

THE SOCIO-ECONOMICAL ANALYSIS OF MILK PRODUCERS COOPERATIVE SOCIETY OF GODABANAHAL VILLAGE IN CHITHRADURGA DISTRICT OF KARNATAKA STATE.

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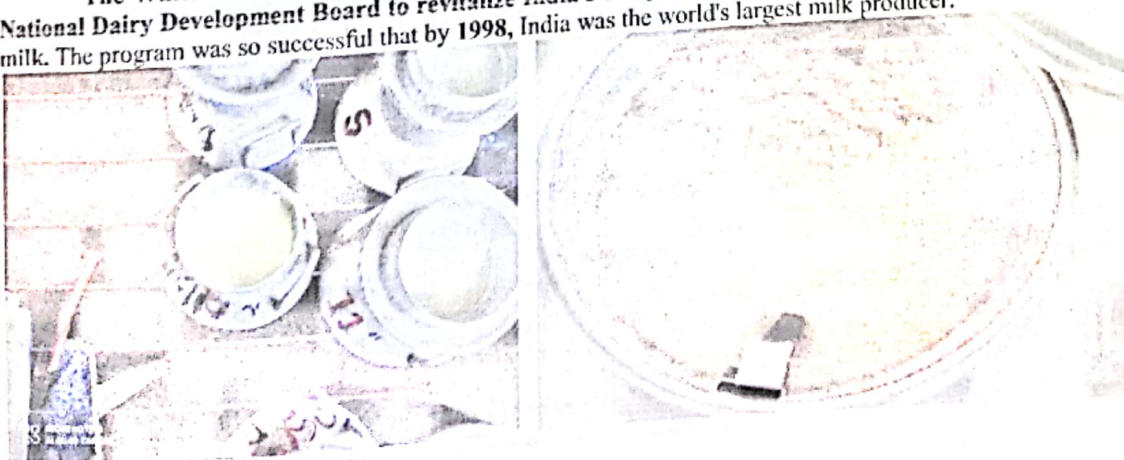
ABSTRACT

White Revolution took place between 1970 and 1980. To finance it, the European Union donated buttered oil and skimmed milk powder, which was then sold. This phase linked India's top milk-producing regions with major metropolitan areas to organize and speed up production. When Operation Flood was implemented Dr **Vergheese Kurien**- the chairman of the National Dairy Development Board. With his sheer management skills, Dr Kurien pushed forward the cooperatives to empower the revolution. Thus, he is considered the architect of India's 'White Revolution. The **Karnataka Milk Federation (KMF)**, which has been successfully managed by dairy farmers in the state of Karnataka, tops the Co-operative Milk Federation of South India. Under the 14 District Co-operative Milk Federations of the state, The cooperative society established for the development of Rural Society. First it is established in **Kanginal village of Gadag District** by **Sri Siddana Gowda, Sannaramanagowda Patel**. He was a father of Cooperative Societies. The society has an elected **Managing Committee (MC)** including the Chairman from amongst the member producers as per the provisions of the bye-laws. All the positions of MC are honorary. The Godabanahal village and surrounding four villages farmers got usefull benefits from cooperative society, and the society create general awareness about saving and expensive effects on family and society among the farmers In addition information very good cooperation of farmers, and board members. Finall the society arranged the breakfast to our team. We are Hartley gratitude to the villagers, farmers directly indirectly cooperation to us.

KEYWORDS- WHITE REVOLUTION, COOPERATIVE SOCIETY, SIDDANAGOWDA SANRRAMANAGOWDA PATEL, GODABANAHAL, MILK PRODUCERS, KARNATAKA MILK FEDRATION MANAGING COMMITTEE

INTRODUCTION

The White Revolution in India, also known as Operation Flood, was a plan of three phases by the National Dairy Development Board to revitalize India's dairy production until India became self-sufficient in milk. The program was so successful that by 1998, India was the world's largest milk producer.



The first phase of the White Revolution took place between 1970 and 1980. To finance it, the European Union donated buttered oil and skimmed milk powder, which was then sold. This phase linked India's top milk-producing regions with major metropolitan areas to organize and speed up production.

Phase two, from 1981 to 1985, increased the milk-producing regions from 18 to 136 and expanded urban outlets for milk sales. By the close of 1985, there were 43,000 village milk cooperatives and 4,250,000 producers of milk.

In phase three, from 1985 to 1996, infrastructure was strengthened, and dairy cooperatives were expanded. In addition, emphasis was placed on veterinary health care services, feed and artificial insemination services, member education, and research and development in animal health and nutrition.

