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AN EXPERIMENT REGARDING MEMBERS' GRATIFICATION WITH DHARMAPURI DISTRICT COOPERATIVE SUGAR MILLS LTD

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Abstract:

The backbone of the Indian economy is agriculture. As a consequence, the growth of the agricultural sector is crucial to the prosperity of the Indian economy. Tamil Nadu's sugar industry, especially in local places, is vital to the state's commercial growth. 7 percent of India's total production of sugar is contributed by the sugarcane of Tamil Nadu. Research that was undertaken on the Dharmapuri District Cooperative Sugar Mills Ltd. primarily examined member satisfaction. The use of a simple random sampling approach, along with the tools and data gathered from A planned interview schedule, challenges encountered during production and sale, members' satisfaction with the sugar industry, and other factors were also utilised to obtain information from the sample population, which included 200 randomly picked members. assessment of the different databases We used the ranking and simple percentage methods. Furthermore, testing is being done with Dharmapuri District Cooperative Sugar Mills Ltd. on an experiment involving members' gratification.

Keywords: Sugar, Co-operatives

Introduction:

The Dutch founded their first sugarcane processing business for white sugar in northern Bihar in 1840. In the states of Uttar Pradesh and Bihar, India's first sugarcane factory was founded in 1903. Originally, sugar could be produced from sugarcane, but in the eighteenth century, a breakthrough innovation allowed for the production of sugar from sugarcane. India is the world's first-largest producer of sugarcane. It holds a significant function in the Indian sector. Approximately fifty million individuals rely on the production and distribution of sugarcane for their livelihoods, and nearly 7.5 million people nationwide are involved in the sector either directly or indirectly through

employment. It provides yearly revenue in the range of Rs. 50 billion through excise taxes as well as other taxation. The State Legislature also earns an additional Rs. 6 billion per year from VAT, licensing, and supervision. It is India's first-largest agro-based industry and makes a substantial economic contribution. Sugarcane and sugar beets are used to make sugar. Sludge, another byproduct of the sugar industry, may be utilised to produce pulp, paper products, construction materials, renewable energy for electricity production, and biofuels. In India, the four strategies were also unveiled at the exact same time to advance the basic agricultural industry. how the sugarcane seems to be doing.

Review of Literature:

1. **Kumar, Vinay (2003)** have explored the causes of the critical moment the Indian sugarcane sector is going through. According to the author's assessment of the scenario, the most vulnerable members of society will be impacted if the sugarcane sector fails.

2. **Ramachandran (2004)** Worked on, accurately highlighted in his piece that India's cooperative sugar mills have contributed to the country's transformation from such a shortfall to a surplus exporter of sugarcane. Likewise, the sugar cooperatives also fostered a conducive atmosphere for commercial growth in the area and allowed the growers to not just obtain a premium cost for the sugarcane, raising their standards of existence, but also make massive contributions towards the expansion of India's sugar industry.

3. **Damodaran, Harish and Others (2007)** have said that Maharashtra displaced Uttar Pradesh as the major manufacturer of sugar cane and sugar in the 1960s whenever the Western state developed strong sugar plantations in the sector, especially: Nonetheless, a modern revival resembling the surge of the 1930s has indeed been noted in the U.P. In this research, the industry structure in Uttar Pradesh is tracked through various stages, and geographic trends within the state are examined. It shows how the sector, which had its beginnings in the eastern regions of the state, particularly the Gorakhpur-Basti belt, is now primarily focused in the central and western regions.

4. **Chauhan and Shah, (2004)** in View "Comparative Analysis of Transaction Cost on financial efficiency in private sugar industry" emphasised the regions that needed focus to improve revenue, including avoiding waste transaction fees, including short positions, additional expenses, monitoring, and cost competitiveness in a brief period of time. The sugar firm's financial results are aided by these beneficial factors. The sector will need to consider trading costs and various cost-cutting measures. Sugar should be recovered at a rate that is practically close to 10%. Recovery is the sugar mills' actual output. Operating time losses ought to be kept to a limit.

