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## Influence of dairy co-operative societies/milk producer institutions on socio-psychological status of members and non-members – A comparative study

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#### Abstract

The study was conducted in four districts of newly formed Telangana State with 120 dairy farmers in which 60 were members of Dairy Co-operative Societies (DCSs)/Milk Producer Institutions (MPIs) and other 60 were non-members. Majority of the member respondents (53.33%) were in middle age (36-50 years) group, literates (68.33%) and had low dairy farming experience (46.67%). Two thirds of members had high social participation (66.67%), More than half (53.33%) of the member respondents possessed medium to large herd sizes and majority (41.67%) were medium milk producers. Majority (70.00%) of the members were high in rational decision making ability, 45.00 per cent had high information seeking behaviour, 46.67 per cent received high extent of training, 60.00 per cent had high credit orientation and 80.00 per cent had high economic orientation. Whereas, in case of non-members, majority (43.33%) were in old age (>50 years) group, half (50.00%) of them were illiterates and more than one third (36.67%) had low dairy farming experience. Majority of non-members had low social participation (55.00%), small herd sizes (83.33%) and were low milk producers (56.67%). Lower than three fourths (71.67%) of non-members were low in rational decision making ability, more than half (53.33%) had low information seeking behaviour, three fourths (75.00%) received low extent of training, 40.00 per cent possessed low credit orientation and three fourths (75.00%) of them had low economic orientation. Thus Members were on higher side when compared to non-members regarding their socio-psychological characteristics. The study brought out that the membership in DCSs/MPIs has got much affect on socio-psychological status of dairy farmers and warrants the farmers to become members of DCSs/MPIs for their own welfare.

**Keywords:** Socio-psychological status; Dairy co-operative societies; Milk producer institutions; Members; Non members

#### 1. Introduction

India is known as the “Oyster of the global dairy industry” with opportunities galore to the entrepreneurs globally. Dairy farming is the important subsidiary occupation to the majority of farmers in India which helps farmers economically in times of crop failure and earns year round income. Village milk collection points became an important way of providing market access and regular cash income for millions of rural households all over India (Carla 2014) <sup>[1]</sup>. Various services provided by the dairies like doorstep Artificial Insemination (AI) services, sale of concentrate feed on subsidized prices, knowledge dissemination on better animal management practices through regular training, providing loans for animal purchase, vaccination etc. enable the milk producers to increase productivity and income from milk production besides reducing the cost of production. But non-members of dairies are devoid of these services. Thus influencing the socio-psychological status of dairy farmers. Keeping this in view an attempt was made to study the influence of membership in DCSs/MPIs on socio-psychological status of dairy farmers with the following objectives:

- i. To study demographic and socio-psychological status of members and non-members of dairy co-operative societies/milk producer institutions.
- ii. To compare demographic and socio-psychological status of members and non-members of dairy co-operative societies/milk producer institutions.

#### Methodology

The study was conducted in Karimnagar, Warangal urban, Siricilla and Jagityal districts of Telangana State purposively because dairies are well established in those areas in the State. One mandal was selected from each district. Three villages from each mandal were selected

purposely based on quantity of milk procured from each village *i.e.*, one low, one medium and one high milk producing villages. Thus the total number of villages selected for investigation were 12. From each village 5 members and 5 non-members of dairy co-operative societies/milk producer institutions were selected by random sampling method. A pre structured and pretested interview schedule was prepared to assess socio-psychological characteristics like age, education, dairy farming experience, social participation, herd size, milk production, rational

decision making ability, information seeking behaviour, training received, credit orientation and economic orientation of members and non-members. The data was collected, tabulated and analysed by using appropriate statistical tools.

**Results and Discussion**

Demographic and Socio-psychological characteristics of members and non members is presented below

