

**A study on member's awareness and level of satisfaction towards cooperative milk societies
with reference to Salem district**

***Dr. C. Gayathriand **Dr. T. Mohanraj**

**Assistant Professor of Commerce, Periyar University College of Arts and Science, Salem
Tamilnadu*

***Faculty of Commerce, Periyar University College of Arts and Science, Salem Tamilnadu*

Abstract

The researcher investigated the socio economic status of members of milk societies in Salem district. This study systematically analyses the members' awareness and satisfaction by applying statistical tools such as five point scaling technique, percentage analysis and average rank analysis. This paper carried out a review of literature in the field of cooperative milk societies in order to understand the current practices followed in Cooperative milk societies.

Keywords: *Awareness, Co-operatives, Member, Society, Satisfaction*

1.1 Introduction

Dairy activities have traditionally been integral to India's rural economy. The country is both the world's largest producer of dairy products as well as their largest consumers. Almost its entire produce is consumed in the domestic market and therefore is neither an importer nor an exporter, except in a marginal sense. Despite being the world's largest producer, the dairy sector is largely in the primitive stage of development and modernization. Though India may boast to one of the world's largest cattle population, the average output of an Indian cow is significantly lower compared to its foreign counterpart. Moreover, the sector is plagued with various other

impediments like shortage of fodder, its poor quality, dismal transportation facilities and poorly developed cold chain infrastructure.

On the demand side, the situation is buoyant. With the sustained growth of the Indian economy and a consequent rise in the purchasing power during the last two decades, more and more people today are able to afford milk and various other dairy products. This trend is expected to continue with the sector experiencing a robust growth in demand in the short and medium run. If the impediments in the way of growth and development are left unaddressed, India is likely to face a serious supply – demand mismatch and it may gradually turn into a substantial importer of milk and milk products.

1.2 Statement of the Problem

The aim of a cooperative society is to provide services at free or reasonable cost to its members. In spite of many merits in milk cooperative society, there are also some weakness experienced. Now a day's milk cooperative societies are not paying milk prices regularly to their members. The societies pay the money for milk procurement once in a month; such a delay makes the members find very difficult for procuring animal needs. The biggest obstacle that the dairy cooperatives face today is the political and bureaucratic interference. Hence, an attempt is made to study the member's awareness and level of satisfaction in milk cooperative society.

1.3 Objectives of the study

1. To ascertain the factors that contributes to join with the cooperative milk society as members.
2. To measure the level of satisfaction of members towards cooperative milk society.

1.4 Research methodology

1.4.1 Sampling method

According to Salem district Aavin administration record, it contains five milk procurement teams namely Salem, Mettur, Attur, Valapady, Sankari. Stratified sampling method was applied with equal proportion to each stratum.

1.4.2 Sample size

According to the Salem district Aavin milk society's record, there are about 755 societies in Salem district. It is subdivided into five teams as follows: Salem (116), Mettur (130,) Attur (199), Valappadi (116) and Sankari (194). The researcher preferred to select the sample size based on the convenient sampling method. The total sample size was 500 each region team contained 100 samples.

1.3 Review of Literature

Ghosh, Ashok et al. (2004) investigated the role of Bangladesh Milk producer's cooperative union limited (BMPCUL) on milk production and household income. This study explores the chronological development of BMPCUL extension of its areas and activities towards dairy development in Bangladesh and analyses some aspects of its performance in milk production and household income. Sharma et al., (2008) the determinants, costs and benefits of small farmer reference to dairy industry in India. He stated that dairy sector was emerging marketing channels but still traditional channel is dominant (85% market share). Small farmers mostly prefer to sell milk through cooperative societies. Age and education are the key determinants of selecting the marketing channel in terms of private sector channel. He also stated that private channels provide better price than cooperative societies. But they receive lesser benefits compared to cooperative societies. Gour and Ms Deepti (2013) examined the role of cooperative in dairy development in India. The need for dairy development in countries like India arise due to several consideration such as low per capita availability of milk, prevalence of unemployment, increasing living conditions of rural people and achieving self-sufficiency in milk production etc. dairying is one of the most effective instruments for supplementing farmers income and generating employment in the rural sector. Jamwal, Mohit et al., (2014) conducted a study on measuring the consumer behavior of the customers towards the Aanchal milk dairy which is a member milk union of Uttarakhand cooperative dairy federation. Customer's satisfaction was measured across different

attributes of the Aanchal milk and the customer's preference was checked across different parameters.

1.5 Factors influenced to join in CMS

People are involved in the similar business model may have different attractive points. In this study, six factors have been identified as influencing to join as a member in a cooperative milk society (CMS). The following table shows the respondents preference towards the influencing factors.

