



THE OPINION OF MEMBERS ON THE SERVICES RENDERED BY MILK CO-OPERATIVE SOCIETY - A CRITICAL ANALYSIS

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Abstract

The Dairy members are having food awareness about the various services provided by the dairy Co-operatives. The members of Bodinayakanur Dairy co-operatives were fully satisfied with various services rendered by the above society. Out of the five independent factors sex and age and literacy level of the respondents had no influence on the level of their opinion on services by the society under study whereas period of membership and the number of Milch Animals owned by the respondent had significant influence on their opinions.

Key words: Milk Co-operative Society, Opinion on Service; Chi-square.

Introduction

In India dairy co-operatives were formed after 1912 but the real beginning was made only after the Second World War. The Kaira District Co-operative Milk Union which is popularly known as AMUL was the first producer oriented union organized in 1946. Now-a-days, in India more than 1,01,427 primary milk co-operatives with 10 million milk producers are covered under the dairy co-operative and 176 milk unions are collecting daily about 1.58 corers of liters of milk, which give income to the rural community. In Tamil Nadu the first milk Co-operative society was formed in 1912. In Madras city a milk supply union was started in 1927 at "Ayanavaram" in the name of "the Madras Co-operative milk supply union". The union had at first 14 societies and 15 individuals as its members. The quantity of milk sold during the first year was 17408 litres. In Tamil Nadu the milk co-operatives are developed on "Anand pattern" that is milk producer societies at the village level, milk producer union at district level and federation of milk producer' union at the state level.

Review of Literature

D K Grower and S.K.Mehta (1996) in their article, "Economics of Dairying in Rural Punjab – A Case study," came out with the significant conclusion that the rearing Milch cattle on the sample farms were not a profitable venture. They suggested that there was enough scope to take up popularization of suitable cross breeding programmes and for development of more nutritive but economic feeding packages to increase the milk yield per Milch cattle. T Vannia Rajan (2007) in his Ph.D., Thesis, "Production and Marketing of Milk in Madurai District", has suggested that the government should decentralize the milk co-operative Union and limit it at the Milk Society level in order to stages in Marketing of milk which will enable the society to produce higher procurement price to producers.

Statement of Problem

Milk production in India is characterized by low milk yielding, non-descript cows and buffaloes. Millions of small producers with little or no land holdings use crop residues and natural herbage with or without costly concentrates as cattle-feed. The average productivity of a cow in India is not more than 400 liters a year. Milk producers are not loyal to the co-operative societies in selling all their milk to the society. They sell a part of the milk to the local traders. This in turn affects the milk supply to the union. Milk being a highly perishable commodity, delay in transporting the milk to the union leads to spoilage of the entire milk transported. Milk yield of the animals varies according to season. The major problem of primary co-operatives societies is arranging adequate financial arrangements for its smooth running. Many times these societies find it very difficult to meet their urgent financial commitment like fodder advance to the members, monthly payment to the members for their milk and the like. The market forces in liberalization and quality of life, expected in its wake, projections demand of milk and milk products over the next two decades show that rising incomes, high income elasticity of demand growth at the rate of seven per cent per annum, pushing the total annual demand of milk to 170 million metric tons by 2020. The apprehension naturally is can India even sustain the current 4.5 per cent annual growth in milk production given the constraints of uncontrolled growth in resources, grossly inadequate food and fodder resources, farming practices, unfriendly to the environment and the ravages of recurring animal epidemics?

Objectives

The main objective of this paper is to critically analyze the services rendered by the milk cooperative society to its members.

Methodology

The study is based on both primary and secondary data that collected with the help of a well-constructed interview schedule.

Sampling

Though many Dairy Co-operatives were started at Bodinayakanur Taluk, they are all defunct now except the one started at Bodinayakanur. The Bodinayakanur Milk Producers Co-operative Society started commencing its operations from 21.10.1948. As of now, the Society has 6800 members; of these 3000 members are active members who regularly utilize the services of the society. For the purpose of collecting primary data, 300 society members were chosen randomly as sample respondents who constitute 10 per cent of the active members of the society.

