

A STUDY ON THE AWARENESS OF SOCIO-ECONOMIC UPLIFTMENT SCHEMES PROVIDED TO MEMBER DAIRY FARMERS BY DAIRY COOPERATIVES

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ABSTRACT

Various Dairy cooperatives of Gujarat are offering numerous Socio-Economic Upliftment Schemes to uplift the socioeconomic status of Member Dairy Farmers as well as to enhance milk production in Gujarat. With an intension to improve socioeconomic status of Member Dairy Farmers of Banaskantha District, Banaskantha District Co-operative Milk Producer's Union Ltd is offering various schemes like Animal Cooling System Assistance Scheme, Animal Lifting Travis Assistance Scheme, Iron Stall Assistance Scheme, Paki Assistance Scheme, Banas Education Assistance Scheme "BetiBachaoAneKuposhanHatao" Assistance etc. Hence, this paper is focused on awareness of various socioeconomic upliftment schemes and offering suggestions to raise awareness of these schemes in Banaskantha District. The primary data have been collected from 100 Member Dairy Farmers in Banaskantha district by convenience sampling method. Google form was used for data collections. The tools used for the analysis were simple percentage method and Weighted Average Rank. The findings of the study disclose that majority of the milk producers are aware of Banas Education Assistance Scheme, Free diseases check-up camp and "BetiBachaoAneKuposhanHatao" Assistance, Free Eye Check-up camp etc.

KEYWORDS: Dairy cooperatives, Socio-Economic & Member Dairy Farmers

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1. INTRODUCTION

India continues to be the largest milk producer in the world with an annual production of 188 million tonnes recorded in 2018-19. India is the leading milk-producing country in the world since the year 1997 and it contributes to around 20% of the world Milk has the highest value in the Indian agriculture and food sector, more than the combined value of wheat and rice. Milk contributes close to one-third of the gross income of rural households. The livestock sector contributes to 4% of India's GDP and the dairy sector engrafts the majority of the share. In short, Indian Dairy Sector plays a very important role in the Indian Economy. It is an undeniable fact that the role and contribution of Dairy Professionals in the growth and development of the Indian Dairy sector are enormous.

Dairying and milk production is a main economic activity and has become a secondary source of income and employment in rural areas of Gujarat. Cooperatives play a significant role in the animal husbandry and dairying sector in India, which contributes about one -third of the agricultural GDP of the country.

Dairy development along the cooperative lines was considered to be the most effective strategy for helping the rural poor without altering the village social structure and providing a guaranteed market for milk at secure prices, provide cattle feed at a reasonable price and efficient veterinary and extension facilities. Dairy cooperatives all over Gujarat help Member Dairy Farmers in form of various socio-economic upliftment schemes.

Banas dairy co-operative has transformed the agriculture dependent community to a business community (dairying community), which made their income more sustainable. The scholarship offered to the higher secondary students besides rendering interest free loans to the local students enrolling in dairy Science discipline. This has renewed the resources for technical manpower availability along with the stability in the Banaskantha District. Health service like free heart operations, plastic surgery operation, blood donation campaigns provided under member's welfare have consolidated the faith of people in dairy. Thus, Banas Dairy is not only an organization providing means of livelihood to their Member Dairy Farmers but also a ladder of their socioeconomic upliftment.

2. OBJECTIVES OF THE STUDY

- To identify the socioeconomic profile of the Member Dairy Farmers
- To ascertain the awareness of Socio-Economic Upliftment Schemes available for Member Dairy Farmers

2.1 Scope of the study

The present research work has been taken up to explore the awareness of various socio-economic upliftment schemes among Member Dairy Farmers in Banaskantha District, Gujarat.