Table No: 1.1
Factors influenced to join in CMS

Factors	R -1	R -2	R -3	R -4	R -5	R -6	R -7
Bonus features	94	135	58	52	34	127	500
	18.80%	27.00%	11.40%	10.40%	6.80%	25.40%	100.0%
Milk price	109	126	71	64	101	29	500
	21.80%	25.20%	14.20%	12.80%	20.20%	5.80%	100.0%
Regular milk procurement	100	47	94	85	115	59	500
	20.00%	9.40%	18.80%	17.00%	23.00%	11.80%	100.0%
Neighbors	18	52	70	169	95	96	500
	3.60%	10.40%	14.00%	33.80%	19.00%	19.20%	100.0%
Animal care	109	81	86	84	74	66	500
	21.80%	16.20%	17.20%	16.80%	14.80%	13.20%	100.0%
Dairy management guidance	70	59	121	46	81	123	500
	14.00%	11.80%	24.20%	9.20%	16.20%	24.60%	100.0%

Source: Primary Data

It is found that 27 percent of the respondents have given rank-2 for bonus feature as it influences to join in cooperative milk society, 25.2 percent of them have given rank-2 for milk price, 23 percent of them have given rank 5 for regular milk procurement, 33.8 percent of them have given rank 4 for neighbors, 21.8 percent of the respondents have given rank 1 for animal care, and 24.6 percent of the respondents have given rank-7 for dairy management guidance. It is concluded that the majority 21.8 percent of the respondents are influenced by animal care feature to join in the cooperative milk society, since rank 1 was been given.

1.6 Level of satisfaction on welfare facilities

The table illustrates the level of satisfaction towards the factors of milk producers welfare concerned by cooperative milk society wise distribution pattern of the respondents.

Table No: 1.2

Level of satisfaction on milk producers' welfare concerned by the cooperative milk society wise distribution of respondents

Welfare facilities	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Loan facility	240	199	38	0	23
	48.00%	39.80%	7.60%	0.00%	4.60%
Settlement of money	185	222	93	0	0
	37.00%	44.40%	18.60%	0.00%	0.00%
Flexibility on loan repayment	150	196	66	65	23
	30.00%	39.20%	13.20%	13.00%	4.60%
Dairy management guidance	55	270	99	51	25

	11.00%	54.00%	19.80%	10.20%	5.00%
Disbursement of the profit bonus	74	297	61	57	11
	14.80%	59.40%	19.80%	10.20%	5.00%
Providing opportunity to talk about the problem	130	199	93	78	0
	26.00%	39.80%	18.60%	15.60%	0.00%
Immediate actions taken on complaint	140	106	126	57	71
	28.00%	21.20%	25.20%	11.40%	14.20%

Source: Primary Data

It is evident from the table 48 percent of the respondents are highly satisfied with the loan facility offered by the cooperative milk society to its members and 28 percent with the immediate action on complaints. 44.4 percent of the respondents are satisfied with the settlement of money, 39.2 percent of respondents are satisfied with cooperative milk society provision of flexibility in loan repayments, 54 percent with cooperative milk society valuable guidance for dairy management, 59.4 with cooperative milk society genuine disbursing go profit bonus, 39.8 with the opportunity to talk about the problems. It is concluded that the majority of the respondents are satisfied with milk producer welfare related factors of cooperative milk society.

1.7 Findings

- Milk price factor is identified as the most influenced factor to join in the cooperative milk society. The cooperative membership contains various attractions, whereas majority of the respondents are attracted towards the milk price factor.
- Majority 48 percent of the respondents were highly satisfied with loan facility provided by cooperative milk society.
- Majority 44.4 percent of the respondents were satisfied with settlement of money by cooperative milk society.

- Majority 39.2 percent of the respondents were satisfied with loan repayment facility by cooperative milk society.
- Majority 54 percent of the respondents were satisfied with dairy management guidance by cooperative milk society.
- Majority 59.4 percent of the respondents were satisfied with disbursement of the profit bonus by cooperative milk society.
- Majority 39.8 percent of the respondents were satisfied with providing opportunity to talk about the problem by cooperative milk society.
- Majority 28 percent of the respondents were highly satisfied with immediate action taken about complaint by cooperative milk society.

1.8 Conclusion

Majority of the members are highly aware on policies of society, infrastructure factors, procurement related factors and satisfied with factors such as milk producer's welfare related dairy animals welfare related factors and empowerment factors which show the society is satisfactorily performing for all these years. Majority of respondents have mentioned the milk price related problems and hence pricing of milk can be in future assessed with the help of the milk man's needs.

References

1. Ghosh, Ashoke Kumar and Keshav Lall Maharajan. "Development of dairy cooperative and its impacts on milk production and household income: A study on Bangladesh milk producers cooperative union limited. "Journal of international development and cooperation 10.2 (2004), 193-208.

2. Sharma, Vijay Paul, Kalpesh Kumar and Raj Vir Singh. "Determinants costs and benefits of small farmer inclusion in restructured agrifood chains: A Case study of dairy industry in India. "Micro study report (Model 3) of component 1 (2008) 342-349.
3. Gour, Ms Deepti. "Role of cooperative in dairy development in India", International indexed and refereed research journal (2013), 79-86.
4. Jamwal, Mohit and Akhilesh Chandra Pandey. "Consumer behavior towards cooperative milk societies: A study on measuring customer satisfaction of 'Aanchal milk' (A member milk union of UCDF Limited) 2014, 174-182.