

**Summer Training at
Lupin Human Welfare & Research Foundation, Bhopal
(April 3 to June 2, 2017)**

Impacts of Dairy Co-Operative Formation

**By
Krishna Kumar Yadav**

**Under the guidance of
Ms. Ratna Verma**

**MBA Rural Management
2016-2018**


School of Development Studies
The IIHMR University, Jaipur
2017

CERTIFICATE

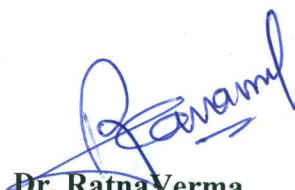
This is to certify that **Krishna Kumar Yadav** has undergone his summer training at **Lupin Human Welfare and Research Foundation** from **3rd April 2017 to 2nd June 2017**.

The candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Rural Management.

I wish him success in all his future endeavors.



Col (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur



Dr. Ratna Verma
Assistant Professor
The IIHMR University, Jaipur



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TO WHOM IT MAY CONCERN

This is to certify that Mr. Krishna Kumar Yadav s/o Gopal Lal Yadav student of Master in Business Administration (Rural Management) Batch 2016-2018 of Indian Institute of Health Management (IIHMR) University, Jaipur Rajasthan has successfully completed his summer training with Lupin Human Welfare and Research Foundation from 3rd April 2017 to 2nd June 2017.

This project was undertaken by him in the division of: Corporate Social Responsibility of Lupin Foundation - "Rural livelihood" with Impact study of dairy co operative formation programme of Raisen.

During this period of internship his performance was found to be hardworking, punctual and inquisitive.

We wish him all the success in the future

Thanking you,

Authority of HWRF

Project Manager
Lupin Human Welfare & Research Foundation
Mandideep

Lupin Human Resource Department

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A REPORT ON IMPACT OF DAIRY CO-OPERATIVE FORMATION.

INTRODUCTION–

Lupin limited is a well-known pharmaceutical company which is known for their antibiotic and generic drugs and working in 71 countries of the world and providing their products. The chairman and founder of Lupin Shri Desh Bandhu Gupta promoted Human Welfare and Research Foundation (HWRF) on 2nd October 1988 with an objective to provide an alternate model of rural development which is sustainable, replicable and ever evolving.

India is the biggest milk producing country in world by the 18.5 per cent of world production. The India's milk production increased from around 25 million tons in 1965s to 123.50 million tons in 2015.

The per person availability (281g/day in 2011) is almost equal to requirement of (280g/day). The state Madhya Pradesh was placed at the sixth position in the country's overall milk production.

A Program which was initiated by Lupin HWRF (Human welfare and research Foundation) to increase milk production of poor families and to improve buffalo breed in borkhadi and bineka village of Raisen district. They provide lone for murreh male buffalo to Mahindra Singh, (farmer of borkhadi village). Lupin hwrf also helped to setup or buying dairy equipment's. This program is also known as the name of buffalo breed improvement program.

PROGRAM OBJECTIVES-

- To improve breed of buffalo.
- To increase in production of per day milk.
- To make useful of villager's production of milk.
- To strengthened primary occupation of animal husbandry.
- To improve living standard of villager's through income generation.
- To strengthen the economic condition of poor families in village.
- To bring the unorganized dairy sector into the organized sector.
- To improve input activities and animal health care for increasing milk production.
- To encourage milk availability.
- To ensure quality of milk as per the statutory specification.

Literature review-

Literature review provides the information to the studier regarding the pervious works that have been done which help to identifying framework and methodological issues that are relevant for the study.

Patil (1991)

Acc. to his study in Kolkata, state cooperative milk producer federation limited there was a decreasing trend in the liquidity ratio due to accumulation of fixed assets. in 1991 there was an increase in liabilities.

He studied the impacts on dairy development by using different ratio such as efficiency, turnover, profitability, liquidity etc. There was an increase in liabilities representing the increased trend of reducing of the organisation. there was also higher inventory turnover represented the higher existence of stock earning or unsolvable units which would not adversely affect the organisation.

T. vama rajan (1997)

In his PhD, thesis (production of milk in Madurai district) he suggested that government should reduce the marketing lost and the stages in marketing of milk which make enable the society to produce higher procurement price of the producers and government should decentralize the milk co-operative units.

Chandrasekhar et.al. (2001)

In his article named “needs of dairy farmers” he founded that the farmers should get training that how to treat common diseases, care of newly born calf, cattle housing, cleanliness, artificial insemination, marketing of milk, vetenary first aid etc. After this, they should be trained in other aspects, like calf feeding, heat symptoms, balanced feeding, digestive problems etc.

