



# INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

( Peer-reviewed, Refereed, Indexed & Open Access Journal )

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

## SWOT Exploration of Thalayatimandhu Primary Milk Producers Cooperative Society Nilgiris Block, The Nilgiris District

(Dr).D. GOKUL NATH<sup>1</sup>, (Dr).R. VISHNU<sup>2</sup>, Dr.R. VASAKARAJAN<sup>3</sup>

<sup>1,2</sup>Ph.D Research Scholars, Department of Cooperation,

Sri Ramakrishnana Mission Vidyalaya College of Arts and Science, Coimbatore (Tamil Nadu, India)

<sup>3</sup>Assistant Professor, Department of Cooperation,

Sri Ramakrishnana Mission Vidyalaya College of Arts and Science, Coimbatore (Tamil Nadu, India)

DOI No. 03.2021-11278686 DOI Link :: <https://doi-ds.org/doi/10.2023-79914954/IRJHIS2302010>

### Abstract:

The globe's greatest herd of cattle is found in India. The nation's livestock sector had 304.14 million head as of October 2022. 20% of the country's cows and fewer than half of its buffaloes, the bulk of which are milch cows and milch buffaloes, are based in India. The milk industry accounts for the largest part of India's agricultural GNP. Inside this yearly plan, a three-tier cooperative design is employed. Dairy cooperative societies at the local level, which are connected to the Milk Producers Union at the provincial level, provide such a framework. This is connected to a state-level Milk Federation. On July 14, 1946, under the designation Udhagamandalam Cooperative Milk Supply Society, the Milk Producers Union was formed also with intention of providing financial status to the producers in the Nilgiris District. The SWOT analysis of Thalayatimandhu Primary Milk Producers Cooperative Society Nilgiris Block, The Nilgiris District, has been the key subject of the research. The assessment Rating of Union "B" Class will take place in 2019–20. As a consequence, the TPMPCS performed flawlessly.

**Keywords:** dairy industry, Milk product, Cooperative Societies

### Introduction:

India is the top producer of milk in the world, producing 20.17 percent. Over time, India's dairy industry has expanded significantly and has become a key factor in the industry's entire development. India increased its average yield by 198.44 million metric tonnes from 2019 to 2020. The supply of milk per capita in India is 406 grammes each day in 2019–20. India has a large livestock population, reaching 536.76 million animals, including roughly 193.46 million cattle and 109.85 million buffaloes, according to the 20th Farm Animal Statistics. Complementary industries such as agriculture, fisheries, and animal husbandry are gradually growing as fast-growing sectors. During the last five years, ending in 2019–20, the livestock economy has risen at a CAGR of 8.15

percent. The milk industry supports upwards of 8 million farmers immediately and makes up a sizeable portion of the excess labour in agribusiness. By volume, milk is the most valuable agricultural commodity, accounting for 5% of the national economy. Millions of rural families now rely heavily on producing milk as a supplementary stream of revenue, and it now plays a crucial role in giving women and agricultural labourers access to jobs and money-generating possibilities. The financial growth of farming households in the nation is significantly influenced by the milk industry. Small, marginal farmers and landless labourers generate most of the milk in the nation. Because of the small land base, producers are encouraged to conduct dairy farming as a secondary occupation to agriculture. Agriculture provides temporary earnings, while dairying offers year-round cash flow and creates meaningful opportunities for rural areas. India's demographic expansion, industrialization, and rising per capita revenue are the main factors driving the country's milk consumption. Consequently, the milk industry is a vital tool for the nation's equitable progress.

### **Review of the Literature:**

**Dhanasekaran, K. and Srinivasan, R. (2010)** were conducted a study on Milk Production – Future Prospects in India. The poll's article claims that the desire for milk has been rising year over year. Milk output increased from 44.7 million t in 1991-1992 to 108.5 million t in 2008-2009. The assessment proposed upgrading the populations of livestock for a higher value and volume of dairy from each cow in order to increase dairy output. To enhance milk yield, a systematic approach to breeding, feeding, and animal health care is needed. As a result, the NDDB has suggested raising milk output in India to accommodate the predicted 180 million metric tonnes of demand by 2021–2022. The NDP is primarily focused on performance measurements to increase milk output as the average annual production per year, with just an estimated expenditure of Rs. 173 billion, will be required to grow over the ensuing fifteen years from 2.5 million metric tonnes to 5 million metric tonnes.

