



An Analytical Study on Growth and Development of Amar Dairy – Amreli (2012-13 To 2016-17)

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ABSTRACT

The dairy co-operatives play an important role for rapid development of rural peoples. It is a major sub sector allied to agriculture. Development of the dairy can be measured through the increased milk productions. India is the world's largest producer and consumer of milk and has the world's largest dairy herd, comprised of water buffalo and indigenous and crossbred cattle. Water buffalo and crossbred cattle account for all of the growth in the dairy herd and milk productions. Taking this into account this paper is an attempt to check the growth and development of Amar dairy – Amreli by collecting the data of last five years.

1. INTRODUCTION

Saurashtra region of Gujarat state is very much rich in animal population. Gir Cow and Jafrabadi Buffalo are well known cattle in all over the world. Amongst animals milk cattle are also rich in its milk quantity and quality. Cows and buffaloes are major milk cattle besides goat, sheep etc. Amreli District is considered as rich milk cattle district. The milk producers in this area are not organized and they have to sell their milk to the retail traders at very low price. The milk producers were not getting remunerative price of their raw milk. Before Amar Dairy stepped in, traditional private milk traders were dominant in the area.

In view of the above scenario of the Saurashtra region, Honourable Shri Dilipbhai Sanghani – Chairman of NAFSCOB, Ex - Agriculture Minister of Gujarat state and Honourable Shri Parshotambhai Rupala – Minister of the States in Agriculture, Farmers Welfare & Panchayati Raj

Government of India, both the leaders took a lead and organized meeting in various Talukas, villages and got registered milk union in name under Amreli district Co-operative Milk Producers Union Ltd. Popularly known as 'Amar Dairy' and the response of the milk producers was very favourable.

Amreli District Co-operative Milk Producers Union Ltd. 'Amar Dairy' was registered on 15th July 2002 and started functioning on 4th September 2007. Initially the dairy was procuring only 2500 Kgs of milk per day from 26 village Dairy Co-operative Societies, covering 2 taluka's during financial year 2007-08. In the year of 2008 Amar Dairy was affiliated with Gujarat Co-operative Milk Marketing Federation Ltd. Anand.

Today more than 700 consistent Village Co-operative Societies and more than 35000 milk pouring members affiliated with Amar Dairy. Highest milk procurement was 2.50 Lakh Litre per day, in flush season. Amar Dairy is started with small chilling center at amreli, a small step toward the development of milk producers. For the setup of new dairy milk processing plant, 79 Acres land was purchased and on 20th October 2012, the 'Bhumi Pujan' was performed by Shri Dilipbhai Sanghani in presence of Board of Directors. New dairy milk processing plant has started its production line with AMUL Gold 500 ml on 6th March 2016. At present about 50% of milk quantity sent to Mother Dairy Gandhinagar and about 50% of milk and milk products being packed under AMUL brand.

2. Objective of the Study

The main objective of the present study is to obtain a true insight into the growth and development of the Amar dairy – Amreli. Besides these one can also study the trends of the data of the dairy

3. Research Methodology

For doing an analysis on the given objective in this paper the pragmatic study has been made for the period of last five years, starting from 2012-13 to 2016-17. The annual reports and other necessary secondary information are collected from the dairy and their website for the purpose of analysis.

4. Growth and Development of Amar Dairy - Amreli

Over decades ago the life of farmers in Amreli region was very much like that of farmers anywhere else in India. Their income was derived almost entirely from seasonal crops. Many poor farmers faced starvation during off-seasons. Their income from milk of buffaloes and cow was undependable. The milk marketing system was controlled by contractors and middlemen. As milk is perishable, farmers were

compelled to sell their milk for whatever they were offered. Often they had to sell cream and ghee at a throwaway price.

The private trade was monopolizing the Milk market and exploiting both the Milk Producers and Consumers alike. The milk procurement price which used to be fixed by the traders was very low and was fluctuating from time to time at their sole discretion. This has capitalized on the absence of any infrastructure and processing facilities and has managed to keep producers from deriving equitable benefits from the marketable surplus generated. As such their income from milk was very low and they had no incentive for modern dairy farming. The farmers resented the system, but were helpless in the face of these traditional constraints.

