

# THE GROWTH OF MILK CO-OPERATIVE MARKETING SOCIETIES AND RURAL DEVELOPMENT: A CASE STUDY OF MYSORE DISTRICT

**Thejomani B.D.,**

Associate Professor, Department Of Geography, Maharaja College, University of Mysore, Mysore.

## **Abstract**

Rural markets are the farmers first contact point for the disposal of their products while on other hand they are complementary to urban market centers. Rural market holds significance in a country like India where more than 80 percent of the population lives in villages far away from towns. The different types of Rural Markets provide different services. Rural markets are classified into organized and unorganized. Milk dairy co-operative societies are one such organized Rural Markets involving milk producer and milk buyers. These markets act as growth poles and are very significant for the rural development especially in agriculture and cottage industries sector. Milk production is considered as sub-Agriculture farming supporting economic growth of farmers. The dairy co-operative societies are playing an important role in milk production. In India, milk is processed by 170 million milk producer's co-operative unions and 15 state co-operative milk marketing federation. Mysore district of Karnataka state has 1034 Milk co-operative societies with 236995 members. The present study analyzes the growth of dairy co-operative societies in Mysore district with an emphasis on farmers economic condition and rural woman life.

**Keywords:** Milk, Co-operative societies, Rural Development, Dairy, Mysore

## **Introduction**

India is a developing country with 649481 villages and 83.3 crore (68.84%) population living mostly in Rural area. In India, 69 % populations are dependent on agriculture. The agricultural commodities produced by the farmers are traded in different markets. Markets help the farmers in achieving economic growth and social status. These markets are broadly classified in Organized and Unorganized markets. Organized markets are namely Agriculture producer market centre (APMC), MANDI, HOPCOMS, PACS, LAMPS, and Dairy co-operative societies. Unorganized markets are periodic markets (shandies) and Fairs. Milk co-operative society is one such organized market centre present in Mysore district. These societies create employment opportunities in the district. The district has 1199 villages with a population of 1755714 out of which 58.5% population are dependent on Agriculture. Mysore district has 1034 Milk co-operative societies with a membership of 286995. These facts and figures signifies the role of milk co-operative societies in rural development.

## **Objectives**

The objective of the present investigation is to study the impact of Milk dairy co-operative societies on rural development, economic and social change in the study region. The dairy co-operative societies make an influence on various fields, but the effects are more pronounced on farmers income, and change in rural social life. To study the growth of Milk dairy co-operative societies in different taluks of Mysore district data of three decades were utilized to understand the employment opportunities and to examine the problems associated with Milk co-operative societies and Milk producers in the study area.

## Methodology

The study is based on the primary as well as secondary data. The primary data was collected during one percent surveys in the Mysore district. The survey consisted of dairy co-operative societies and Milk producers. The secondary data was collected from the district statistical department of Mysore for the period 1986 to 2016. Simple statistical methods were used to show variations in result using line graph/bar graph. Table for both the study periods have been prepared with percentage conversion.

## Study Area

The Mysore district is situated in the southern part of the Deccan plateau, and it forms the southern most portion of Karnataka State. The total Geographical area of the district is 6854 sq.km., which is about 3.57 percent of the total area of the state, ranks 12<sup>th</sup> in Geographical area and stands 4<sup>th</sup> in terms of population (2011). It lies between 11°45' and 12°50' North latitude and 75°45' and 77°10' east longitude. In Mysore district, Agriculture is a main occupation of rural people. The district has different kinds of Rural Market dealing with different agricultural products. There are totally 60000 (periodic and Non-periodic) market centres. Mysore district has only 26 periodic Markets. On an average markets in Mysore district serves an area of 264 sq.km with a population density of 101578.

Table No. 1 Taluk wise No. of Societies.

SL. NO.	Name of Taluks	YEARS									
		1986-1996		1996-2006				2006-2016			
		No. Societies	%	No. Societies	%	Members	%	No. Societies	%	Members	%
1	H.D.Kote	25	6.3	59	10.4	11880	7.9	136	13.1	27078	11.4
2	Hunsur	58	14.7	96	16.8	22960	15.3	173	16.7	38586	16.3
3	K.R.Nagar	55	13.9	94	16.5	26845	17.9	148	14.3	37973	16.0
4	Mysore	60	15.2	73	12.8	18400	12.2	135	13.0	24700	10.4
5	Nanjangud	71	18	96	16.8	28246	18.8	148	14.3	39695	16.7
6	Periyapatna	60	15.2	63	11.0	18100	12.0	162	15.6	34413	14.5
7	T.Narasipura	65	16.4	88	15.5	23250	15.5	132	12.7	34550	14.5
Total		394	99.7	569	99.8	149681	99.6	1034	99.7	236995	99.8

Milk dairy co-operative societies are one of the organized markets in the district. The principle motto is mutual co-operation, i.e. each for all and all for each. This has been extended to the sphere of Agriculture marketing. The Milk co-operative societies were started in 1949 at Hinkal in Mysore taluk with an objective of coordinating primary activities and to render them guidance and other facilities. A union of Milk producers was started in Mysore during 1976. It is a federal body, its operation area was Mysore and Mandya district. Since 1987 its operational area is confined only to Mysore district having a branch at Hunsur.

Table No.1 shows taluk-wise growth of Milk co-operative societies and farmer members in the district. Table shows that the growth of Milk co-operative societies were almost positive of Milk production area is number of taluks represented the values of growth exceeding % per annual in the average under Milk production at the district level.

As per table 1, the growth of Milk co-operative societies were almost positive in all taluks of the district. The total Milk co-operative societies at the district level was 394, 569 and 1034 societies during 1986- 1996, 1996-2006 and 2006-2016, respectively. The annual growth rate of milk production and increase of members in societies are 99.8 % to 99.7 % during 1996 to 2006 and 2006 – 2016. The positive growth rate varied between 13.1% (H.D.Kote), 16.7 % (Hunsur), 13 % (Mysore) and 15.6 % (Periyapatna).The negative growth rate varied

between 16.5 % to 14.3 %- in K.R.Nagar, 16.8 to 14.3 % in Nanjangud and 15.5 % to 12.7 % in T. Narasipura taluk. Hence these factors have influenced the growth of Milk Market demand and increase of price.

## Conclusion

In any system, It is often difficult to maximize the profit based on a single activity. Hence, there is a need to diversify the activity for economic, social and educational development. Also, the government should support such allied activities in order to reduce burden on principal agricultural activity leading to overall rural development.

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