Kumar (2005)

Kumar noticed that the procurement cost of milk per litre was higher for the co-operative dairy plant comparing the private plant due to increase in the transportation cost , chilling costs. The value chain analysis shows that the products such as pedaa, khoa and SMP could earn a higher value after passing through the Value chain in the co-operative plant while ice- cream, Mysore and ghee in the private plant.

The marketing benefit and marketing efficiency found much higher in the toned milk, Standardized milk and butter for the private plant and in full cream milk, ghee and SMP for the co-operative plant.

Dr. Ruchira Prasad and Dr. Rupali Satsangi (2013) Acc. to them,

they looked the design and organisation efficiency of amul. They found that amul has farmer board of management and the professionals, amul provides the best technology to producers without their agro economic system, providing back the profits by proper use of men, material and machines.

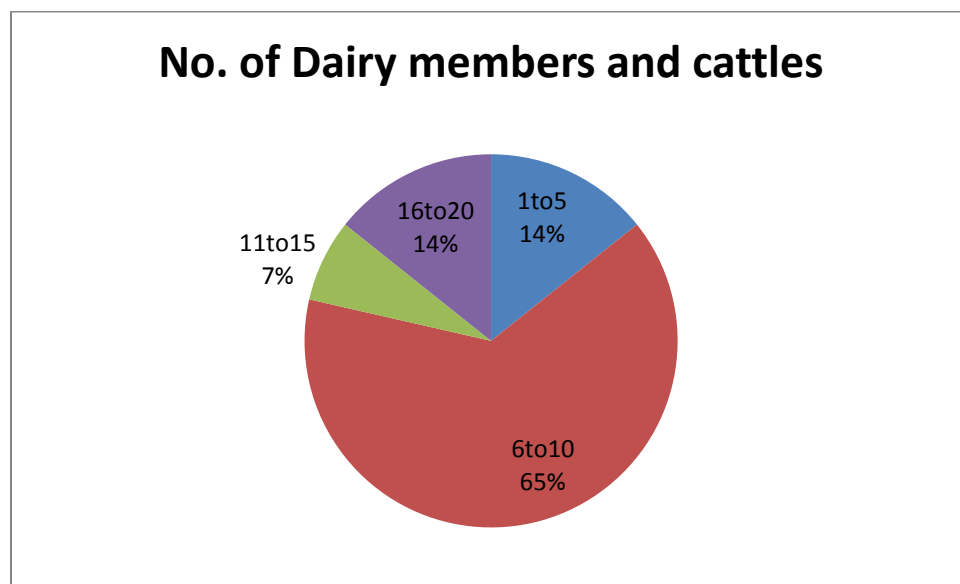
Methodology-

To study the impacts, some tools of PRA are used in which-

- ✓ questionnaire filling
- ✓ personal interviews
- ✓ Group discussion
- ✓ survey method