India is leading on top in the world for total milk production per year. Gujarat State is a leading state for milk production in the country. Gujarat is a motherland of development of co-operative societies for milk procurement, processing and marketing. "AMUL PATTERN" has become a model for all the states in our country and for some other countries in the world.

5. Data Analysis and Interpretation

Sr. No.	Particulars	Years				
		2012-13	2013-14	2014-15	2015-16	2016-17
1	Number of DCS	585	643	795	756	923
2	Cow's Milk (Kg.)	33,15,988	44,67,383	64,08,096	72,90,865	61,94,033
3	Buffalo's Milk (Kg.)	3,98,91,014	3,39,94,798	3,96,99,624	4,02,83,336	3,23,57,447
4	Total Milk Procurement (Kg.)	4,42,07,002	3,84,62,181	4,61,07,720	4,75,74,201	3,85,51,480
5	Average Milk Procurement (Kg.)	1,21,115	1,05,376	1,26,323	1,29,984	1,05,620
6	Average Price Paid to Milk Producers (Rs./Kg. Fat)	448.88	485.68	544.45	531.85	575.47
7	Average Price Paid to Milk Producers (Rs./Ltr.)	30.03	31.48	33.94	32.75	35.88
8	Milk Purchase (Rs. in lakh)	13274.34	12101.68	15648.09	15810.65	13850.33
9	Milk Sale (Rs. in lakh)	13807.39	13112.17	17045.19	17300.11	14504.64
10	Net Profit (Rs. in lakh)	101.92	236.5	258.52	327.23	316.09

The table given here shows the data of milk procurement through cows and buffaloes, average price paid to the milk producers, milk purchase and sale and net profit in lakh Rs. of Amar dairy – Amreli over the time period 2012-13 to 2016-17.