**Ramanujam, K. N. and Rajmohan, K. (2004)** has written on the rural poverty and farmers in India in his article Milk Matter. The cooperative dairy industry enables milk farmers to make additional money. Only because of the "White Revolution" has our milk production increased to proportions that are deemed ideal. Additionally, it promotes businesses that are connected to the agriculture industry. It addressed the issues of agricultural employment, famine, starvation, and economic inequities. Young people accept milk production as a way of life. Women can work in the milk-producing industry and make money doing so. The local economies have been significantly impacted by dairy co-ops. The banks' loan and credit programmes support the growth of the dairy sector. Livestock quality has improved as a result of cattle development. Dairy producers now have significant assets worth lakhs and bank investment deposits. 32 Numerous milk cooperatives have built roads and schools, undertaken adult learning programmes, and made significant contributions to

the growth of the community. Many college graduates work in the milk industry, which pays more than many other types of employment. Producers have found milk activities to be extremely advantageous when the monsoon has been ineffective. Therefore, milk is important in several ways to agricultural residents.

### Issues of the Problem:

Although it is the foundation of economic growth, agriculture does not provide a sufficient amount of money. Dairy product agriculture is critical. It is heavily stressed when looking at their significance from a variety of perspectives, including as long-term supplies of food, money, and work for a populace that is expanding. It creates more jobs and money for the growers. The early quarter of this century saw the emergence of cooperative drying, which greatly expanded during the plan eras. The primary Milk Producer's Cooperative Societies are federated into DCMPUs that primarily handle the task of collecting milk and handling its processing, marketing, and delivery to the basic. As of 31.3.96, Tamilnadu had 25 DCMPUs and 8134 basic MPCs. The DCMPUs undoubtedly oversee the evolution of dairy production, processing, packaging, and transportation overall. It plays a major role in obtaining increased costs for milking for the underprivileged population. Cash flow must be managed effectively in order to be used profitably and with the least amount of risk. How DCMPUs handle their operating capacity. The present paper is an experimental assessment of the Thalayatimandhu Primary Milk Producer's Cooperative Society's SWOT Exploration, which was performed in the Nilgiris Block, The Nilgiris District, Tamilnadu.

### The Tests of the Aims:

- SWOT Exploration of the Thalayatimandhu Primary Milk Producer's Cooperative Society.
- To offer TPMPCS with adequate comments and improvements.

### Methods and Materials:

The proposed research adopts a case study approach. Statistics about just the Thalayatimandhu Primary Milk Producer's Cooperative Society's financial results are gathered from financial statements, auditing reports, and other official records by the milk producer society. Furthermore, when and where it is appropriate, discussions with authorities take place. The research intentionally picked the Thalayatimandhu Primary Milk Producer's Cooperative Society.

### Statistics, Points of View and Interpretation:

**Table-I Milk Sales Comparison – District Union Wise**

Sr. No	Name of the District Union	Avg. Milk Sales Per Day (in liters)			
		2018-19	2019-20	2020-21	2021-22 (upto 15Aug2021)
1	Kanchipuram-Tiruvallur	23,777	34,215	57,556	74,165
2	Viluppuram	20,876	16,600	6,276	9,311
3	Cuddalore	-	15,765	21,572	27,475
4	Vellore	71,564	68,304	60,331	66,175

5	Tiruvannamalai	-	7,502	8,134	9,424
6	Dharmapuri	27,336	6,448	4,994	5,751
7	Krishnagiri	-	18,700	17,967	22,208
8	Salem	1,50,241	1,55,402	1,67,291	1,86,494
9	Nama kkal	50,023	61,349	60,199	68,523
10	Erode	64,312	63,881	57,573	61,414
11	Coimbatore	1,46,734	1,48,498	1,55,191	1,73,523
12	Tiruppur	14,582	13,340	15,423	20,099
13	Nilgiris	16,578	16,542	16,005	17,529
14	Madurai	67 259	76,788	1,75,962	1,84,340
15	Theni	-	6,023	5,388	5,650
16	Dindigul	15,981	16,529	17,507	22,833
17	Trichy	1,19,896	1,13,406	1,16,753	1,22,813
18	Karur	-	5,562	5,266	5,862
19	Thanjavur	29,795	32,492	40,666	47,819
20	Pudu kkottai	14,568	17,020	18,013	23,838
21	Sivaganga	37,800	43,670	54,734	63,701
22	Virudhunagar	5,978	6,878	6,238	8,244
23	Tirunelveli	42,860	28,695	33,982	38,214
24	Thoothukudi	-	21,921	26,187	27,319
25	Kanya kumari	16,004	18,079	18,145	19,095
	<b>Total</b>	<b>10,42,164</b>	<b>11,13,609</b>	<b>11,67,353</b>	<b>13,11,816</b>

