

# “STUDY ON SOCIAL ECONOMIC CONDITION OF MILK PRODUCER IN CO- OPERATIVE SOCIETY IN SPECIAL REFERENCE TO ‘KENCHEGOWDANAKOPPALU’VILLAGE, NAGAMANGALA TALUKU, MANDYA DISTRICT.”

**Dr.Jyothi.D.**

Associate Professor,  
Department of Sociology,  
Govt.(Autonomous) College, Mandya

## Abstract:-

The milk producers from the backbone for dairy industry. Dairy development program plays a vital role in the socio-economic conditions of the rural people. Higher demand for milk means adding larger number of high-breed milk producing cattle to the milk population. A large part of this cattle population is owned and reared in rural areas. Thus, small marginal farmers and landless agricultural labourers play a very important role in milk production of the country. Dairy farming can also be cantered where the demand for milk is high. The co-operative movement for milk was started in India in the last decade of the nineteenth century with two objectives in view-protecting the farmers from the hands of the private money lenders and improving their economic condition.

**Keywords:** Co-operative milk collection centres, Dairy, Village Milk Producer, Livelihood, Income, Input, output, Etc.,

## INTRODUCTION:

The unique characteristic of Indian dairy industry is that bulk of milk production in our country is handled by small milk producers who are illiterate and ignorant of economic aspects of milk production. Dairying is a secure path and future of our rural development and became a commercial enterprise. It can contribute substantially to farmer's income. His way of looking to the dairying has not been changed from subsidiary to commercial business. These problems seriously reduce the production potentials of animals, especially cross breeds as they are more susceptible to diseases, hardships and contingencies peculiar to the Indian climate. However, there is little evidence available on how much the farmers and the nation lose as a result of animal diseases. The reproductive capability of the animal, a major concern in its economic losses to farmers value in dairy farming is frequently related to preparation events as undesirable health related to events during this period might result in tremendous economic losses to farmers. By the end of gestation in dairy make huge demands for energy, protein is such that it occurs at the most productive period of a lactating animal. During the last three decades, our Nation's milk producers have transformed Indian Dairying from stagnation to world leadership. In India, dairying is recognized as an instrument for social and economic development. Dairy sector plays a significant role in supplementing family income and generating gainful employment in the rural areas besides providing cheap nutritional food to millions of people. The growth of the dairy sector during the last three decades has been impressive. Indian dairying has made rapid strides, but animal productivity remained average. Dairy is of great significance in providing employment to rural people as well as a stable source of income to augment their earnings from the main enterprise they follow i.e., crop husbandry. Dairy enterprise plays a very important role in the rural economy

of India. It proves income and employment not only to the workers sections of the society but also to the farming community of the country in general. The returns from small can be maximized by the proper combination of dairy enterprise with crop production. About 80 per cent of the milk marketed still passes through the traditional channels handling raw milk and conventional processed products.

The much-hyped cooperative dairy development has also failed to asset the dominance of the traditional milk marketing channels. Liberalization of the dairy sector since 1991 has permitted formal, private processors to compete in the increasingly processed milk market. Consequently, several private milk processing firms have emerged in the Indian milk market. Further since late 1990s the importance of supermarkets and retail chains has grown in the Indian food market which includes milk also in its ambit. The growing middle class with increasing urbanization are likely to best the demand for more formally processed milk products, which the traditional markets generally do not cater for. This will fuel the growth of a modern formal and organized milk market. These emerging trends, while indicative of catering to the expanding consumer base with growing health, have generated concerns on both the supply as well as the demand side. Internationally, one of the most controversial issues is that the rise of modern marketing chains could have negative effects on income equality. However, the economic triggered in 1991 have widened market opportunities for the livestock sector also. The global demand for livestock products is also to increase its livestock exports, especially for products like bane meat, whose domestic demand is low with improved domestic production and marketing efficiency, better access to expanding world markets, India has the potential to become more competitive and may augment exports of livestock products. Nonetheless, there is still much to gain from further improvements in market conditions. Thus, a deeper knowledge about the determinants of export performance of the livestock sector in India would contribute towards the future livestock development strategy. In this backdrop, this study has examined the changes in the composition of livestock exports, competitiveness of different livestock products and has analyzed the factors affecting the growth of livestock export. India is home for the largest mulch animal population and milk production in the world. The milk production in the world. The milk producers form the backbone for the dairy industry. The extension of impact activities, supply of cattle feed and payment of remunerative price for milk is being provided or helps the milk producers to enhance milk production. Dairying provides millions of small marginal farmers and landless laborers means for their subsistence. Mulch animals are learned mainly through the utilization of crop residues; thus, milk production is essentially a subsidiary activity to agriculture. The planners recognized dairying because of the potential impact it can make, as an instrument to bring about social economic transformation in the rural sector. India has a population of more than 1 billion with diverse food habits, cultures, traditions and religions.