Issues of the Problem:

The manufacturing of sugar and the cultivation of sugarcane both contributed significantly to the increase in member experience in rural regions. Rural India benefits from the sugar businesses'

employment opportunities and better farm revenue. The main raw material used in the sugar industry is sugarcane. The volume of sugarcane produced in India has been declining in past decades, and this trend is reflected in the productivity and output of sugar mills. On the other hand, India's sugar industries are struggling with a number of issues that are hindering their capacity for improvement, including insufficient owned funds, a high reliance on borrowed funds, an ideological impact, poor management, inadequate raw materials, a short and devastating season, shifting manufacturing patterns, a small cost of rehabilitation, a prohibitive production cost, and obsolete technological advancements. and out-of-date equipment. Tamil Nadu's sugarcane, especially in rural regions, is vital to the government's productivity expansion. Many financial problems are being faced by the sugar firms. Although the majority of sugar businesses are technically sound, many struggle with operating on cash. An assessment of the Dharmapuri District Cooperative Sugar Mills Ltd. experiment on members' satisfaction is attempted in the actual paper.

The Tests of the Aims:

- ❖ To measure member satisfaction with Dharmapuri District Cooperative Sugar Mills Ltd.,
- ❖ To examine the difficulties that the members of the Dharmapuri District Cooperative Sugar Mills Ltd. encounter.
- ❖ Presenting adequate recommendations and alternatives for cooperative sugar mills is all part of the review.

Methods and Materials:

The experiment uses primary data in its assessment. As a result, material was obtained through audited accounts of carefully selected sugar factories. The level of satisfaction of sugarcane grower members with the effectiveness of a test sugar mill was also obtained through a structured interview, as well as personal conversations with authorities of selected sugar mills, to ensure the findings were accurate and to collect additional and supplementary information to support the audited financial statements. Further key information was also gathered from a variety of research reports, journals, periodicals, websites, and other sources in addition to these. Cooperative Sugar Mills and sample sugarcane producer members were chosen using a straightforward random sampling technique. Also, an interview method was used to obtain information from survey group members. There was a schedule. The structure of the interview made use of the questions. In the current research, 200 members were picked at random for data processing. Simple percentage and ranking procedure statistics were performed.

Results and Discussions:

The demographic profile of sample sugarcane grower members:

The age composition of the 200 survey members indicates that the plurality of sugarcane growers, or 53.02 percent, fall under the age of 50, followed by 25.88 percent of those over 50, 13.57

percent of those in the 31–40 age range, and 7.54 percent of those beneath the age of 30. As a result, only 21.11 percent of sugarcane growers have reached the age of 40, and the majority of sugarcane farmers are over 40.

The gender distribution of the sample members revealed that approximately 73.62 percent of those surveyed are male, while 26.38 percent are female.

The survey of sugarcane cultivators' composition by educational capacity demonstrates that 46.73 percent of them possess at least a high school diploma, therefore constituting a plurality of them. 28.39 percent have not obtained any formal education, followed by 14.57 percent with undergraduate degrees, 5.78 percent with graduate degrees, and 4.52 percent with professional degrees. As a result, the finding suggests that the preponderance of the material's sugarcane farmers have only passed elementary school and have no formal schooling.

According to the study members' marital status, 89.95 percent of the sample sugarcane farmers are married, and just 10.05 percent are single. This is because the majority of the sample's sugarcane farmers are older than 30.

The overwhelming majority of sugarcane farmers, 71.86 percent, said their families consist of no more than four people, while just 23.12 percent of them have 5-8 family members and only 5.03 percent have more than eight. It might be because single-family households make up the majority of families in the research location.

In accordance with the survey data on sugarcane growers' earnings, the minority, or 55.28 percent of the growers, reported having just one wage earner in their family. Following that, 36.43 percent of members reported having two earners in their family, while 8.29 percent reported having three earners. The majority of the sample members had families with fewer than four members, and many of them were pursuing higher education.

Depending on the principal occupation category of the sample's individuals, agriculture stands for 46.98 percent of them, while sugarcane farming provides for 30.40 percent. The surviving members claimed that business, managerial, and professional occupations, which account for 11.56 percent, 7.79 percent, and 3.27 percentage points, are the key occupations.

Members of the sample who reported having a family income of up to Rs. 50,000 comprised 64.82 percent. Only 11.56 percent of members reported having a family income exceeding Rs. 100,000, with 23.62 percent reporting that their family's annual income is between Rs. 5,000 and ten thousand rupees. That could be a result of the fact that the majority of sample participants rely heavily on agricultural revenue.

Resource elements:

With regard to the sample sugarcane growers' land ownership or leasing status, 84.92 percent said they cultivate sugarcane on their own land, while 15.08 percent said they do so on leased land.

