



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Contribution And Comparative Study Of Devbhog In The Development Of Milk Business.

(With special reference to Chhattisgarh State Cooperative Milk Federation)

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ABSTRACT

Milk is a word with which we all are completely familiar. The subject of our research is based on milk only. People of every class need it be it political, social or economic, milk has an important place in all aspects. The field of milk business is wide, Chhattisgarh Cooperative Milk Federation is one such link, which has an important contribution in the economy. After Chhattisgarh Milk Federation came to the state, those farmers who were not able to find a market to sell their milk, got a big market in the form of the federation. They sell milk at a fair price. Despite Devbhog being a trusted brand of the state, people are not aware of it. Chhattisgarh Cooperative Milk Federation is the place where milk and milk products are produced, processed and distributed. Experimental methods are used here at industrial level. Till some time ago, milk industry was only a rural small scale industry, but now it is being used commercially. Government work for this development is proving successful to a great extent. Chhattisgarh has been the center of various cultural developments since the Vedic and mythological times. Chhattisgarh is full of many natural things. Chhattisgarh is a complete state in itself. Milk or dairy, agriculture or milk industry all come under the category of agriculture. This is a public livelihood enterprise related to animal husbandry, which includes the process from milk production to distribution. India has become the leading country in the world in milk production. This is a huge achievement for Indian agriculture and animal husbandry. Cattle breeds are being improved to increase milk production. There are about 12 crore livestock in the state of Chhattisgarh, of which 64 percent are cattle, 14 percent are buffalo and the remaining 20 percent are others.

KEYWORDS

Devbhog, Milk, Comparative, Business.

INTRODUCTION

Milk production in Chhattisgarh is very low. The reason is that most of the milk production in the state depends on indigenous breed of cows. This is the reason why per capita availability of milk in the state is also less. If everything goes well then milk production in Chhattisgarh will increase 4 times in the next 5 years. The breeds of cattle are being improved to increase milk production. Milk or dairy, agriculture or milk industry all come under the category of agriculture. This is a public livelihood enterprise related to animal husbandry, which includes the process from milk production to distribution.

Chhattisgarh State Cooperative Milk Federation and Business Development

Chhattisgarh State Cooperative Union Limited is the apex representative body of all the cooperative institutions of Raipur state. Chhattisgarh State Cooperative Union was formed as a result of the division of the state. Chhattisgarh Cooperative Milk Federation has been formed by the Government of Chhattisgarh for various purposes. This federation works without any profit or loss. One of their main objectives is to serve the people of the state. This federation used to belong to Madhya Pradesh before division. Chhattisgarh Milk Federation was registered in the name of Raipur. Milk federation also receives grants from the state government and the central government. The federation received ISO 220002005 certificate with IHACCP standard of Food Safety Management System for milk quality in February 2013. The deficiency of Vitamin A and D is compensated in the food of rural and peripheral areas of Chhattisgarh. The Animal Husbandry Department is running a scheme for dairy entrepreneurship development in which subsidy is being given for the animals, and with this subsidy, soon Chhattisgarh will start coming among the milk producing states. The milk produced by Chhattisgarh State Cooperative Milk Federation can be kept safe for 90 days. For this, Chhattisgarh State Cooperative Milk Federation does ultra heat treatment milk packing. Balku milk coolers are installed in many districts. The capacity of this cooler will depend on the quantity of milk stored in the district. The work area was expanded in 15 districts, now the federation is working in 18 districts and the work of expanding it in 3 more districts is going on. Will get it. About 800 dairies have opened under this. As a result, milk production has increased in the state. By purchasing milk from producers, they are paying the highest price of Rs 28.75/- across the country. 70 thousand daily Liters of milk are being collected. Farmers are being provided animal loans and other facilities. Chhattisgarh State Cooperative Milk Union has now invited applications for sale of milk in the open market. This is why the federation is doing this. Because the arrival is more and the consumption of milk is decreasing and if the consumption is less then the cowherds will also have to bear the loss. The federation also says that at present the market is down due to low demand for milk, ghee and milk powder, hence the federation is facing problems in making more products from the surplus milk. "Economic upliftment of farmers and service to the public. The goal is." (Statement of Chhattisgarh Cooperative Milk Federation) If the federation pays attention to the collection, distribution,

process, corruption, problems and opportunities of milk in the state of Chhattisgarh, then Chhattisgarh state will soon attain the leading position among the milk producing states in the country.

COMPARATIVE STUDY

In a comparative study, Devbhog can be compared with other companies or local dairies. It is very important to compare. For any research, comparative study is required for proper conclusion and clarification of the research points.

In Devbhog, many farmers are associated with Devbhog in every district of the state and what is the reason for their association with Devbhog and why they are associated with them till now. To know all these facts, some research related questions have been asked by talking to big farmers and ordinary local farmers from the federation so that comparison can be made. Also, the views of customers using Devbhog and customers of other brand products were known.

It is very important to have comparative questions for comparative study. In our research, comparative questions have been asked to both the public and farmers.

Comparative Question and Answer from Farmers 100 Farmers Satisfied / Dissatisfied / Very Satisfied / Very Dissatisfied Mixed (General)

Comparative questions and answers from farmers

- (1) Are you aware of the value gain from dairy farming?
- (2) You are getting help by getting grants from the government.
- (3) From selling his milk
- (4) You are related to those to whom you give milk.
- (5) You are avail of the facilities provided by the Government/Union.

