

## THE ROLE OF KOCHIMUL (KOLAR AND CHICKBALLAPUR A MILK UNION LIMITED) IN DAIRY DEVELOPMENT IN KOLAR DISTRICT

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### ABSTRACT

*KOCHIMUL play an important role in the development of dairy activities in Kolar district. dairy production is great importance in rural development of Karnataka. it provides intensive knowledge to all the members of the union it ensures rural farmers and milk producers empowered and effective participation and equal opportunities in various levels of decision making in their own life. This paper tries to analyze how KOCHIMUL helps in strengthen and development of dairy activities in Kolar district.*

**KEYWORDS:** Dairy Forming, Karnataka, Kolar, KOCHIMUL, Dairy Development

### INTRODUCTION

The Kolar district is located in Southern part of the Karnataka and it is situated adjacent to the Bangalore rural district and Tumkur district. It comes under Eastern Dry Zone of Karnataka. Kolar district, is bounded by the Ananthpur district of Andhra Pradesh in the North and by North Arcot and Dharmapuri districts of Tamil Nadu in the South and Chittoor district of Andhra Pradesh in the East and Bangalore Rural District of Karnataka in the West. The district is situated between 12°-46° and 13°-58° North latitude and 77°-21° and 78°-35° East longitude with an attitude of 860 m above sea level. The district, with an area of 8223 sq.km has its greatest length of about 135 km from north to south with almost the same distance from east to west. The District Headquarters is located at Kolar. The district has 11 Taluks (before Chickballapur district bifurcation), 13 Towns/Urban Agglomeration, 53 Hoblies, 3321 villages and 12 Municipalities/Corporations. The villages have been grouped into 306 Gram Panchayats. The district comprises of two revenue sub-divisions and two parliamentary constituencies. The two sub-divisions are, Kolar sub-division and Chickballapur sub-division, and the parliamentary constituencies are, Kolar and Chickballapur. There are no perennial rivers in the district, Palar, North Pinakini and South Pinakini are important rivers, which originate in the elevated regions in the district. Palar river flows to a distance of 110 km in the district. The tributaries flowing in the district are Arkavathi, Chitravathi, Nangihote, Kundar, Kushavathi, Markandaya, Papagni, Vrishabhavathi and Vardhamanahole.

### The Role of KOCHIMUL in Dairy Development

Kolar-Chickaballapura District Co-operative Milk Producers Union Ltd (KOCHIMUL) plays an important role in encouragement of dairy farming through dairy cooperative societies. The dairy cooperative societies have played a significant role in dairy development. The advent of dairy co-operatives provided not only a wider outlet for milk

marketing, but also benefits to the milk producers by providing veterinary services and supply of feeds. These have checked the nefarious activities of middlemen to a large extent and have brought a turning point in the socio-economic life of milk producers. Thus, dairy co-operatives have been accepted as an instrument of socio-economic development.

The dairy cooperative structure builds on a vertically integrated single industry cooperative that links rural producers with urban consumers by introducing intensive milk production systems and improved technology for processing and marketing. It is a three-tiered structure viz., milk marketing at State level (KMF), milk producers' union at the district level (KOMCHIMUL) and primary milk producers at the village level in a pattern similar to that of *Amul* in Gujarat.

Kolar-Chikkaballapura District Co-operative Milk Producers Union Ltd., (KOCHIMUL) is Karnataka's second highest Milk Producing District organization. It is a District level apex body of milk cooperatives in Karnataka, which aims to provide remunerative returns to the farmers by eliminating the middlemen and also serve the interest of consumers by providing quality Milk & milk products, which are good value for money. The area of operation is restricted to Kolar and Chikkaballapura Districts having 2919 villages of 11 revenue Taluks. At the end of Apr-2009 Union have registered 1743 MPCS out of which 1580 MPCS are functioning. The Functional DCS includes 127 exclusive Women Dairy Co-operative Societies.

The program of STEP advocates the objectives of extending training for up gradation of skills and sustainable employment for women through a variety of action-oriented projects, which employ women in large number. The scheme covers 8 traditional sectors of employment. Dairying and Animal Husbandry is one such sector, which gives sustainable employment and income. The program of STEP aims to make a significant impact on women in traditional sectors (dairying & animal husbandry) by upgrading skills and providing employment to women on a project basis by mobilizing women in viable groups, improving skills, arranging for productive assets (milch animals), creating forward and backward linkages, improving/arranging support services, providing access to credit, awareness generation, gender sensitization, nutrition education, sensitization of project functionaries. As at the end of Apr-2009 Union have 127 exclusive Women Dairy Co-operative Societies. Out of which 101 DCS are covered under STEP program.

## **OBJECTIVE OF KOCHIMUL**

### **Major objectives of the KOCHIMUL are as follows**

- To improve Dairy farming activities in the rural area by establishing Milk producers co-operative societies (MPCS) under co-operative principles.
- To provide assured and remunerative market round the year in the Milk produced by the producer members.
- To provide a package of technical inputs to its Milk producers for the enhancement of milk production. This includes facilities such as emergency visit service, Infertility camps, First Aid centers, Artificial insemination, Mass Vaccination programme against Foot and Mouth Disease, Vaccination against Theileriosis, Animal Disease Diagnostic Laboratory, a supply of balanced cattle feed at subsidies rate, Fodder development programmes, besides the extension of education.
- To provide necessary training for Dairy Co-operative Society (DCS) staff and members of the management committee.