30.00% of interviewees owned up to 2.5 acres of their own land, 25.74% owned above 5 acres, and 55.03% owned between 2.5 and 5 acres. It suggests that the majority of the sample's sugarcane farmers owned property larger than 2.5 acres. 30.00% of samples use less than 2.5 acres of leased land, 56.67% use between 2.5 and 5 acres of leased land, and 13.33 percent use more than 5 acres of leased land. It implies that the majority of the sample's participants lease land up to 5 acres. Of the members, 47.24 percent possessed a power tiller. 38.69 percent of members could be next. have never owned any farm equipment, whereas 14.07 percent of the members owned tractors. There was no survey chosen. Members owned a harvester or equipment for sowing.

Agricultural production market segments offered:

Respectively, 35.68 percent and 12.31 percent. The outcome makes it abundantly evident that all of the material's sugarcane growers produce sugarcane as either a primary crop or a supporting crop. Because growing sugarcane yields dividends after a year, farmers also grow short- and medium-term agricultural items to generate regular and recurring revenue.

Objectives for growing sugarcane:

According to the sample sugarcane growers' opinions, the primary and most important rationale to grow sugarcane, according to the majority of respondents, is the high return. The second argument is that it's simple to maintain; the third is that there's less chance of natural disasters; the fourth is that you can get government subsidies; and the fifth is that there are additional reasons to grow sugarcane. The conclusion implies that the primary justifications for sugarcane production in the research area are high returns, ease of maintenance, and low danger from natural disasters.

Multitude of lands cultivated for sugarcane:

51.26 percent of the sample's individuals cultivate sugarcane on up to 2.5 acres of land. 37.44 percent of members use property between 2.5 and 5 acres, while 11.31 percent use land larger than 5 acres for sugarcane agriculture. Up to 5 acres of land are used by sample members for sugarcane farming.

Sampling sugarcane growers' perspectives on the issues they faced throughout sugarcane commercialization:

In accordance with the survey, sugarcane growers' perspectives on the issues encountered when exporting sugarcane revealed that the typical cooperative sugar mills' lengthy fee structures were scored first among all the issues by the majority of the people polled. The fact that the mill's set price is inadequate, ranking second, is followed by the fact that the price is not increased annually, harvesting is not permitted on time, ranking fourth, high wastage is deducted from total weight, ranking fifth, and other issues with employee behavior, transportation, payment methods, and formalities, ranking sixth. The findings clearly show that the majority of sugarcane farmers claimed that the cooperative sugarcane mills are now exploiting them. The critical challenges with sugarcane

advertising are extended transaction times, inadequate price fixing, and no annual price enhancements.

Elements of such a Debate:

- ❖ The entire group of survey growers claimed that the sugar mills had not given them harvesting equipment. In order to lower the gathering fee and ensure a timely pick, sugar mills may offer extractors.
- ❖ Every single one of the sampling growers complained that such sugar mills wouldn't even provide transport facilities for them to distribute their sugarcane.
- ❖ The sugar mills could offer discounted transit systems to cut down on the price of transport.
- ❖ The majority of sampled sugarcane grower members felt that the personnel at the cooperative sugar mills did not respect them, did not respond to their questions, and occasionally approached sugar farmers.
- ❖ enhance member loyalty and cane growers The administration of sugar mills should ensure that individuals understand the importance of members in order to expand the mill, and they should provide staff with proper training or training programmes.
- ❖ The entire group of sugarcane farmers asserted that the cost of their crop is not determined by the situation of the economy or the production costs.
- ❖ The overwhelming majority of sugarcane farmers reported that mills' sources of compost, fertiliser, and insecticides are of poor value.

Conclusions:

A large percentage of the sample's sugarcane farmers had land greater than 2.5 acres. Each member of the sampled sugarcane growers grows sugarcane as either a primary crop or a supporting crop. The majority of sample sugarcane growers encountered difficulty with water and the ecosystem, and the cost and accessibility of manpower were the primary obstacles to the growth and extraction of sugarcane. The plurality of survey sugarcane growers claimed that the largest issues with sugarcane marketing were cooperative sugar mills' slow delivery, insufficient price determination, and lack of annual price increases.

The majority of the sample's sugarcane growers are happy with the mills' delivery of nutrients and pesticides, financing options, mortgage rates, and repayment policies. But the bulk of the study population was neither delighted nor dissatisfied with the volume and quality of fertilisers or pesticides my mills offered, nor with the sufficiency of the amount borrowed. The majority of the group's members, however, said that they were neither satisfied nor dissatisfied with the classification scale used by the cooperative sugar mills in the test. Yet, the majority of the collected sugarcane growers intend to transfer their moving spears to cooperative sugar mills in the foreseeable future.

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