Tools

To analyze the satisfaction of the respondents about the services provided by the society, Chi-square test has been used to test the significance between satisfaction about the services of the society and independent variables such as sex, age, literacy level, period of membership of respondents. The overall position of all the respondents had been consolidated by categorizing them into three groups, namely high, medium and low level of satisfaction according to individual scores. Arithmetic mean (\bar{X}) and standard deviation (σ) for 300 respondents were computed. Those who scored above ($\bar{X} + \sigma$) were classified as High level and those who scored below ($\bar{X} - \sigma$) was classified as Low level. These respondents who scored in between High level ($\bar{X} + \sigma$) and Low level ($\bar{X} - \sigma$) were classified as medium level of satisfaction.

Results and Discussions

The level of satisfaction varies from respondents to respondent. Satisfaction being an abstract concept cannot be measured directly in quantitative terms. Hence Linkerts' five point scaling technique has been used to measure the level of satisfaction of the respondents. Scores were given to each statement from five to one. In order to measure the level of satisfaction of the respondents ten statements were given about the services rendered by the society and their opinion were elicited on five-point scale.

Classification of Respondents on the Basis of Level of Satisfaction

Accordingly, respondents who scored 52 and above were classified as having high level of satisfaction and those who scored 44 and below were classified as having low level of satisfaction. Members who scored between 45 and 51 were classified as having medium level of satisfaction. Respondents classified according to the level of satisfaction are given in Table 1

Table 1: Classification of Respondents on the Basis of Level of Satisfaction

S. No	Category	No. of Respondents	Percentage
1	High	60	20
2	Medium	120	40
	Low	120	40
3	Total	300	100

Source: Primary data

Table 1 shows that out of 300 respondents, 60 respondents (20%) were under high level category, 120 respondents (40%) were under medium level category and 120 respondents (40%) were under the category of low level of satisfaction.

Factor Influencing Over All Opinion

In this section, an attempt has made to study the factors influencing the overall satisfaction of the sample respondents on services of the society.

The Formula for calculating the Chi-square test is $X^2 = (O-E)^2 / E$,
where,

O – Observed frequency;

E - Expected Frequency.

$E = (\text{Row Total} \times \text{Column Total}) / \text{Grant Total}$

Degree of freedom: 2

Calculated Value of x^2 : 4.36

Table value at per cent level: 5.99

Since the calculated value of x^2 (4.36) is less than the value at five per cent level, the hypothesis that sex of the members influences the level of satisfaction about the serious of the society is rejected.

Age and Satisfaction of Respondents on Services of the Societies

Age of the respondents has a close relationship with their level of satisfaction. In order to test the significance between age and level of satisfaction, chi-square test has been applied. A two way table has been prepared for this purpose.

Table 5.3 shows the age and the level of satisfaction on services rendered by the society.

Table 2: Age – wise Classification and Satisfaction Level

S. No	Age	Satisfaction Level			Total
		High	Medium	Low	
1	20-40	24 (23.53)	48 (47.06)	30 (29.41)	102 (100)
2	Above 40	36 (18.18)	72 (36.36)	90 (45.45)	198 (100)
Total		60 (20)	120 (40)	120 (40)	300 (100)

Source: Primary data.

Degree of freedom: 2

Calculated Value of χ^2 : 4.69

Table value at per cent level: 5.99

Since the Table value of χ^2 (4.69) is greater than the calculated value at five per cent level, the hypothesis that sex of the members does not influence the level of satisfaction about the services of the society is accepted.

Sex and Level of Satisfaction about the Services of the Society

In order to find out the relationship between sex and level of satisfaction of the members, a two way table has been prepared.

Table 3 shows the sex-wise classification of respondents and their level of satisfaction on services of the society.

Table 3 Sex – wise Classification and Satisfaction Level

S. No	Sex	Satisfaction Level			Total
		High	Medium	Low	
1	Male	42 (21.88)	54 (28.13)	96 (50)	192 (100)
2	Female	18 (16.67)	66 (61.11)	24 (22.22)	108 (100)
Total		60 (20)	120 (40)	120 (40)	300 (100)

Source: Primary data

Degree of freedom: 2

Calculated value of χ^2 : 5.27

Table value of 5 per cent level: 5.99

Since the calculated value of χ^2 (5.27) is greater than the table value (5.99) at 5 per cent level, the hypothesis that age of the respondents does not influence the level of opinion on services rendered by the society is accepted. Hence there is no significant relationship between sex and level of satisfaction.