## LITERATURE REVIEW;

A growing body of literature has attempted to examine the socio-economic impact of cooperative societies on milk producers. Key areas of focus include changes in income levels, employment patterns, access to credit and veterinary services, nutritional status, education of children, and overall quality of life. Many studies suggest that membership in cooperative societies leads to improved household income, greater financial inclusion, and enhanced decision-making capacity, particularly for women. However, other research highlights persistent challenges such as unequal benefit distribution, management inefficiencies, and lack of awareness among members.

**Dr. R.S. Deshpande's (2002)<sup>1</sup>** focused on the socio-economic impact of dairy cooperatives on rural livelihoods. He found that dairy cooperatives helped provide consistent income to farmers, particularly small and marginal ones, by offering a steady market for their milk. The study emphasized that cooperatives eliminated middlemen, ensuring that farmers received better prices for their milk. This regular income stream enabled farmers to improve their financial stability, invest in better housing, healthcare, and children's education. The study also highlighted the empowerment of women, as many women in rural areas were engaged in dairy farming and had more control over household financial decisions. Deshpande's work is significant because it shows how cooperative societies play a pivotal role in uplifting rural communities both economically and socially.

**Reddy (2008)<sup>2</sup>** examined the impact of dairy cooperatives on rural employment in Southern India, specifically in Tamil Nadu. The study showed that dairy cooperatives provided direct and indirect employment opportunities. Apart from the milk producers, cooperatives created jobs in milk collection, transport, and processing, offering steady work to rural laborers. Reddy's findings demonstrated that dairy farming not only benefited the direct producers but also played an essential role in creating community-based employment, which in turn contributed to local economic development.

**Singh, R.V., & Grover, R.K. (2011)<sup>3</sup>** Their study on dairy farmers in Haryana revealed that cooperative societies enhanced milk production, timely payment systems, and access to loans and veterinary services. *Indian Journal of Agricultural Economics*, Vol. 66, No. 3, pp. 445–452.

**Rathod, P.K., Nikam, T.R., Landge, S., & Vajreshwari, S. (2012)<sup>4</sup>** In their study conducted in Karnataka, the authors found that dairy cooperatives contributed to increased milk production, improved veterinary service access, and increased household income. *Indian Research Journal of Extension Education*, Vol. 12, No. 1, pp. 66–69.

**Manjunath. (2013)<sup>5</sup>** conducted a study in Karnataka, focusing on the role of dairy cooperatives in improving milk production and farmers' socio-economic conditions. The study found that dairy cooperatives were instrumental in increasing milk yield and improving productivity among small and marginal farmers. They highlighted that the cooperative system allowed farmers to access veterinary care, cattle management knowledge, and market linkage for better prices. As a result, cooperative members had a higher standard of living, better access to healthcare, and were able to invest in education and improved housing

## SCOPE OF THE STUDY

This study focuses on assessing the socio-economic conditions of milk producers who are members of co-operative societies. It aims to understand their income levels, education, access to resources, standard of living, and the impact of co-operative society membership on their livelihoods. The research will also explore how factors such as gender, landholding size, herd size, and access to veterinary and financial services influence their economic well-being.