Chart 1

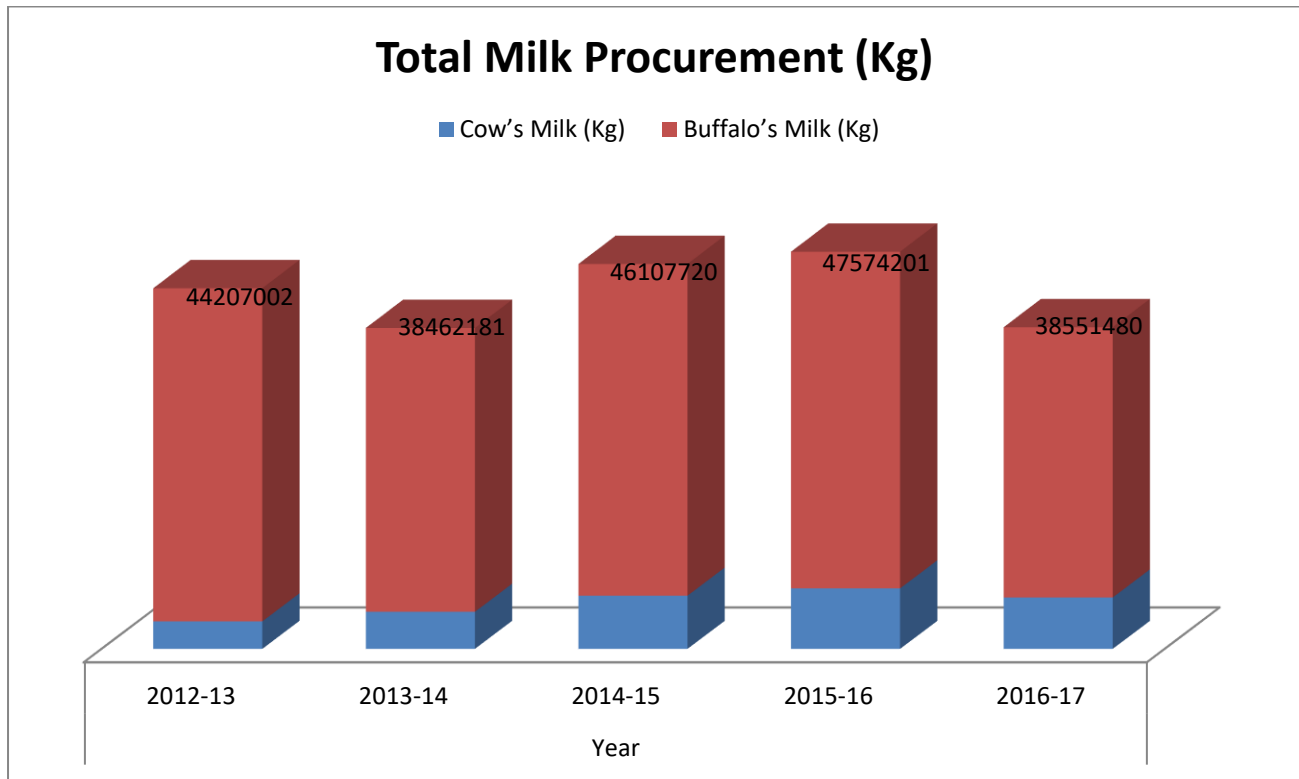
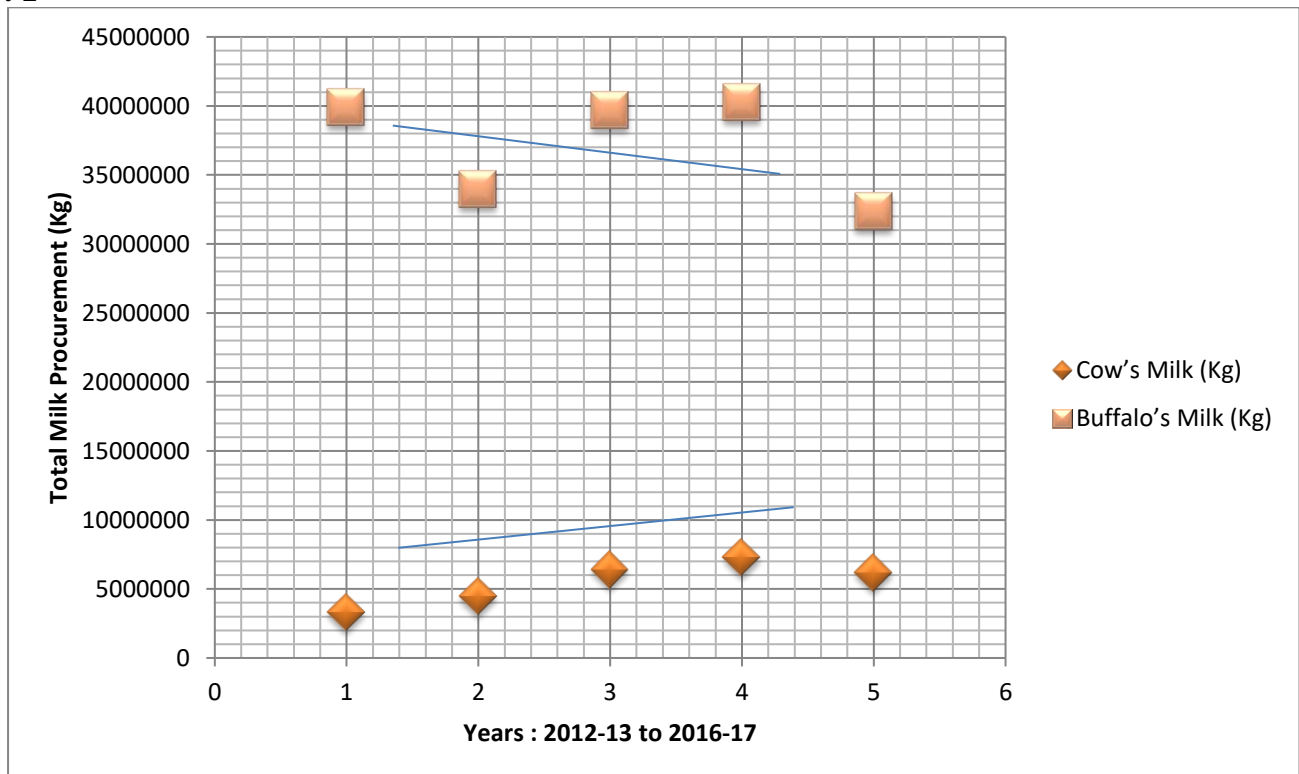
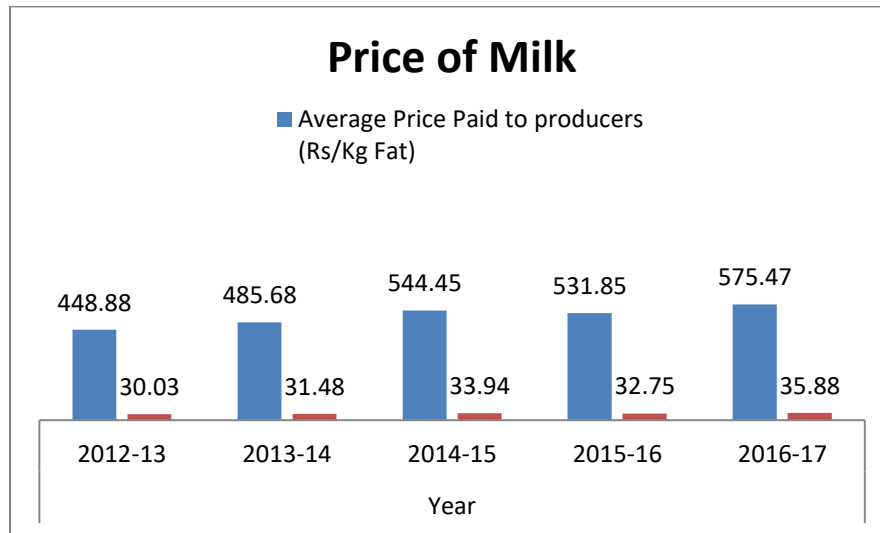


