

# Role of Dairy Co-operative in Development of Dairy Sector of Haryana State

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In India the milk is produced by a large number of small and marginal farmers. In contrast, in western countries there are small number of farmers but each farmer is having huge quantity of milk produced at his farm. Whereas, in India the particular farmer is having only a small quantity of milk produced at his farm. In this case it is not possible for the farmer to sell his produce in the market because of the reasons like scattered production, small quantity of milk and lack of transportation facilities. Here comes the role of middlemen who collects the milk from a large number of farmers in India, and sell it in the market and earn huge profits. In this case the producers/farmers are exploited, they don't get fair price of milk. So, to improve the conditions of farmers and give them appropriate price of their milk dairy co-operatives are introduced.

## Co-operative

A co-operative defined as an association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise. The values behind a co-operative are self-help, democracy and equality irrespective of the equity of the member.

## Co-operative movement in India

The co-operative movement in India started back at the time of independence. This movement was initially started in Gujarat, when the farmers of the state were exploited by some private organizations and they were not given proper price of their milk. This movement eventually leads to establishment National Dairy Development Board (NDDB) in Gujarat state.

## Establishment of co-operative in Haryana state

After establishment of NDDB, the operation flood programme to increase milk production in India was launched in 1970. Under the operation flood programme various co-operatives were established in different states of the country. The co-operative of

Haryana state i.e. Haryana Dairy Development Co-operative Federation (HDDCF) was established in 1970 as a part of operation flood programme under the brand name of "VITA".



At present there are six milk unions having their milk processing plants situated at Jind, Sirsa, Faridabad, Rohtak, Ambala and Kurukshetra district. The chilling centers of the unions are across all over the state. The HDDCF processes a vast number of dairy products, meanwhile Dahi remains the key dairy product to be consumed in rural as well as urban society (Kumari *et al.*, 2023).

## Three tier system of the co-operative

The co-operative functions at three levels similar to that of the Amul model which are as follows-

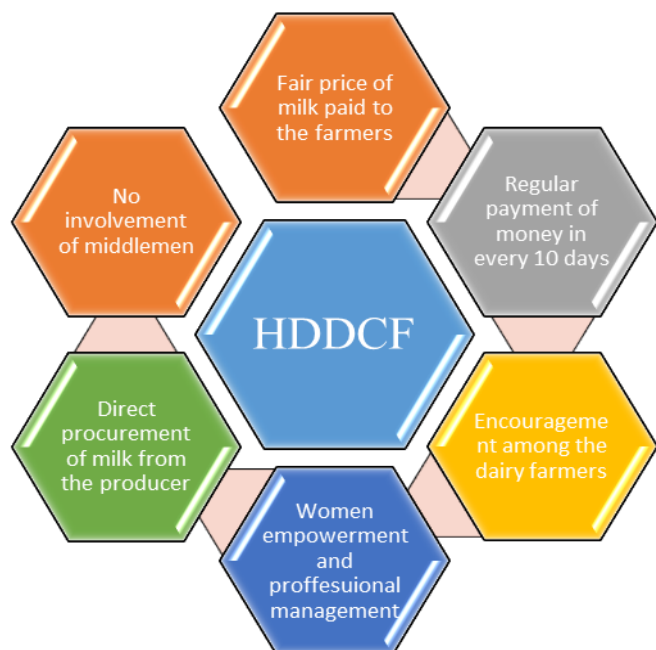
**Village level milk societies-** The cooperative is having various societies at the village level in which the milk is procured two times a day i.e. morning and evening. The price of the milk is given on fat basis. The payment of money is done by the milk unions every 10 days to the farmers through the societies. In this way the farmers get fair price at regular intervals for their milk.

**District level milk unions-** The cooperative is having milk unions at district level in which there are milk processing plants are there. The procured milk is processed and converted into packed milk and milk products at this level.

**State level federation-** The cooperative is having a state level federation which is responsible for the

marketing of milk and milk products. All the decisions are taken at this level.

**Various benefits of this model are as follows**



## Role in women empowerment

India is a country where the economy is rural and agro based, 54% workforce is engaged in agriculture, of which 37% are women (Sapovadia and Achutan, 2006). Women failed to achieve their potential in India (Parthasarathy, 2007; Srivastava, 2007). As dairying in India is a female dominated enterprise (Fulzele and Meena, 1995). The co-operative has helped a lot the women to organize themselves in participatory action (Dash *et al.*, 2007). Mainly the women are the one who work at home and take the milk to the societies and then they get the money by selling the milk. In this way the women are more financially empowered with the help of the co-operative.

## Challenges faced by the Dairy Co-operative

There are a large number of challenges faced by the dairy co-operative. Haryana is at the second position at in terms of per capita availability of milk in India but, there are a large number of private players in the industry who serves as the competitors of the co-operative. The co-operative is although one of the oldest co-operatives established in the country but there is lack of advance technologies due to which other co-operatives of the industry gets an advantage

in terms of quality of the dairy products. The middlemen are also a major challenge to the co-operative because there is lack of awareness among the consumers about the processed or packed milk.

## Conclusions

The dairy co-operative is functioning well and significantly contributing to the development of the dairy sector and hence the state. But there are a large number of scopes of improvement. The procurement system needs to be revolutionized and establishment of bulk milk coolers should be done at the village level in order to ensure high quality dairy products. The co-operative should switch to the advanced and latest technologies in order to maintain the quality of the dairy product higher than its competitors. Overall, the co-operative has contributed a lot in the development of the dairy sector of the state but is must change with this changing world in order to beat competition and meet the goals of sustainable development.

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