**Table – I** Demonstrates that a District Union Wise Milk Sales Survey is obtainable at There are officially 25 unions operational in this area of Tamil Nadu, all under the jurisdiction of the Tamil Nadu Milk Producers Cooperative Federation. Statistics for the Entire Table 13,11,816 liters on the median are milked each day. A study of unions One of the strongest and most efficient unions in the state, the Salem District Cooperative Milk Producers Union sells 1,86,494 litres of milk every day. And 1,84,340 litres from the Madurai District Cooperative Milk Producers Union, which finished second in union milk sales. 17,529 litres of milk are sold daily by the cooperative milk producers union in the Nilgiris district. Other Union Relationships The milk sales volume that promotes sales is incredibly modest. And less milk, 5,650 liters, for Theni Union. Finally, for the 2020-21 milk revenue growth, the much more relevant three years of statistics on milk sales results were compared by district union.

**Table- II Union wise Number of Societies & Milk Producers**

S. No	Name of the District Union	No. of Societies	No. of Societies Active / Functioning	Dormant Societies	Milk Procuring Producers	No. of Cattle in Co-op Ambit (in Lakh)
1	Kanchipuram-Tiruvallur	349 242	300 174	49 68	13,608 4,671	0.68
2	Viluppuram	602	602	0	35,135	1.54
3	Cuddalore	220	175	41	7,012	0.15
4	Vellore	359	319	40	19,090	1.22
5	Tiruvannamalai	671	608	63	44,674	1.78
6	Krishnagiri	310	238	72	8,802	0.32
7	Dhaoriapuri	291	265	26	12,911	0.52
8	Salem	804	768	36	46,936	1.87

9	Namakkal	538	513	25	16,650	0.53
10	Erode	526	511	15	28,815	0.55
11	Tiruppur	475	441	34	16,370	0.72
12	Coimbatore	384	350	34	9,646	0.91
13	Nilgiris	97	92	5	2,498	0.25
14	Madurai	872	827	45	17,987	0.51
15	Tieni	557	501	56	6,025	0.21
16	Dindigul	222	193	29	6,012	0.29
17	Trichy Perambalur Ariyalur	370 197 104	333 192 97	37 5 7	21,724 20,493 14,901	2.71
18	Karur	170	155	15	5,769	0.45
19	Thanjavur Tiruvarur	275 133	255 104	20 29	12,356 11,996	0.42
20	Pudukkottai	425	345	80	11,163	0.25
21	Sivagangai & Manamadurai Ramanathapuram	470 154	378 128	92 30	8,527 3,015	0.25
22	Virudhunagar	144	116	28	3,286	0.14
23	Tirunelveli	233	214	19	7,012	0.32
24	Thoothukudi	259	176	83	3,930	0.17
25	Kanyakumari	84	52	2	4,355	0.12
	<b>TOTAL</b>	<b>10,611</b>	<b>9,426</b>	<b>1,085</b>	<b>4,25,369</b>	<b>16.89</b>

**Table- II** Tends to result in the union's point of view In the state of Tamil Nadu, there are 25 district unions and a number of societies and dairy farmers. 10,611 cooperative societies for dairy producers are regulated by the union. 9,426 individuals are currently engaged and operating. There are 1,085 inactive societies in the state. 425, 369 milk producers Cooperative Ambit 16.89: Cattle At last, statistics looking at the table, there are 872 Societies in Madhurai Union, which is the highest number of Societies. Finally, the Kanyakumari Union has 84 Societies. Additionally, it revives dormant societies so they can perform their activities.

**Table-III Progress of Thalayatimandhu Primary Milk Producers Cooperative Society (During 2010 to 2020)**

Sr. No.	Particulars	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-2019	2019-2020
1	Members	260	260	260	210	210	180	130	130	130	104
2	Members Deposit Share Capital	2600	2600	2600	2100	2100	1800	1300	1300	1300	1040
3	Milk Procurement Value	2682994.95	3402093.2	4124260	3890388	4505723	4572410.4	4317276	4063673.5	3524756.3	3617521.7
4	Milk Sales	2930846.8	3728016	4431131.55	4201810.7	4831526.2	4901877.3	4586918.4	4323797.3	3960565.2	3955156
5	Trading Expenses	2188	7889.93	6683.85	5027.25	12950.9	14572.65	2085.1	18589.75	11124.15	14237.62
6	Chipandi Sadalwar Costs	110302.63	125472.49	164266.66	192180	220283.5	282724.21	240557.5	258887.69	276500.25	323975.5
7	Trading Profit	253886.45	328283.47	245092.9	227084.25	23308.7	252404.45	221217.8	256134.05	340370.75	289194.13
8	Net Profit	195002.03	255098.78	168179.74	58271.15	81290.8	15538.74	64112.5	156518.64	276500.25	50347.9