Comparative Questions and Answers from Janata -100 Janata Devbhog / Local / Amul and others

Comparative questions and answers from public

- (1) Whose milk prices do you belong to?
- (2) Whose services do you agree with?
- (3) Whose quality is appropriate?
- (4) whose production facilities are appropriate by-products?

(5) What is the credibility?

LITERATURE REVIEW

- Rangasamy N, et al (2008) This study is on marketing efficiency of dairy. The products from co-operative and private plants revealed that the marketing cost of toned milk is similar for both the dairy plants. Which is harmful. But in co-operative dairy plants, marketing costs for butter and ghee are lower as compared to standardized milk, full cream milk and flavored milk.
- Khan Nizamuddin et al (2014) they studied employment generation from dairy farming in Moradabad that people from different social and economic groups are engaged in various activities of dairy farming. The size of the sector is an important economic characteristic that determines the level and proportion of dairy farmers concentrated at the grassroots level. Socio-economic characteristics such as size of land holding, caste, community, education, age etc. continuously influence the growth and development of dairy business.
- Jha (2005) concluded that the key to success of efficient dairy enterprise is network procurement, clean and economical processing facilities and innovation in the market. He stressed the need to provide training to the Uhamis to achieve this. they Also highlighted the importance of commercial facilities. Among educated and uneducated unemployed ,Awareness, youth is important for the development of dairy industry.

OBJECTIVE

- Study of contribution of Chhattisgarh State Cooperative Milk Federation in the development of milk business.
- To provide Through research, information about milk production and federation is given to the state and the public.
- To know the regional position of Devbhog by comparing it with other companies.

HYPOTHESIS

- Devbhog, a product of Chhattisgarh Cooperative Milk Federation, has failed to create its own place in the state.
- Chhattisgarh Cooperative Milk Federation is not able to play the expected role in the development of milk business.
- Devbhog is lagging behind in the comparative activities of Chhattisgarh Cooperative Milk Federation.

RESEARCH TECHNIQUE

The **primary** source is 370 milk cooperative societies in Chhattisgarh. As a sample, societies will be selected from each of the 10 districts and members from each society will be selected, interviewed, completed and questionnaires will be collected and data will be collected and conclusions and results will be drawn by analyzing these statistical data. The places where milk comes from cow rearing farmers to the federation and is sent after being fortified. Among them, cow rearing farmers from each district and customers from each district have been taken as samples. This federation is working in 18 districts and 10 districts have been taken as sample size so that all the information can be obtained completely.

Secondary source Books, magazines, old government data, research papers on previous topics, comparison of all data, government records, annual reports etc.

RESULT

The federation considers farmers to play an important role in the development of its business and provides proper guidance and lending to the farmers so that their business can benefit. The federation considers both the committee and the farmers important in the development of its business and considers both equal. Devbhog plays an important role in the development of milk business so that proper facilities and sources of income can be provided to the farmers and the public. Devbhog has opened many new depots in many districts under various development programs to expand its business. There are many brands of milk products in the states like Amul, Sanchi, Vachan and Devbhog etc. Due to the presence of so many brands in front of the public, the public selects its product on the basis of price, quality and availability, hence it cannot be said that all the public His choice is Devbhog only. The public is not satisfied with the price of Devbhog. The public feels that since it is a state product, its price should be less than other brands. The public has liked the taste of the Devbhog product. The public is dissatisfied with the availability of Devbhog's products, hence the public who likes the Devbhog brand has to choose other brands due to lack of availability. The purpose of formation of Mahasangh is neither profit nor loss, that is, it is for the work of social service. The federation collects milk from cattle rearing farmers and provides financial assistance to them and by having a depot for the sale of the produce, many unemployed people have got employment. Milk and milk products are available to the public at one place through the establishment of several plants. Since employment has been provided, it is clear that the federation is performing a commendable role in achieving its service objective. Many people want to adopt dairy business as a form of employment.

SUGGESTION

- More commission should be paid on sales as compared to other brands so that the trader can promote Devbhog product.
- Like popular brands, it should also improve its advertising level so that Devbhog brand remains in the minds of the public.
- The federation should make the packaging of its products attractive.
- The federation should further expand its milking parlor.
- Milk parlors should be kept in malls, super markets and marts so that more and more people become familiar with the Devbhog brand.
- The federation should further improve its sales network.
- The federation should make online arrangements for the sale of its products.

CONCLUSION

After studying and analyzing the data in the above research, it is concluded that due to the coming of the federation, there has been an increase in milk business as well as there has been a change in the standard of living of the farmers. With the coming of the federation, employment/self-employment opportunities have opened up in the state, but the government schemes have not been implemented. Farmers have not received the benefits at a level from which they can benefit. Devbhog's contribution in milk business is commendable but it has been found that even today the first preference of the public is Amul. The federation has not advertised its products at such a level that Devbhog product becomes the first choice of the public. The federation is playing its expected role in the development of milk business but despite this it has failed to make its product a proper place in the state. The public believes that the quality and quantity of Devbhog product is appropriate but it is inferior to Amul. goes.

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