**Table 1:** Demographic and Socio-psychological characteristics of members and non members of DCSs/MPIs

Characteristic	Category	Members		Non members	
		F	%	F	%
Age	Young (up to 35 yrs)	18	30.00	18	30.00
	Middle(36-50 yrs)	32	53.33	16	26.67
	Old (>50 yrs)	10	16.67	26	43.33
Education	Illiterate	19	31.67	30	50.00
	Can read only	0	00.00	0	0.00
	Can read and write	1	1.66	1	1.66
	Primary school	7	11.67	6	10.00
	Middle school	7	11.67	6	10.00
	High school	12	21.67	9	15.00
	Intermediate	9	15.00	4	6.67
	Graduate	2	3.33	1	1.67
	Post graduate	2	3.33	3	5.00
	Dairy farming experience	Low (<12 yrs)	28	46.67	22
Medium (12-23 yrs)		22	36.67	20	33.33
High (>23 yrs)		10	16.66	18	30.00
Social participation	Low (no membership in any organization)	0	0.00	33	55.00
	Medium (membership in one organization)	20	33.33	21	35.00
	High (membership in > 1organization)	40	66.67	6	10.00
Herd size (No. of adult females)	Small (up to 2)	28	46.67	50	83.33
	Medium (3-4)	19	31.67	09	15.00
	Large (>4)	13	21.66	1	1.67
Milk production (per household)	Low (up to 5 ltrs)	20	33.33	34	56.67
	Medium (6-10 ltrs)	25	41.67	24	40.00
	High (>10 ltrs)	15	25.00	2	3.33
Rational decision making ability	Low	0	0.00	43	71.67
	Medium	18	30.00	15	25.00
	High	42	70.00	2	3.33
Information seeking behaviour	Low	11	18.33	32	53.33
	Medium	22	36.67	18	30.00
	High	27	45.00	10	16.67
Training received	Low (zero trainings)	20	33.33	45	75.00
	Medium (1-2 trainings)	12	20.00	12	20.00
	High (>2 trainings)	28	46.67	3	5.00
Credit orientation	Low	12	20.00	24	40.00
	Medium	12	20.00	14	23.33
	High	36	60.00	22	36.67
Economic orientation	Low	6	10.00	45	75.00
	Medium	6	10.00	10	16.67
	High	48	80.00	5	8.33

F- Frequency  
% -Percentage

The results presented in Table 1 revealed that more than half (53.33%) of the members were middle aged followed by young (30.00%) and old aged (16.67%) while non-members; 43.33 per cent were old aged, 30.00 per cent were young and 26.67 per cent were middle aged. The trend among members might be due to that middle aged and young dairy farmers were progressive, attracted towards livestock farming and visualised it as a business and commercial enterprise, while non-members were resistant to change and tend to be as laggards. The similar findings were reported by Tanwar and

Kumar (2014) [2] in case of members. Majority (68.33%) of the member dairy farmers were literates and rest (31.67%) were illiterates. While half (50.00%) of the non-members were illiterates and other half were literates. On further analysis of literates it was found that in case of members 21.67 per cent received high school education, 15.00 per cent intermediate education, 11.67 per cent middle school education, 11.67 per cent primary school education, 3.33 per cent were graduates, 3.33 per cent were post graduates and 1.66 per cent can read and write but in

case of non members 15.00 per cent received high school education, 10.00 per cent middle school education, 10.00 per cent primary school education, 6.67 per cent intermediate education, 5.00 per cent were post graduates, 1.67 per cent were graduates and 1.66 per cent can read and write. This probably denotes that the non-members were having poor financial resources, lower socio-economic status and poor standard of living when compared to members. Tanwar and Kumar (2014) [2] and Rathod (2012) [3] also reported that number of literates were more in members than in non members.

Majority (46.67%) of the member respondents had low experience in dairy farming followed by medium (36.67%) and high (16.66%). A similar trend was observed among non-members also. This can be attributed to group psychology of the villagers who were closely related to one another and influenced decision making of one another.

Two thirds (66.67%) of members had high social participation and remaining one third (33.33%) had medium social participation. Among non-members, more than half (55.00%) of them had low social participation followed by medium (35.00%) and low (10.00%) social participation. The findings regarding members might be due to their membership in different organizations but among the non-members the results might be due to lack of interest, motivation, low information seeking behaviour and felt that it was burden to be as a member in an organization. Results of non members are in agreement with the Carla (2014) [1].

More than half (53.33%) of the member respondents possessed medium to large herd sizes but majority (83.33%) of non members possessed small herd size. Credit facilities, inputs such as feed on subsidy basis, door step veterinary services, assured market and prices provided by the DCSs/MPIs might have encouraged the members to buy and maintain more number of dairy animals. Rathod *et al.* (2012) [4] and Singh *et al.* (2005) [5] were also found that majority possessed medium herd sizes.