Literacy Level and Level of Opinion

Education is an important factor which influences, the level of opinion of the respondents. In order to test the relationship between literacy level and the level of opinion of members, a two way table has been framed. Table 4 shows the literacy level and level of satisfaction of respondents.

Table 4: Literacy level – wise Classification and Satisfaction Level

S. No	Literacy level	Satisfaction Level			Total
		High	Medium	Low	
1	Up to S.S.L.C	8 (13.64)	60 (45.65)	54 (40.91)	132 (100)
2	Illiterate	42 (25)	60 (35.71)	66 (39.29)	168 (100)
Total		60 (20)	120 (40)	120 (40)	300 (100)

Source: Primary data

Degree of freedom: 2
 Calculated value of X^2 : 5.99
 Table value of 5 per cent level: 6.58

Since the calculated value of X^2 (5.99) is greater than the Table value (6.58) at 5 per cent level, the null hypothesis that Literacy level of the respondents does not influence their level of opinion on services rendered by the society is accepted. There is no a significant relationship between literacy level and level of satisfaction of members. As the literacy levels among the Dairy co-operative members are low, this factor does not have much influence over the level of satisfaction.

Period of Membership

Period of membership has a close relationship with the level of opinion about the services rendered by the society. To examine the validity of the above statement, chi-square test has been applied. A two way table has been framed for this purpose and the results are presented in Table 5.

Table 5: Period of Membership

S. No	Period of Membership	Satisfaction Level			Total
		High	Medium	Low	
1	Up to 5years	30 (20)	72 (48)	48 (32)	150 (100)
2	Above 5years	30 (20)	48 (32)	72 (48)	150 (100)
Total		60 (20)	120 (40)	120 (40)	300 (100)

Source: Primary data

Degree of freedom: 2
 Calculated value of X^2 : 9.6
 Table value of 5 per cent level: 5.99

Since the calculated value of X^2 (9.6) than the table value (5.99) at 5 per cent level, the hypothesis that Period of Membership of the respondents do not influence their level of opinion on services rendered by the society is rejected. Hence, it may be concluded that a member who has a longer period relationship with the society has the higher level of opinion than that of these who had lesser period of relationship.

Number of Milch Animals Owned and Level of Satisfaction

A member who owns more than one Milch animal may have close relationship with the society. Hence number of Milch animals owned by number of influences their level of opinion. To examine the validity of above statement, chi-square test has been applied. A two way table has been framed for this purpose under.

Table 6: Number of Milch Animals Owned and Satisfaction Level

S. No	Milch Animal Owned	Satisfaction Level			Total
		High	Medium	Low	
1	Two	24	48 (47.06)	30	102 (100)
2	Above Two	36	72 36.36	90	198 (100)
Total		60 (20)	120 (40)	120 (40)	300 (100)

Source: Primary data

Degree of freedom: 2
 Calculated value of X^2 : 7.219
 Table value of 5 per cent level: 5.99

Since the calculated value of X^2 (7.219) was greater than the Table value (5.99) at 5 per cent significant level, the hypothesis that the number of Milch animals owned by the respondent influences the level of satisfaction on services of the society is accepted. Hence it is concluded that a member who owns more Milch animals will have higher level of opinion about the society than that of members owning less number of Milch animals.



Conclusion

The Dairy members are having food awareness about the various services provided by the dairy Co-operatives. The developments of private dairies are having stiff competition to the co-operative dairies. Though the members are availing various services of dairy co-operatives, most of the dairy co-operatives at different villages became non-functional. The members of Bodinayakanur Dairy co-operatives were fully satisfied with various services rendered by the above society.

Out of the five independent factors sex and age and literacy level of the respondents had no influence on the level of their opinion on services by the society under study whereas period of membership and the number of Milch animals owned by the respondent had significant influence on their opinions.

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