Features Of White Revolution

- Adopting new methods for animal husbandry, and
- Altering the composition of feed ingredients in different proportions.

Objectives Of White Revolution in India

Village milk producers cooperatives laid the foundation of the operation flood. With the optimum use of modern technology and management, they procured milk and provided the services.

White Revolution had the objectives as stated below:

- Creating a flood of Milk by Increase production
- Increase the incomes of the rural population
- Provide milk to consumers at fair prices

When Operation Flood was implemented Dr Verghese Kurien- the chairman of the National Dairy Development Board. With his sheer management skills, Dr Kurien pushed forward the cooperatives to empower the revolution. Thus, he is considered the architect of India's 'White Revolution'.



Several big corporations participated and empowered the revolution that transformed this Operation Flood in India into the White Revolution. AMUL – Anand Milk Union Limited a Gujarat based cooperation was the engine that drove the success of Operation Flood Programme.

Significance of Operation Flood

- The White Revolution in India helped in reducing malpractice by traders and merchants. It also helped in eradicating poverty and made India the largest producer of milk and milk products.
- Operation Flood empowered the dairy farmers with control of the resource created by them. It helped them in directing their own development.
- To connect milk producers with the consumers of more than 700 cities and towns and throughout the country, a 'National Milk Grid' was formed.
- The revolution also reduced regional and seasonal price variations ensuring customer satisfaction and at the same time. Also, it ensured that the producers get a major share of the price that customers pay.
- Improved the living standards of the rural people and led to the progress of the rural economy.

Total No of Unions	: 14
Total No of Camp Offices	: 139
Total No of Chilling Centers	: 78
Total No of BMC	: 1206
Total No of Societies	: 15780

Total No of Beneficiaries	: 1624889
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An Overview of Rural Sustainability and Excellence

The **Karnataka Milk Federation (KMF)**, which has been successfully managed by dairy farmers in the state of **Karnataka**, tops the **Co-operative Milk Federation of South India**. Under the **14 District Co-operative Milk Federations** of the state, **Karnataka Milk Federation** has over **24.67 lakh** milk producers in over **14497 Milk Producers Cooperatives** functioning at rural level.

The goal of the General Assembly is to promote rural development through dairy development. Kahamma's cooperative dairy development programs over the last four decades have made Karnataka's dairy industry prosper from its milk shortage and reach prosperity.

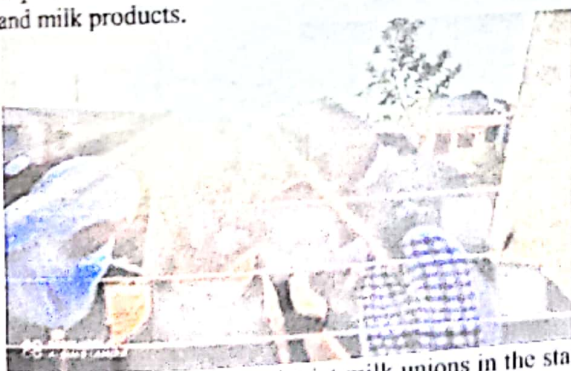


KMF Milk Products:

KMF continuously strives to deliver quality milk and milk products to consumers through its **MOV (Storage - Processing - Market)** motto. Providing unparalleled high quality milk and milk products to consumers at very competitive prices under 'brand name brand'

About Karnataka Cooperative Milk Producers Federation

1) The Karnataka Cooperative Milk Producers Federation (KMF) is the summit representing the Milk Producers Co-operative Societies in Karnataka. Currently KMF is the second largest cooperative dairy industry in the country and the first in South India for milk storage and sales. Selling Milk and Milk products is one of the most important functions of the General Assembly, and the brand of Nandini today is home to both pure and fresh milk and milk products.



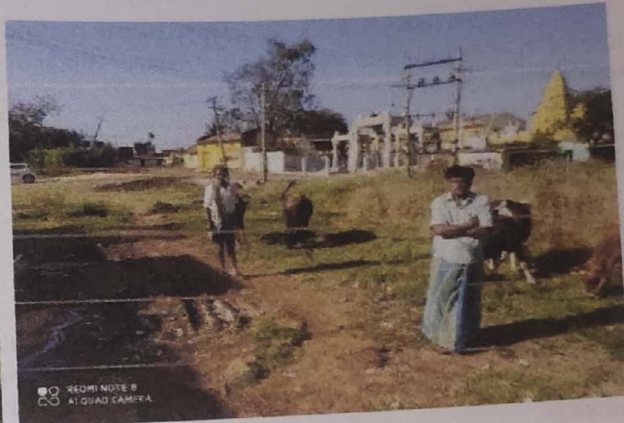
2) KMF has 14 district milk unions in the state of Karnataka, covering all districts of the state. These milk federations are procuring milk from primary milk producers' cooperatives and supplying them to customers in various urban / urban / rural markets of the state.