The 41.67 per cent, 33.33 per cent and 25.00 per cent of members fallen under medium, low and high milk producer categories respectively in members whereas 56.67 per cent, 40.00 per cent and 3.33 per cent of non-members fallen under low, medium and high milk producer categories respectively. This might be attributed to provision of subsidised feed and improved knowledge on scientific dairying by attending training programmes conducted by DCSs/MPIs for the members. Lacking these services and not giving much attention towards dairy farming by non-members might be the reasons for being low milk producers.

These results are matching with the findings of Tanwar *et al.* (2015) [6], Bala and Chugh (2015) [7], Carla (2014) [1], Rathod (2012) [3], Singh *et al.* (2005)[5] and Devi *et al.* (1996) [8] who also found that milk production among members was higher than among non members.

Majority (70.00%) of member dairy farmers had high whereas in case of non-members majority (71.67%) had low rational decision making ability. This might be due to higher education level and training received in comparison with non-members made them to think rational.

Majority (45.00%) of members were in high followed by medium (36.67%) and low (18.33%) categories whereas in non-members majority (53.33%) were in low followed by medium (30.00%) and high (16.67%) categories regarding information seeking behaviour. This clearly indicated that the member respondents had access to a good number of sources of information for reliable, timely information which facilitated effective decision making ability.

Among members 46.67 per cent, 33.33 per cent and 20.00 per cent respondents received trainings in high, low and medium extent respectively whereas a reverse trend was observed with non-members. The probable reason might be due to the fact that the DCSs/MPIs conducted training programmes on regular basis to their members. The results are on par with Lal *et al.* (2014)[9].

Sixty per cent of members belonged to high credit orientation category and remaining 40.00 per cent were equally distributed in low and medium categories. In case of non-members 40.00 per cent were in low, 36.67 per cent were in high and 23.33 per cent were in medium credit orientation categories. The trend noticed among the members might be due to fact that easy availability of loans from DCSs/MPIs with low interest rates. The same facilities provided by few grameena banks might made non-members to distribute considerably in all categories. These are in agreement with findings of Carla (2014) [1] and Rathod *et al.* (2012) [4].

Four fifths (80.00%) of members had high economic orientation whereas among non-members majority (75.00%) had low economic orientation. This might be because the member dairy farmers were beneficiaries of government schemes and purchased animals on subsidy basis, operated dairy farming on a business mode to get more profits.

Whereas, non-members did not consider dairy farming as a profit making enterprise and concentrated their efforts on agriculture or working as a labourer might be the reason for the above trend

**Table 2:** Two sample Z-test for comparison between members and non members of DCSs/MPIs

S. No	Characteristics	Means		Z-Test
		Members	Non Members	
1	Age	41.27	47.57	-2.69 **
2	Education	3.33	2.40	1.956 NS
3	Dairy farming experience	14.84	19.23	-2.04 *
4	Social participation	1.87	0.55	9.81**
5	Herd size (No. of adult females)	3.32	1.68	4.96**
6	Rational decision making ability	13.70	7.20	13.59**
7	Information seeking behaviour	25.33	18.73	5.34**
8	Training received	2.17	0.48	6.13**
9	Credit orientation	6.33	5.28	3.021**
10	Economic orientation	14.75	9.58	12.27**

Perusal of Table 2, revealed that there was a significant difference between members and non- members regarding

age, dairy farming experience, social participation, herd size, rational decision making ability, information seeking

behaviour, training, credit orientation and economic orientation. Regarding education no significant difference was observed between members and non members. Members were on higher side in all the characteristics except age and dairy farming experience.

The findings regarding social participation, herd size, rational decision making ability, information seeking behaviour, training received, credit orientation and economic orientation might be attributed to high motivation and progressive nature of members and availability of input, credit, advisory and veterinary services provided by DCSs/MPs. Regarding education the members were non significantly higher than non-members, it might be due to lower standard of living and affordability of non-members than members. Members were on higher side except in terms of age and dairy farming experience. Probable reason for this was majority of non-members were old aged who tends to be as laggards or traditional.

### Conclusion

It is concluded from the present study that members were on higher side regarding socio-psychological status when compared with non-members. The input, credit, veterinary services and trainings were important factors contributed to the above trend. It could be inferred that membership in DCSs/MPs has much influence on socio-psychological status of dairy farmers in the study area. Thus there is a need of encouraging non-members to become members in dairy co-operative societies/milk producer institutions. State governments, veterinary universities, extension agencies and NGO's should motivate the non-members by conducting awareness camps and mass media programmes to become active members of DCSs/MPs and to reap economic benefits through various services offered by them.

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