

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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