**Table – III** Examine the Statistics Progress of Thalayatimandhu Primary Milk Producers Cooperative Society (During 2010 to 2020). Membership status Members from 2010-11 were at the start point in subsequent years (260), 2013-14 (210) and 2019-20 (completely eliminated). When

studying the stability of share capital in society, the share capital role begins to rise in the 2010-2011 year (2600) and then declines several years later (1040). The milk revenue for the fiscal year 2015-16 was 49.01 lakhs. Milk sales were absolutely flat to commence the year. Sales from the preceding year (39.55). In certain ways, there has been a sale, and this year's net profit of 2.76 lakhs is rising. 2019–20 Net Profit: Thousands in the Previous Year Since the net profit is far smaller than it was last year, milk volumes may improve. If The Society has always grown, trading expenses are expected to increase by 2.89 lakhs in 2019-20 after declining (0.23) in 2014-15, so business deductions are kept as low as possible. Chipandi Sadalwar Expenses in 2019-20 (3.23% Rising) and 2010-11 (1.10% Falling), Chipandi Sadalwar Expenses in General Decrease the Society Creating the Existing and Prospective Trading Profit for the 2017-18 fiscal year was 0.18; thousands were developing and the least beginning in the year 2010-11 (0.02), and finally, the figure examines the Gross Margin Proportion as being weak due to rising milk consumption in society.

### **SWOT Exploration of Thalayatimandhu Primary Milk Producers Cooperative Society:**

#### **STRENGTHS:**

1. The Milk Producers Cooperative Society delivers a weekly milk billing mechanism and routine reward installments.
2. The preponderance of the local populace relies on animal agriculture for their livelihood.
3. The administration has shown a strong commitment to ensuring the process's efficiency and that the milk industry thrives in a controlled environment.
4. Trained members of the board with a range of dairy processing expertise and skills.
5. The availability of unprocessed dairy products from milk cooperative societies is consistent and dependable.
6. Environmental appropriateness for the evolution of dairy commodities.

#### **WEAKNESS:**

1. Inadequate livestock performance and higher nutritional supply expenses.
2. The dearth of structured and visible compensation packages to maintain member growers' enthusiasm.
3. Cheaper milk than competitors' commercial deliveries.
4. Limitations of agricultural consumables such as cow feed or veterinary treatment, as well as technical support, including intelligence and animal medical services.
5. The dairy shed area is dispersed, and the members merely contain a small amount of fluid.
6. Milk procurement systems lack appropriate capacity.
7. Inadequate basic dairy availability for milk production plan.
8. Inadequate milk extraction.

9. Smaller market penetration because public participants have made fewer transactions.

#### **OPPORTUNITIES:**

1. The TPMPCS More farmers who are prepared to join cooperative societies were
2. There is additionally the possibility of consolidation with functional areas and many other nonprofit entities.
3. Increasing milk consumption while maintaining market share
4. Considerable space for facility modernization and the creation of new products
5. Structure for the growing nation, such as analysis techniques and livestock farming.

#### **THREATS:**

1. Producers in TPMPCS 1 are not extremely engaged in dairy production.
2. The emergence of competitive private corporations.
3. The milk growers' significant financing charges.
4. The dearth of budget arrangements for the dairy sector.
5. Dysfunctional government strategy benefiting the agricultural industry;
6. Urbanization-related decline in pasturelands.
7. Growing production rates.

#### **Elements of Such a Debate:**

- As a consequence of the cooperative members' shortage of assistance resources in the investigated area.
- In an effort to conduct agricultural extension activities for the members, offering extra, periodic, and quick animal health coverage services and relationships with the state development authority are proposed.
- To enhance the connection of cooperatives with government feed manufacturers and investment firms, the administration should create appropriate regulations.
- Local governments should implement enhanced version activities such as dairy special events, calf rallies, field days, and on and off-road training courses.
- Furnished with competent and efficient workforce to expand its item line and gain a greater marketplace position.

#### **Conclusions:**

The assessment determined that upgrading the firm's architecture at the confederation and society stages primarily needed official financial mobilisation in conjunction with the development of connections with financial firms. To maintain member growers' confidence in cooperative societies intact, the TPMPCS could also use resources to deliver products and activities at discounted prices. The state's milk output has the potential to be increased, which would increase employment prospects and earnings for milk producers. With the help of the relevant authorities, steps should be

taken as soon as possible to address the dangers and strengthen TPMPCS's shortcomings. TPMPCS also must perform a self-evaluation in order to establish an appropriate plan to enhance its competitiveness. Finally, we may affirm the existence of a welfare strategy or plan that should be highly advantageous to TPMPCS milk producers as they expand their sector.

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