The geographical scope is limited to [Kenchegowdanakoppalu], and the study covers members who have been associated with the co-operative society for at least one year. Both qualitative and quantitative data will be collected through interviews, questionnaires, and secondary data sources.

## SIGNIFICANCE OF STUDY

On the socio-economic condition of milk producers of a co-operative society lies in several key areas:

1. **Understanding Livelihoods:** It highlights how milk production contributes to the income, employment, and living standards of rural households.
  2. **Policy Development:** The findings can help policymakers design targeted support programs, Subsidies, or reforms to improve the dairy sector and rural economy.
  3. **Strengthening Cooperatives:** It evaluates the role of co-operative societies in empowering farmers, ensuring fair pricing, and providing necessary services like veterinary care, fodder, and training.
  4. **Identifying Challenges:** The study can reveal socio-economic barriers such as limited access to credit, poor infrastructure, or lack of education among milk producers.
  5. **Promoting Inclusive Growth:** By identifying inequalities or social issues (like gender disparity), it helps in promoting inclusive development within the dairy sectors.
- Scope of study** This study focuses on assessing the social economic condition of milk producers who are members of Co-operative society. 8:00 a.m. to understand their income level education across resources, standard of living and the impact of cooperative society membership on their livelihoods. The research will also explore house factor such as gender land holding size herd size and access to veterinary financial service influence their economy will being.

## RESEARCH GAP

The research gap identified from the literature review is that although several studies have explored the role of dairy co-operative societies in enhancing rural livelihoods, there remains a significant gap in understanding the needs of socio-economic conditions of individual milk producers associated with these co-operatives. Most existing literature focuses on aggregate outcomes such as overall milk production, profitability of co-operatives, or macro-level rural development impacts. However, limited attention has been paid to the micro-level socio-economic dimensions milk producers such as income diversification, education, health access, women's participation, and the effect of cooperative membership duration of the producers themselves. Furthermore, regional disparities and the effectiveness of support services provided by co-operatives (like veterinary care, training, and credit) are underexplored. This study aims to fill these gaps by providing a comprehensive analysis of the socio-economic profiles of milk producers at the grassroots level, thereby offering more targeted insights for policy-making and cooperative management strategies.

## OBJECTIVE OF THE STUDY

1. To know the Significance of milk cooperative society in Kenchegowdanakoppalu.
2. To know the socio-economic condition of the milk producer's in Kenchegowdanakoppalu.
3. To know the service's offer by the milk cooperative society to the public.
4. To Know the Role of Government regarding the milk producers and cooperative society.

## METHODOLOGY

### 1. SAMPLE OF THE STUDY :

In our research we studied the sampling size of 50 members in the cooperative society of diary milk producers in Kenchegowdanakoppalu.

### 2. SOURCE OF DATA :-

Data means information collection to cooperative society, in our research collected to Primary and secondary data.

### 3. TOOL AND DATA ANALYSIS :-

In our research for the depending upon the respondents.

I adopted such as statistical tools such as percentages, averages, and graphs. Excel size tools.

**LIMITATIONS OF STUDY ;**

1. Our study is limited only milk cooperative society in Kenchegowdanakoppalu.
2. In our Research work conducted for Academic purpose only.
3. In our study restricted by the time or duration.
4. In our study output of the depending upon the respondents.

**DATA ANALYSIS AND INTERPRETION****TABLE - 1****RESPONDENTS OF AGE**

SL.NO	PARTICULARS	NUMBER	PERCENTAGE
1	Below25	1	2%
2	26-35	3	6%
3	36-45	19	38%
4	46-60	12	24%
5	above 60	15	30%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

The age distribution indicates that dairy farming is predominantly handled by individuals aged 36–45 (38%) and above 60 (30%), highlighting a strong representation of middle-aged and older individuals. Only 2% are below 25, suggesting minimal youth engagement. The 46–60 age group contributes 24%, and just 6% fall into the 26–35 range. This pattern implies that dairy farming is not attracting younger generations, possibly due to migration to urban jobs or lack of interest. It may also reflect generational continuity where the older population sustains traditional agricultural activities.