- To facilitate rural development by providing self-employment opportunities for unemployed youths at a village level. In other words, to prevent migration of unemployed youths from rural area, they're by providing an opportunity for a steady income.
- To eliminate the middleman by organizing DSC owned and managed by producers themselves.
- To provide quality milk and milk products to urban consumers at the reasonable price.
- Finally, to provide contact between producers in the village and consumers in the town, this acts as a bridge to bring society economics and changes in the society.

### **Extension Activities From KOCHIMUL For Dairy Development**

The Union is providing Emergency Visit Service from the sub- center at each Taluks level. It is operating about 30 Emergency Visit route vehicles (which include Animal Health Camp routes too) in the entire district. In order to improve and maintain the health of Cattle Union is conducting health camps. Health camps are conducted at every AI center once in 3 Months and at non AI centers once in 6 months. In this camps general cases, Repeat breeder cases and infertility cases are attended.

### **Artificial Insemination Centers**

The Union is operating two kinds of Artificial Insemination (AI) centers namely, the Single AI centers and Cluster AI centers. In single AI center concept the trained staff of the DCS - usually the resident of the same village, is carrying out this service so that the facility is made available round the clock as and when the animal reported to be in heat. The cluster AI center is the concept where in which a string of Non-AI centers will be attached to one AI center and a trained Inseminator with a mobile (Moped) facility, discharges his service at the doorsteps of member producers.

### **First & Aid Centers**

The Union is supplying few selected drugs related to First-Aid therapy to a majority of its DCS. Suitably trained First-Aid worker, usually the resident of the same village where DCS is located will be appointed to take up initial treatment untill such time, the emergency service of a qualified Veterinarian is made available.

### **Vaccination Program**

It is also rewarding that the Union has taken up a mass vaccination Programme against Foot & Mouth Disease (FMD) and Theileriosis (infections) to prevent its periodical outbreaks. Every year these vaccination programmes are being carried out at regular intervals during the months of October and November against FMD and during December against Theileriosis. Under the project BBPCP, the Union is also undertaking a vaccination Programme against Brucellosis, in Dairy Co-operative Societies, which are found positive for Brucellosis.

### **Mastitis Control Program**

The Union has taken up Mastitis Control Programme in which each member producer has to buy one bottle of Dipal solution and a Dip-cup specially designed for dipping teats. The member producers are also being supplied with booklets containing strips of pH paper called Mastect with the help of which one can detect Mastitis at an early stage of infection.

### **Animal Disease Diagnostic Laboratory**

This laboratory has facilities to undertake routine Hematological, Parasitological, Bacteriological, Screening of animals in addition to examination of Dung samples for Parasitic ova, Skin scraping for external parasites and Anti-Biotic Sensitivity Test against infectious agents causing Mastitis, Metritis etc.,

### **Feed & Fodder Activities**

In order to improve milk production, the Union is also paying maximum attention towards the management and feeding conditions of dairy animals. The balanced Cattle feed procured from Federation's Rajanakunte Feed Plant is being sold to DCS on credit basis and the amount is being recovered from milk bills on a monthly basis. For cultivation of fodder, the Union is also supplying Legume seeds and Non-Legume root slips to its member producers at 100% & 75% subsidy respectively. Seeds related to seasonal crops such as Maize, African tall grass, and Sorghum Sudan multicastrate variety are also being supplied for fodder cultivation purpose.

### **Progress of KOCHIMUL in DCS Formation, Milk Procurement & Marketing**

It provides information about the progress of KOCHIMUL in DCS formation, milk procurement and marketing from 2005-06 to 2010-11. Daily milk procurement of the KOCHIMUL has reached almost 6.7 lakhs kgs day in 2010-11 from 6.55 lakhs kgs in 2005-06 through DCS. There are 1632 primary registered DCSs are functioning under KOCHIMUL. Dairying being a rural -based industry, women are also participating in large numbers in these societies. The women DCSs have been increased to 141 during 2010-11 from 96 (2005-06). Now The KOCHIMUL has nearly 2.74 lakhs milk producer members.

### **Milk Collection and Payment for Milk in the Study area**

The main responsibility of the primary DCS is to procure milk from the milk producers within its area of operation and deliver the same to the milk union. Milk is collected twice daily in the morning and evening. The societies were procuring milk from the milk producers twice a day and supplying the same to the district milk union. The secretary, registered the quantity of milk in the producers' passbook as well as in the milk collection register; the tester will conduct a test for fat content. The price is determined on the basis of fat content in the milk. Thus, society has to conduct the test for every sample of milk received from the producers and has to record the price to be paid to the milk suppliers as per the quantity of the milk supplied.

The only method used at the society level to determine the rate to be paid for either cow milk or buffalo milk is based on the percentage of fat content in the milk. The average price of crossbred cow milk was Rs. 18.50 per litre and Rs. 21 per litre for buffalo milk. Buffalo milk fetches higher price litre than crossbred cow milk due to higher fat content. The societies were disbursing payments to the milk suppliers on monthly once.

KOCHIMUL empowered many of small & marginal farmers and women through village dairy cooperatives by providing income and employment. Payments are made on a monthly basis to the milk producers at their door-step, helping the pourers to save expenses on transportation and day's wages. The milk producers benefited directly as well as indirectly in a number of ways through societies. These benefits include prompt cash payments for milk, a ready market for milk, veterinary services for their dairy animals, subsidized cattle feed and free artificial insemination services, etc. In 2009, the Government of Karnataka has announced Rs. 2 incentive for every litre of milk sold through milk

cooperatives. An incentive of Rs. 2 for every litre of milk sold by farmers has also encouraged people to take up dairy farming as a major activity in the study area. It is a unique example of an organizational innovation with a focus on rural development under the co-operative structure. By placing technology and professional management in the hands of the village societies, it has helped to raise the standard of living of poor people.

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