www.panchamrutdairy.org</a></td>
</tr>
</tbody>
</table>
| Registered Office | Sumul Dairy,  
Post Box No. 501,  
Surat – 395 008. |
| Bankers | The Surat District Co-operative Bank Ltd., Surat  
Sarvodaya Sahakari Bank Ltd., Surat  
State Bank of India, Surat  
Bank of Baroda, Bhagatalao, Surat  
Surat Mahila Nagrik Sahakari Bank Ltd., Surat  
Surat Nagrik Sahakari Bank, Surat  
Indian Bank, Surat  
State Bank of Saurashtra, Surat  
DENA Bank, Surat  
Corporation Bank, Surat |
<p>| Auditors | Special Auditors (Milk), Milk Audit Office, Surat. |
| Total Members | |
| Men Members | |
| Women Members | |
| Milk Procurement | 326083908 kgs. |</p>
<table>
<thead>
<tr>
<th>(2011-12)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Village Societies (2011)</td>
<td>: 635</td>
</tr>
<tr>
<td>Milk Distribution Centres (2011)</td>
<td>: 1159</td>
</tr>
</tbody>
</table>

LOGO

ACHIEVEMENTS

- Bharat Jyoti Award.
- Bhartiya Nirman Gaurav Award.
- Sarvshreshth Udyog Puraskar.
- Udyog Rattan Award.
- Excellence Award – 1996.
2.6 PROFILE OF DUDHSAGAR DAIRY

HISTORY

- Dudhsagar had its’ humble beginning in the year 1960.
- Shri Mansinbhai Pruthviraj Patel was the founder Chairman. Shri Motibhai R. Chaudhary was Chairman of our Union continuously for a period of about 34 years.
- With only 1125 producer members it has grown to become the Asia’s largest cooperative dairy with 4,79,996 milk-producing members as on 31-03-2008, among whom 2,00,000 members are women.

OBJECTIVES

- To manufacture and supply safe and quality milk and milk products to totally satisfy the requirements of our customers while continuing to improve the returns to our member milk producers
VISION AND MISSION

- To comply with all applicable statutory and regulatory requirements along with guidelines related to quality and food safety.
- Continual improvement of quality and food safety management systems by providing necessary resources, achieving set objectives, effective communication at all levels.

COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Mehsana District Co-operative Milk Producers’ Union Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year of Establishment</td>
<td>1960</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.dudhsagardairy.co.in">www.dudhsagardairy.co.in</a></td>
</tr>
<tr>
<td>Registered Office</td>
<td>Dudhsagar Dairy, Post Box No. 1, Mehsana – 384 002.</td>
</tr>
<tr>
<td>Bankers</td>
<td>The Mehsana District Co-operative Bank Ltd., Mehsana Bank of Baroda, Mehsana IDBI Bank, Mehsana Bank of India, Mehsana HDFC Bank, Mehsana ICICI Bank, Mehsana Axis Bank, Mehsana</td>
</tr>
<tr>
<td>Auditors</td>
<td>Shri D. G. Dalal, Special Auditors (Milk), Milk Audit Office, Mehsana.</td>
</tr>
<tr>
<td>Total Members</td>
<td></td>
</tr>
<tr>
<td>Men Members</td>
<td></td>
</tr>
<tr>
<td>Women Members</td>
<td></td>
</tr>
<tr>
<td>Milk Procurement</td>
<td>66.51 crore kgs</td>
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<tr>
<td>(2011-12)</td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Number of Village</td>
<td>635</td>
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<tr>
<td>Societies (2011)</td>
<td></td>
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<tr>
<td>Milk Distribution</td>
<td>1014</td>
</tr>
<tr>
<td>Centres (2011)</td>
<td></td>
</tr>
</tbody>
</table>

**LOGO**

![Dudhsagar Logo](image)

**ACHIEVEMENTS**

- National Productivity Award – 2004-05 and 2005-06.
References

2. www.barodadairy.in
3. www.amuldaire.com
4. www.sumul.com
5. www.panchamrutdairy.org
6. www.dudhsagardairy.co.in