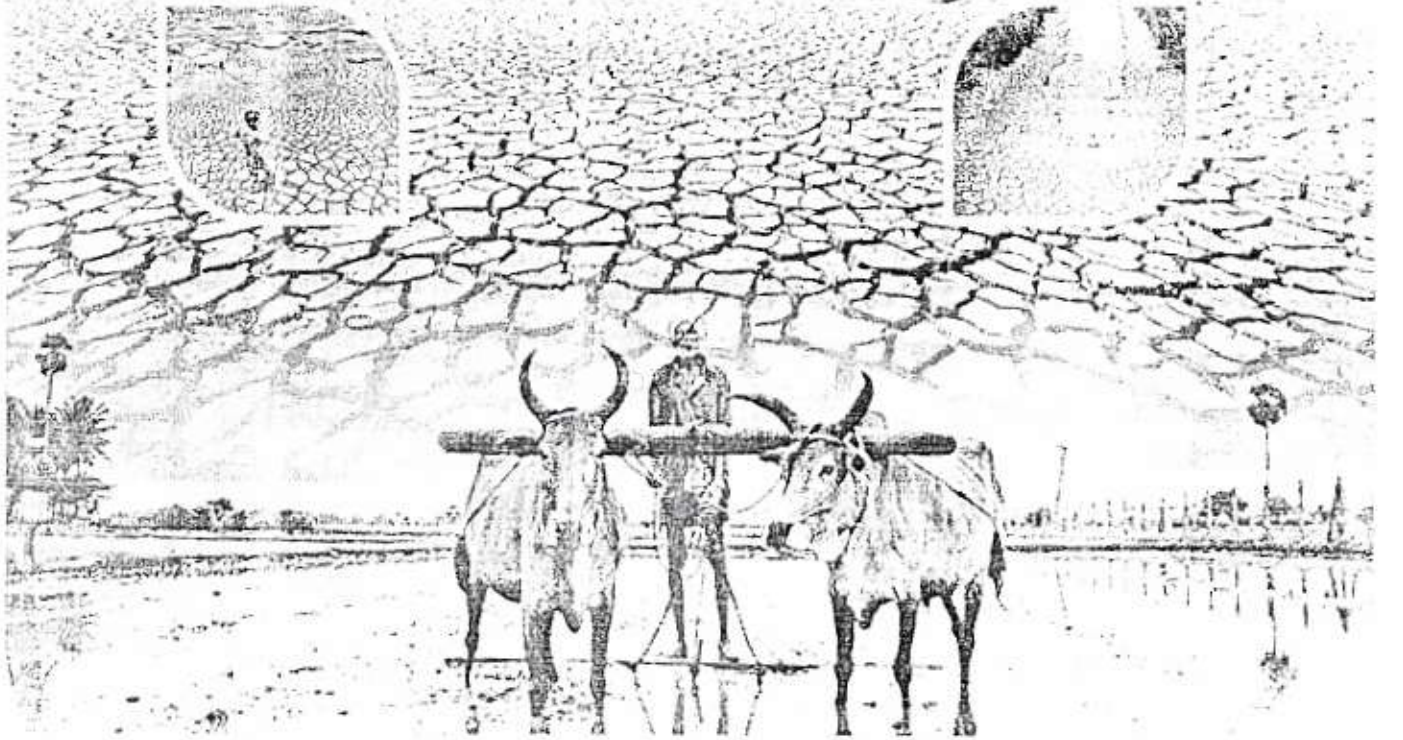


**ONE DAY MULTIDISCIPLINARY
INTERNATIONAL SEMINAR
ON
PLIGHT OF INDIAN FARMERS :
ISSUES AND CHALLENGES**

भारतीय शेतकऱ्यांच्या व्यथा वेदना,
दशा : समस्या व आव्हाने

Saturday, 16th February, 2019



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PLIGHT OF INDIAN FARMERS: ISSUES AND CHALLENGES

**भारतीय शेतकऱ्यांच्या व्यथा वेदना, दशा :
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ROLE OF INSTITUTION TO AUGMENT FARM INCOME: A CASE STUDY OF KMF

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Abstract:

KMF is the Second Largest Dairy Co-operative Society (DCS) in the country. It stood First in South India in terms of Procurement and Sales. Milk Unions - procure milk from Primary DCS. KMF has 14 milk unions throughout the Karnataka State. The purpose of this kind of institution is to bring transparency in the entire milk business process by elimination of middlemen in the Dairy sector. World Bank opined that due to KMF's role, Women who had no control on household income have better control in terms of 'Milk Money', Single Commodity 'MILK' acts a catalyst in the change of the rural economy.