Data Analysis

Figure-1

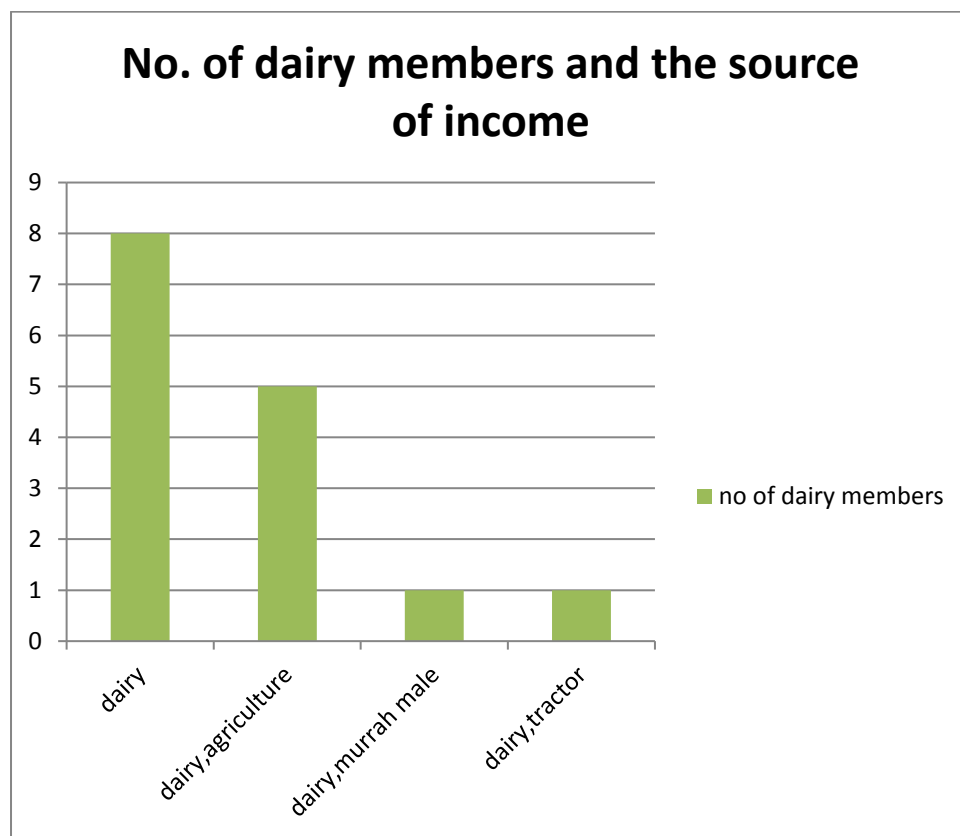


The figure 1st shows the no. of cattle they have.

Most of the members have 6 to 10 cattle's around 65% of total members. 14th % of members have largest amount of cattle 16 to 20 and equally 14% members also have 1 to 5 cattle's and remaining 7 % of members have 11 to 15 cattle's.

The figure shows most of the dairy members depend on the cattle for their daily income.

Figure-2

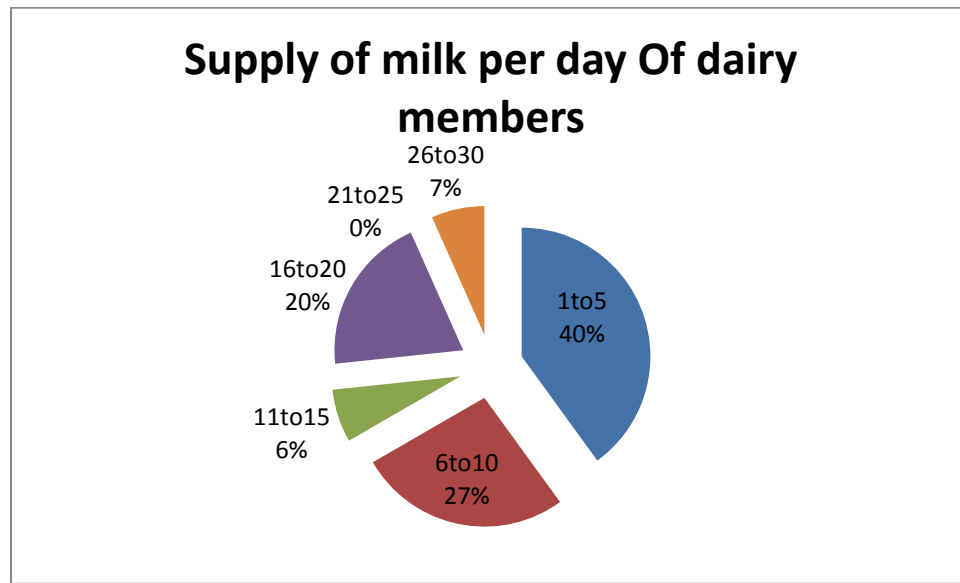


The figure -2 is showing the source of income of dairy members.

Most of the family members (8) earn full of their income by dairy. They do not have another source of income. The income source of another 5 members is also dairy but they are doing agriculture work for increase daily income.

Only 1 member of village have a murrah male buffalo (lupin provide loan for murrah male). He used to take money for cross of murrah male and buffalo for buffalo breed improvement. One of the member have tractor for agriculture use and other use also. He bought the tractor after he benefited by the dairy. So, we can say dairy changed the life of members.

Figure-3



The figure -3 is showing the supply of milk per day at the time of study.

In summer the amount of milk is decreases.

Most of the dairy members sales 1 to 5 liter of milk per day around 40% of dairy members.

Another 27% of members sales 6 to 20 liter of milk. 20% of dairy members sales 16 to 20 liter of milk per day.6%b of dairy members sales 11 to 15 liter of milk per day.