**TABLE - 2****RESPONDENTS OF GENDER**

SL.NO	PARTICULARS	NUMBER	PERCENTAGE
1	Male	36	72%
2	Female	14	28%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

A significant gender disparity exists, with 72% male and only 28% female respondents involved in dairy farming. This suggests that dairy farming in the region is male-dominated, possibly due to societal norms or physical workload requirements. However, the 28% female participation indicates that women do play a role, albeit less prominently. Encouraging more female participation through training and support could enhance productivity and social equity. The data also suggests an opportunity to integrate gender-sensitive policies to support women's involvement in dairy-related decision-making.

**TABLE - 3****RESPONDENTS OF EDUCATION LEVEL**

SL.NO	PARTICULARS	NUMBER	PERCENTAGE
1	Illiterate	13	26%
2	Primary	6	12%
3	Secondary	19	38%
4	Higher secondary	10	20%
5	Graduate and above	2	4%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

Most respondents have a secondary education (38%), followed by illiterate individuals (26%), indicating a modest educational background. Only 4% are graduates or above, while 12% have primary education, and 20% have higher secondary. This shows that dairy farming is largely managed by people with limited formal education. The high percentage of illiteracy may hinder adoption of modern techniques. Skill development and literacy programs targeted at farmers could significantly improve efficiency and farm management. This educational profile is essential for tailoring training and technical assistance programs.

**TABLE - 4****RESPONDENTS MAIN OCCUPATION**

SL.NO	PARTICULARS	NUMBER	PERCENTAGE
1	Agriculture	25	50%
2	Dairy farming	6	12%
3	Labour	11	22%
4	Business	8	16%
5	Service	0	0%
6	Other	0	0%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

Half of the respondents (50%) are primarily engaged in agriculture, followed by labour (22%), business (16%), and dairy farming (12%). Notably, none reported service or other occupations. This underscores the close relationship between agriculture and dairy, where livestock supplements farming income. It also indicates that dairy farming is mostly pursued as a secondary or complementary activity rather than a sole occupation. This trend may reflect the need for diversifying rural income. Promotion of dairy as a standalone business can improve livelihoods and reduce rural underemployment.

<b>TABLE - 5</b>			
<b>RESPONDENTS QUANTITY OF MILK SUPPLIED DAILY</b>			
<b>SL.NO</b>	<b>PARTICULARS</b>	<b>NUMBER</b>	<b>PERCENTAGE</b>
1	Less than 5 litters	15	30%
2	6-10 litters	30	60%
3	11-15 litters	5	10%
4	More than 20 litters	0	0%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

A majority (60%) of farmers supply 6–10 litters of milk daily, and 30% supply less than 5 litters, indicating small-scale dairy farming. Only 10% supply 11–15 litters, and none supply above 20 litters. This highlights a predominantly marginal or small-scale production base. Such quantities may suffice for household needs and limited commercial sale, but reflect low productivity per animal. Support in feeding practices, animal care, and breed improvement could increase daily output, enabling farmers to scale up and enhance profits.

<b>TABLE - 6</b>			
<b>RESPONDENTS OF SATISFACTION WITH CO-OPERATIVE SOCIETY SERVICES</b>			
<b>SL.NO</b>	<b>PARTICULARS</b>	<b>NUMBER</b>	<b>PERCENTAGE</b>
1	Highly satisfied	2	4%
2	Satisfied	35	70%
3	Neutral	11	22%
4	Dissatisfied	2	4%
5	Highly dissatisfied	0	0%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

A strong 70% of respondents are satisfied with cooperative society services, while 4% are highly satisfied and 22% are neutral. Only 4% are dissatisfied and none are highly dissatisfied. This suggests that the cooperatives are generally meeting expectations. However, the notable proportion of neutral responses indicates that improvements are still possible, especially in areas like payment timeliness, technical assistance, and grievance redressal. Encouraging regular feedback from members can help societies address issues proactively.