2.3 Significance of the study

The present research work will be useful to Co-operative Milk Producer Unions. The study may help the Co-operative Milk Producer Unions to understand how far Member Dairy Farmers of Banaskantha District are aware of socioeconomic upliftment schemes provided by Milk Unions. Thereby, Milk Unions may frame suitable strategies for creating more awareness among Milk Producers in Banaskantha District. Furthermore, the research work assists Member Dairy Farmers to understand the various schemes offered by the Milk Unions and to utilize the same to a maximum extent.

3. RESEARCH METHODOLOGY

3.1 Data

Primary data have been collected using questionnaire and secondary data through various reviews of literatures and Banas dairy Website.

3.2 Sampling Method

By employing convenient sampling, data were collected from 100 respondents from village dairy co-operatives of Banaskantha district.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Factors

The following paragraphs discuss demographic factors of select Member Dairy Farmers in Banaskantha district.

Table 1

Gender	Respondents	Percentage
Male	64	64
Female	36	36
Total	100	100

Out of 100 Member Dairy Farmers, 64 (64 %) are male and the rest 36 (36%) are female. Thus, a majority of the Member Dairy Farmers are male.

Table 2

Educational Qualification	Respondents	Percentage
Primary (Standard 1 to Standard 7)	48	48
Secondary (Standard 8 to Standard 10)	36	36
Higher Secondary (Standard 11 to Standard 12)	7	7
Graduate	3	3
Post Graduate	0	0
Illiterates	6	6
Total	100	100

Out of 100 respondents, 48 (48%) Member Dairy Farmers have Primary (Standard 1 to Standard 7) qualification, 36 (36%) have Secondary (Standard 8 to Standard 10) educational qualification; 7 (7%) have Higher Secondary (Standard 11 to Standard 12) qualification, 3 (3%) graduate educational qualification and the rest 6 (6%) are illiterate. Thus, most of the Member Dairy Farmers have Primary and Secondary qualification.

Table 3

Type of Family	Respondents	Percentage
Joint	87	87
Nuclear	13	13
Total	100	100

Out of 100 respondents, 87 (87%) Member Dairy Farmers belong to joint family and the remaining 13 (13%) to nuclear family. Thus, a majority of the Member Dairy Farmers belong to Joint Family.

Table 4

Occupation	Respondents	Percentage
Only dairying/Animal husbandry	6	6
Animal Husbandry + Agriculture	92	92
Animal Husbandry + service	2	2
Animal Husbandry + Agriculture+ service	0	0
Animal Husbandry + Any other business	0	0
Other	0	0
Total	100	100

In regard to occupation, 92 (92%) Member Dairy Farmers are involved in Animal Husbandry and Agriculture business, 6 (6 %) are involved in only dairying/Animal husbandry activities while only 2 (2%) are involved in Animal Husbandry and service. Thus, a majority of the Member Dairy Farmers are involved in Animal Husbandry and Agriculture activity.

Table 5

Monthly Income	Respondents	Percentage
≤ 10000 ₹	5	5
10001 ₹ to 20000 ₹	39	39
20001 ₹ to 50000 ₹	56	56
Above 50000 ₹	0	0
Total	100	100

The monthly income of 5 (5%) Member Dairy Farmers are less than 10000, that of 39 (39 %) from Rs. 10001 to Rs. 20000 and that of 56 (56%) from 20001 to Rs. 50000. Thus, the monthly income of most of the Member Dairy Farmers from 20001 to 50000.

Table 6

Animal Holding	Respondents	Percentage
≤ 2	4	4
3-4	5	5
5-6	35	35
7- 8	29	29
> 8	27	27
Total	100	100

Above table indicates that 4 (4%) Member Dairy Farmers had less than 2 animals, 5 (5%) had 3-4 animals, 35 (35%) had 5-6 animals, 29 (29%) had 7-8 animals while 27 (27%) Member Dairy Farmers had more than 8 animals.