Figure-4

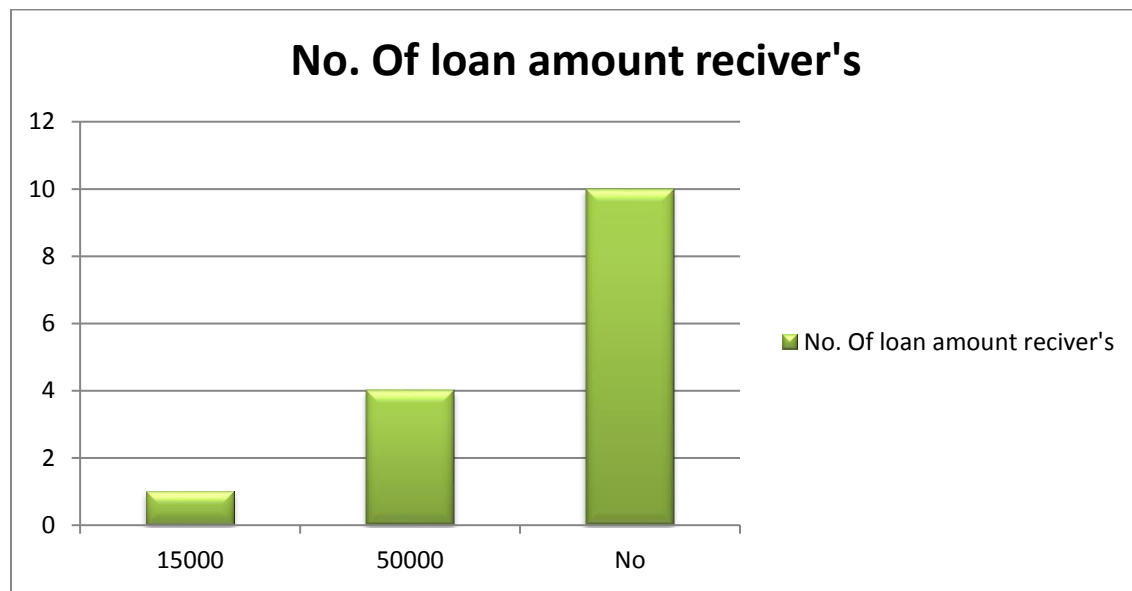


Figure -4 showing the no. of beneficiary by loan amount.

Now lupin started to provide loan through banks to members. One of the members received 15000 of loan amount for murrah male buffalo.
4 members received 50000 of amount for buffalo.

Figure-5

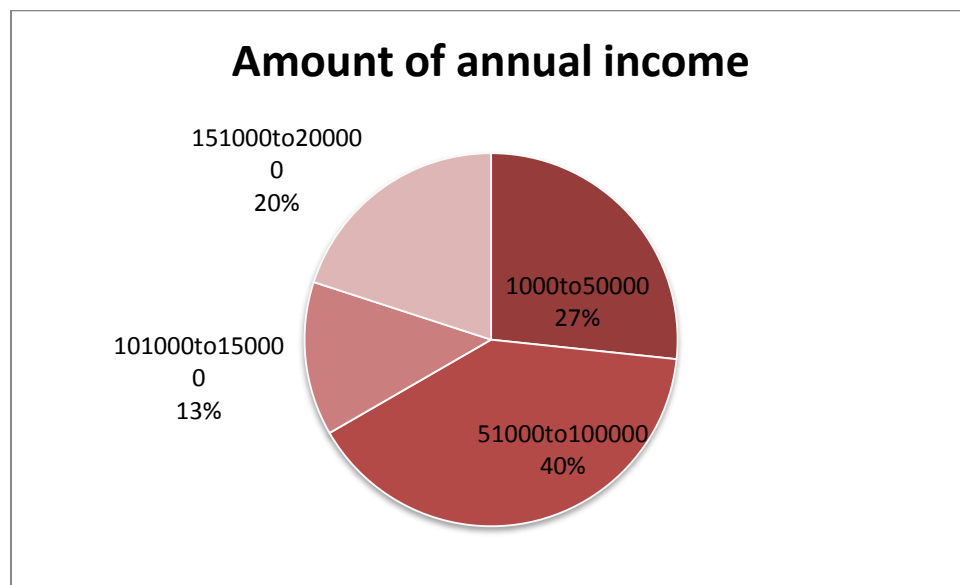


Figure-5 showing the annual income of dairy members.

20% of all dairy members earn 151000 to 200000 annual. Most of the source of income is dairy.

40% of members earn 51000 to 100000 per year by dairy.

13% members earn 101000 to 15000 annual and the rest 27% earn around 50000.