Chart 2



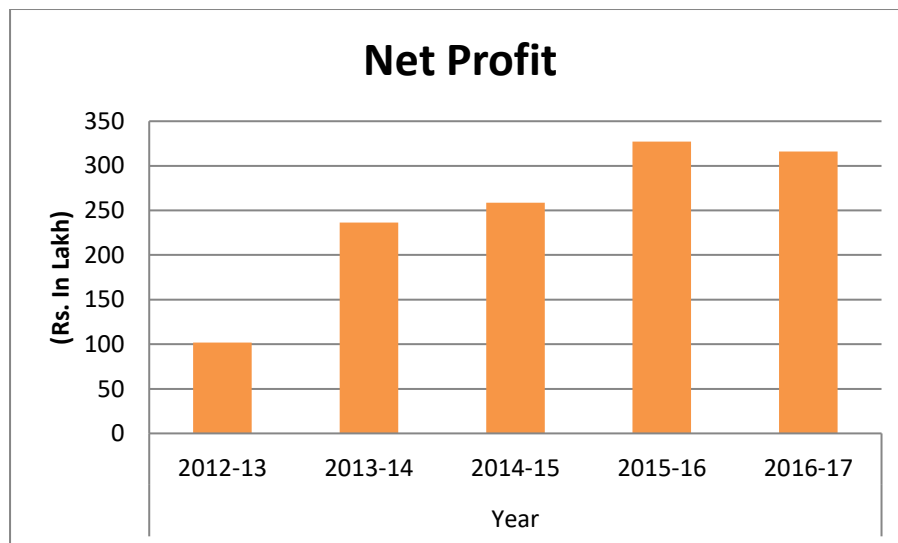
It can be observed from the table as well as from the chart that the milk procurement in the dairy is in ups and downs pattern. Decline trend seen especially in the year 2013-14 and in 2016-17 as per chart one, since as per the second chart, all over there is a decreasing trend identifying in buffalo's milk and somewhat increasing trend is identifying in cow's milk. Whereas in third chart of average price paid to the milk producers decline trend seen only in year 2015-16, this is differing from the years observed in total milk procurement.

Chart 3



While net profit is concern seen in fourth chart there is a minor decline in the year 2016-17 as compared to the previous year 2015-16, which is again a different year from seen in other trends and analysis.

Chart 4



The only major and continuous growth is observed in numbers of dairy co-operative societies affiliated to the Amar dairy – Amreli, which is around 60% increased in last five years.

6. Conclusion

From the above data analysis and interpretation, it can be concluded that the Amar Dairy – Amreli is almost on the path of development year by year, except one or two years in between consecutive last five years. There is a minor decrement in total milk procurement in 2013-14 & 2016-17. Besides this there is also a small decrement in a milk price paid to the producers and net profit of the dairy in the year 2015-16 and 2016-17 respectively.

7. Acknowledgement

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