4.2 Awareness of Socio-Economic Upliftment Schemes

Banaskantha District Dairy Co-operative milk Union provide numerous Socioeconomic upliftment Schemes for the development for the Member Dairy Farmers. To ascertain the schemes that Member Dairy Farmers are highly aware of, Weighted Average Rank is employed. The following table discloses the result of the study.

Table 7

Main Schemes	Highly Aware	Aware	Not Aware	Score	Mean	Rank
Animal Cooling System Assistance Scheme	3	25	72	100	1.31	12
	9	50	72	131		
Animal Lifting Travis Assistance Scheme	2	13	85	100	1.17	14
	6	26	85	117		
Iron Stall Assistance Scheme	7	11	82	100	1.25	13
	21	22	82	125		
Paki Assistance Scheme	2	7	91	100	1.11	16
	6	14	91	111		
Banas Education Assistance Scheme	23	62	15	100	2.08	1
	69	124	15	208		
"BetiBachaoAneKuposhanHatao" Assistance	13	68	19	100	1.94	3
	39	136	19	194		
Milking Machine Assistance Scheme	8	46	46	100	1.62	10
	24	92	46	162		
Electric Chaff Cutter Assistance Scheme	10	59	31	100	1.79	6

	30	118	31	179		
Farmer Tractor Operated Chaff Cutter Assistance Scheme	7	33	60	100	1.47	11
	21	66	60	147		
Milk competition	14	52	34	100	1.8	5
	42	104	34	180		
UNICEF: PoshanVandana Scheme	16	32	52	100	1.64	9
	48	64	52	164		
Scheme on milk day celebration	6	53	41	100	1.65	8
	18	106	41	165		
Vision Mission Strategy workshop (VMS)	0	2	98	100	1.02	18
	0	4	98	102		
DudhUtpadakMandaliSanklitVikasAyojanKaryakram (DIVA)	0	13	87	100	1.13	15
	0	26	87	113		
Free diseases check-up camp	17	69	14	100	2.03	2
	51	138	14	203		
Free Eye Check-up camp	18	51	31	100	1.87	4
	54	102	31	187		
Accident insurance policy	0	9	91	100	1.09	17
	0	18	91	109		
Life Insurance Policy	16	37	47	100	1.69	7
	48	74	47	169		

The result of Weighted Average Score discloses a majority of Member Dairy Farmers are aware of — Banas Education Assistance Scheme, Free diseases check-up camp, "BetiBachaoAneKuposhanHatao" Assistance, Free Eye Check-up camp etc. Generally, Member Dairy Farmers are aware about the various social economic upliftment schemes provided by Banaskanatha District cooperative milk Producer Union. Banaskanatha District Co Opeative milk Producer Union should also create awareness of schemes which has low awareness among the Member Dairy Farmers by conducting necessary awareness camps, advertisements through social media and through village co-operatives etc. in Banaskantha District.

5. CONCLUSION & SUGGESTIONS

The study reveals that milk producers are aware of Banas Education Assistance Scheme, Free diseases check-up camp, "BetiBachaoAneKuposhanHatao". These schemes are helping Member Dairy Farmers. They are also aware of Electric Chaff Cutter Assistance Scheme, Life Insurance Policy, Poshan Vandana, Milking Machine Assistance Scheme etc. To increase the number of beneficiaries, the Banaskantha Milk Producer Unions has to adopt a constant monitoring system. Further, they should also use social media, VDCS, Bank and Gram Panchayat for creating awareness of various socioeconomic upliftment schemes among Milk Producers in Banaskantha District.

Milk Producer Union should take responsibility to reach out to the Member Dairy Farmers through social media, public campaigns, and various awareness programmes etc. Village dairy Cooperative Society should join hands with the Milk Producer Union to create awareness of various socioeconomic upliftment schemes. Similarly, Gram Panchayat should also extend necessary assistance to Dairy Co Operative for promoting awareness various schemes among the Member Dairy Farmers. Banks in Baskantha district should prominently display various schemes promoted by the Dairy Cooperative at their branches.

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