Figure-6

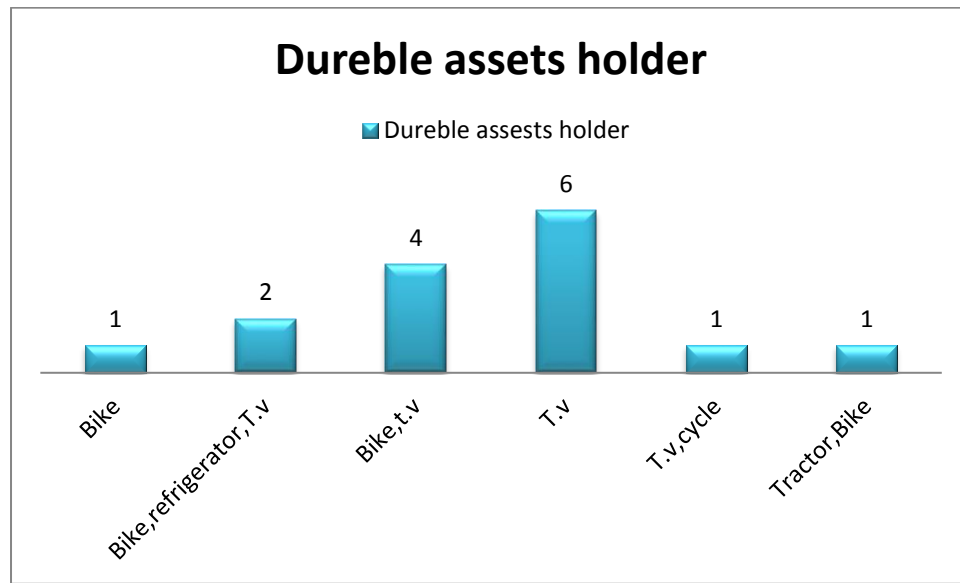


Figure-6 showing the durable assets of members after being dairy member.

Most of the members have a bike. One of the member brought tractor after the dairy income. 1 dairy member have tractor and bike. 8 member have bike. 2 members have bike, refrigerator and TV also. 6 member of dairy has TV after being dairy member.

IMPACTS OF DAIRY CO-OPERATIVE FORMATION PROGRAM:

This Program of Lupin HWRF changed the life of village. The outcomes are excellent. Even all of the members and villagers are benefited by this program.

Before implementation of program:

1. Do not have much production of per day milk.
2. They are bounded to make butter because of absence of dairy.
3. Other buyers of milk not give proper money after purchase milk, they cheat them.
4. Do not have good breed of buffalos.
5. Lack of education is there.
6. They do not have durables in their house.
7. Financial conditions was poor.
8. No saving of money for future.
9. No social status in village.
10. Economically dependent on landlords for loans.

After implementation of program:

1. Improvement of houses in village.
2. Betterment of Children education.
3. Purchase durables TV, tractor, bike etc.
4. They earn more benefit through dairy.
5. All villagers came to know about benefits of murrah breed, now they all have murrah buffalo.
6. Farmers are happy because more transparency is there in payment distribution.
7. Financial conditions became better.
8. Increase in social status.
9. Now they can save money for future.
10. No need to take small loans from landlord on high interest for fulfilling daily needs of home.
11. Some people started their own work with tractor.

Study Objectives: -

The main objective the present study was also carried out with the following specific objectives-

- To examine the condition before implementation of program and after implementation of program.
- To study the impact of the program on the members life.
- To study the benefits received by the dairy member's through loan.
- To study the various problems faced by the dairy members in the study area.
- To study about the increment in daily milk production.
- To know about the condition of buffalo breed improvement.

Need of Dairy Members-

- Increase in loan amount so they can purchase healthy murrah buffalo.
- Availability of tin shade on lower cost.
- Regular free Medical checkup of their cattle.
- Separate loan for bore well to get rid of water scarcity.

Recommendation.

- ✓ Provide high nutrition fodder.
- ✓ Regular medical checkup of cattle's.
- ✓ High calcium enriched diet to increase milk production.
- ✓ Proper and one-time distribution of loan amount should be there.

Conclusion-

Milk and milk products are very important in our daily meal. India is the 2nd largest milk producing country in world. Milk is a complete food which contain carbohydrate, protein, vitamins and fat.

Lupin HWRF dairy co-operative formation program undoubtedly begun to make a significant contribution in poverty alleviation and empowerment of poor. The present study is an attempt to analyses the socio-economic development of members and other beneficiary's. The performance of this program was good. The greater percentage of villager were impacted positively by being members of dairy.

Report by Krishna Kumar.

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