**TABLE -7****OVERALL PERFORMANCE OF YOUR MILK COOPERATIVE**

SL.NO	PARTICULARS	NUMBER	PERCENTAGE
1	Excellent	8	16%
2	Good	37	74%
3	Average	5	10%
4	Poor	0	0%
<b>TOTAL</b>		<b>50</b>	<b>100%</b>

**Source: Primary Data**

A substantial 74% of respondents rate their cooperative society's performances good, with 16% saying excellent, and 10% saying average. Nonrated it spoor. This shows that the societies are functioning effectively and meeting member expectations. However, with only 16% saying "excellent," there's still room to enhance services such as recordkeeping, timely payments, and support programs. Conducting periodic assessments and addressing minor dissatisfaction can elevate member trust and loyalty.

**FINDINGS AND SUGGESTION:**

1. Most participants were in their middle age, followed by elders. Very few were young adults, and a small number were above sixty. Youth involvement appears quite limited in the dairy sector.
2. Men clearly dominated dairy-related activities, with only a small portion of women participating. This indicates a male-centric involvement in the business.
3. Almost all the respondents were married, suggesting dairy farming is more of a family-supported or household livelihood practice.
4. The majority had basic schooling. A good number were either illiterate or had only primary education, while very few had pursued higher studies.
5. Most families had medium-sized households. Very small and very large families were rare among the respondents.
6. In most households, two members contributed to the income, while a few had only one earner, and some had three or more.
7. The majority lived in rural areas, with fewer in semi-urban regions and almost none in urban localities.
8. Agriculture was the primary work, followed by dairy farming and labour. No one reported having a job in services or other sectors.
9. Most households had moderate income levels, with only a few earning at the lower or higher extremes.
10. A good number supplied milk multiple times a week, some did it daily, and the rest supplied either weekly or occasionally.

**CONCLUSION**

The present study undertaken in Kenchegowdanakoppalu village of Nagamangala Taluk, Mandya District, aimed to assess the socio-economic condition of milk producers who are part of a co-operative

society. Based on the analysis of both primary and secondary data collected from 50 respondents, it is evident that dairy co-operatives play a crucial role in improving the economic and social well-being of rural households. The co-operative society not only offers a fair price for milk but also provides essential support services such as veterinary care, supply of cattle feed, training, and timely payments. This helps the producers maintain livestock health and increase milk productivity. It is also found that involvement in the dairy co-operative has brought positive changes in the standard of living of the members. Their access to basic needs like healthcare, education, sanitation, and nutrition has shown considerable improvement. Women, in particular, have benefited by participating in dairy activities, leading to empowerment and enhanced decision-making in household matters.

However, challenges such as lack of awareness about government schemes, limited access to credit, inadequate infrastructure, and irregular veterinary services still persist. Further efforts are needed to overcome these hurdles through improved training, awareness programs, and better linkage with financial institutions.

The co-operative model in Kenchegowdanakoppalu stands as a successful example of how collective efforts can uplift rural communities both economically and socially. Strengthening such institutions, promoting gender inclusion, and providing technical and financial support will ensure the long-term sustainability of the dairy sector.

## **BIBLIOGRAPHY**

1. Deshpande, R.S. (2002). *Cooperative Dairy Farming and Rural Empowerment* (pp. 34-56). New Delhi: Sage Publications.
2. Reddy, S. (2008). *Impact of Dairy Cooperatives on Rural Employment in Tamil Nadu* (pp. 112-130). Chennai: Tamil Nadu Rural Press.
3. Singh, R.V., & Grover, R.K. (2011). *Impact of Milk Cooperatives on Dairy Farmers in Haryana*. *Indian Journal of Agricultural Economics*, 66(3), 445–452.
4. Rathod, P.K., Nikam, T.R., Landge, S., & Vajreshwari, S. (2012). *Role Performance of Dairy Cooperative Societies in Karnataka*. *Indian Research Journal of Extension Education*, 12(1), 66–69.
5. Manjunath, (2013). *Role of Dairy Cooperatives in Socio-Economic Development of Farmers in Karnataka* (pp. 123-135). Bangalore: Karnataka Rural Development Press.