Introduction:

The first of the dairy co-operatives that make up KMF started in 1955 in Kudige, Kodagu District. KMF was founded in 1974 as Karnataka Dairy Development Corporation (KDDC) to implement a dairy development project run by the World Bank. In 1984 the organisation was renamed as KMF. It has three tier structures: Base Level: Village Dairy Cooperatives Societies (DCS) Middle Level: District Level Milk Unions Apex body: KMF. It markets milk and milk products in the brand name "Nandini". KMF is the Second Largest Dairy Co-operative Society (DCS) in the country. It stood First in South India in terms of Procurement and Sales. Milk Unions - procure milk from Primary DCS. KMF has 14 milk unions throughout the Karnataka State. The purpose of this kind of institution is to bring transparency in the entire milk business process by elimination of middlemen in the Dairy sector.

The observations of the World Bank on the effect of KMF in Karnataka are, Villages with Dairy Cooperatives are much better than those without, Families with dairy cattle are economically better than those without dairy cattle, Women who had no control on household income have better control in terms of 'Milk Money', Single Commodity 'MILK' acts a catalyst in the change of the rural economy and positive impact on those at the lower end of the economic ladder in terms of landholding & cattle.

Objectives of KMF:

- To market milk and milk products under brand name 'Nandini' at the state level.
- To plan strategies and investments for the market and for the cooperative.
- To provide assured and remunerative market for milk producers/ farmers.
- To maintain Hygiene and Quality of milk and milk products.
- To build village level co-operative to manage dairy activities.
- To facilitate rural development by providing opportunities to self employment at village level, preventing migration to urban areas.
- To empower rural women folk.

Growth Process:

Growth of KMF

Particulars	1976 - 1977	2017 - 2018
Diary Cooperatives No. s	416	15,844
Membership	37,000	24,60,788

Milk Procurement Kgs/Day	50,000	70,81,000
Milk Sales Lts/Day	95,050	34,72,364
Daily Payment to Farmers	0.90 Lac	18.2 Cr

Milk Cooperative Structure & Supply Chain:

Milk Producers sell milk to DCS. Commitment of quantity of milk supplied is given by producers. Payment is based on the quality of milk supplied. More SNF and Fat more incentives given. Milk procurement is done through CANS and BMC depending upon the location Apex body - KMF for marketing and distribution of milk through the brand name - Nandini.ctit14

KMF Nandini Sperm Station:

Engages in superior quality frozen sperm to all DCS through Milk Union. One of the largest producers and suppliers of quality frozen semen under the Cooperative Sector.

Cattle Feed Plants:

To supply 3 varieties of balanced Cattle Feed & Mineral Mixture, Karnataka Milk Federation owns Four Cattle Feed plants with installed capacity of 700 MTs per day and is manufacturing 25,000 MTs Cattle Feed on an average per month. Present utilization of the plants on an average is more than 140%.

Quality Control Division:

The Karnataka Milk Federation has accorded highest priority for the quality of milk and milk products. Hence, the holistic approach of "Quality Excellence from Cow to Consumer" has been adopted, wherein constant efforts to improve quality at all stages of milk production, procurement, processing and marketing are being made. The Quality Control Division is attempting to facilitate these quality management and improvement processes.

Support to Training & Employment Programme (Step):

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 STEP program is implemented with 90% financial assistance from Government of India's Human Resource Development Division, Women and Child Development Department. And 10% contribution should be made by the implementing agencies.

Packaging:

Milk available in Tetrapak, Plastic pouch depending on the type of milk. Silm /Smart milk is available in Tetrapaks whereas homogenized milk is available in Plastic pouch. Tetrapak - 1 ltr packs, Plastic pouch - 500 ml and 01 ltr packs. For Industrial and Hotel/ Restaurant requirements 5 ltr packs are also available. With reference to other items like butter/ ghee etc are available in small sizes namely 250 ml etc.

Price:

Economical pricing which ensure sustainable existence for the federation Competitive pricing Price of 1ltr: Rs 45/- for homogenized toned milk. Cost given to milk producer is approx : Rs 25/- per ltr. Currently KMF is undertaking marketing activities in entire Karnataka state and the neighboring state of Goa. Milk is sold through booths/ Dairy stalls/ Retail stores/ Convenience stores. Milk and milk products availability is 365 days, 24/7 irrespective of power cut/water cut/ transport strike etc.

Conclusion:

KMF has created total transparency in "Milk Business" with 70 % market share in Karnataka. No black marketing of milk & milk products in the entire state. Consumers are

assured of High quality milk "Nandini" at a reasonable price 365 days by providing fair price for farmers. KMF also provide huge employment opportunity at rural area in Karnataka.

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