3) Originally founded by the **Karnataka Dairy Development Corporation (KDDC)** in 1974, it became the first organization to implement World Bank-assisted Dairy Development Programs, and then the **Amul Model Milk Producers Co-operative Societies** started their operations in Karnataka, respectively.

In 1984 and 1987, Dairy has successfully developed into a prestigious cooperative that caters to rural development in the state by establishing 14 milk cartels across the state.



The society has a trained **Artificial Insemination (AI) and Veterinary First Aid (VFA) Worker** who looks after the job regularly through Single or Cluster Centre basis. Generally the milk union supplies **liquid nitrogen, semen doses and veterinary medicine, cattle feed, fodder seed** to the society on cost for the members. Apart from these cattle insurance and other group insurance schemes are also available for the benefits of the members.



SL NO	NAME OF THE PARTICIPANT	CLASS
1	DEEPIKA.K	1 ST B.A.
2	AJAY.M	1 ST B.A.
3	SWAPNA.C.M.	1 ST B.A.
4	NITHYASREE.S.M.	1 ST B.A.
5	CHANDANA.C.L.	1 ST B.A.
6	RAJESH.S.S.	1 ST B.A.
7	PAVITHRA.N.	1 ST B.A.
8	POOJA.G.	1 ST B.A.
9	SRINIVAS.N.	1 ST B.A.
10	NAGABHUSHANASWAMY.N.S.	1 ST B.A.
11	PRAJWAL.N.	1 ST B.A.
12	MOHANKUMAR.K.	1 ST B.A.
13	KIRAN.U.	1 ST B.A.
14	AISHWARYA.S.	1 ST B.A.
15	SUMIYA BANU	1 ST B.A.
16	MADIHA KOUSAR	1 ST B.A.
17	KIRAN.R.H	1 ST B.A.
18	PARASHURAM.N.	1 ST B.A.
19	MANJUNATH.D.	1 ST B.A.
20	PRAJWAL.R.	1 ST B.A.
21	ERESHA.T.	1 ST B.A.
22	AJEYA.S.R.	1 ST B.A.

23	SHIVAKUMAR.P.	1 ST B.A.
24	DILEEPA.T.	1 ST B.A.
25	THIPPESHA.A.	1 ST B.A.
26	PRAMOD.C.	1 ST B.A.
27	RANJITHA.R.	1 ST B.A.
28	SNEHA.H.	1 ST B.A.
29	PALLAVI.P.	1 ST B.A.
30	POOJA.M.	1 ST B.A.
31	SUCHITHRA.J.	1 ST B.A.
32	SUJATHA.B.	1 ST B.A.
33	SIDDESHA.M.S.	1 ST B.A.
34	MINGESHA.	1 ST B.A.
35	NAVEEN.G.	1 ST B.A.
36	PRADEEP NAIK	1 ST B.A.

CONCLUSION

The Secretary at Milk cooperative society provided us with a lot of information as to how and when it was formed. It all began when milk became a symbol of protest. The birth of cooperative movement was inspired by the freedom movement.

The seeds of cooperative societies were sown more than 65 years ago in India. The cooperative founder advised them to get rid of middlemen and form their own co-operative, which would have procurement, processing and marketing under their control.

The farmers owned the dairy, their elected representatives managed the village societies and the district union, and they employed professionals to operate the dairy and manage its business.

The cooperatives were sensitive to the needs of farmers and responsive to their demands. The Secretary even provided us with additional information about the cooperative society.

Today the village populated in Karnataka State because Godbanahal Village milk transformed to **Pandichery and Telngana** Stages. That is effort of our villagers and surrounding villages is a symbol of many things like of the high quality milk and collected 8000 liters daily and transport accurate timings, safe, along with cleanness.

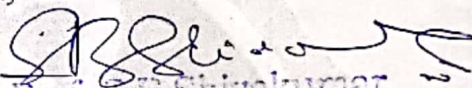
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