

Chapter - V

Growth of Amul & Himul during the period

The procurement, processing and marketing of the rurally produced milk is the primary function of a Producers' Cooperative Union. "Procurement of milk involves the basic responsibility of providing technical inputs; and therefore, the Union would act as the channel for technical inputs. The growth and progressive development of any Cooperative Milk Union can reasonably be projected over a period of 3 to 4 years assuming ^{that} the cross-bred cows would come into production from the fourth year onwards and would completely replace the foundation cows and buffaloes in first six years, while the percent of production procured rises from

50% in the first year to some 75% in the 5th year (after each primary society's formation)"¹.

On the above context a comparative growth and performance of the two projects Amul and Himul has been assessed. The assessment includes (i) organisational growth (i.e. organisation of cooperative Societies), (ii) techno-economic performance (i.e. veterinary aid or Animal health coverage), (iii) Breed improvement Programme, (iv) Fodder development programme and (v) Milk Procurement.

i. ORGANISATIONAL GROWTH :

Table 5.1

Annual Organisational Progress In Respect Of Societies

Year	No. of Societies		% of Growth (1975-76 = 100)	
	A	H	A	H
1975-76	829	88	100.00	100.00
1976-77	831	133	100.24	105.14
1977-78	831	227	100.24	257.95
1978-79	856	254	103.26	288.64
1979-80	895	272	107.96	309.09
1980-81	895	280	107.96	318.18
1981-82	894	296	107.84	336.36
1982-83	895	314	107.96	353.41
1983-84	880	332	106.15	377.27
1984-85	870	350	104.95	397.73

A - Amul

H - Himul

Table 5.1 depicts the organisational progress of Amul and Himul in respect of their society organisation. In case of Amul the maximum growth rate during the period of 10 years is only 7.96% whereas in Himul it is 297.73%. Percentage of growth in Amul increases at a lower rate, the exception being 1981-82, 1983-84 and 1984-85, when it has decreased by 0.1% in 1981-82, 1.8% in 1983-84 and 3% in 1984-85. The growth rate of Himul increases rapidly during the last ten years i.e. since its inception. The maximum number of societies are 870 and 350 in Amul and Himul respectively in 1984-85 financial year and in 1975-76 these are 829 and 88 respectively. The number of organised societies in Amul has been 9.42 times of Himul but the same has fallen to 2.49 times during the period under study.

But this does not indicate that the Himul's performance is better than that of Amul in this respect. The 1975-76 is the beginning year of Himul whereas it is the 30th year of Amul. Amul organised only two societies in her incorporation year (i.e. 1946-47) and 64 societies in her 10th year (i.e. 1955-56 - annexure 23); but before 1955-56 there were no such facilities as are available now to Amul to organise more and more societies². Amul organised 421 societies in her 19th year (1964-65) i.e. after 10 years of installation of an extra milk processing unit like butter and milk powder. However, Himul could not organise 421 societies in ten years though it had those facilities.

In achieving the target of society organisation, Himul discloses a different picture (Table 5.2).

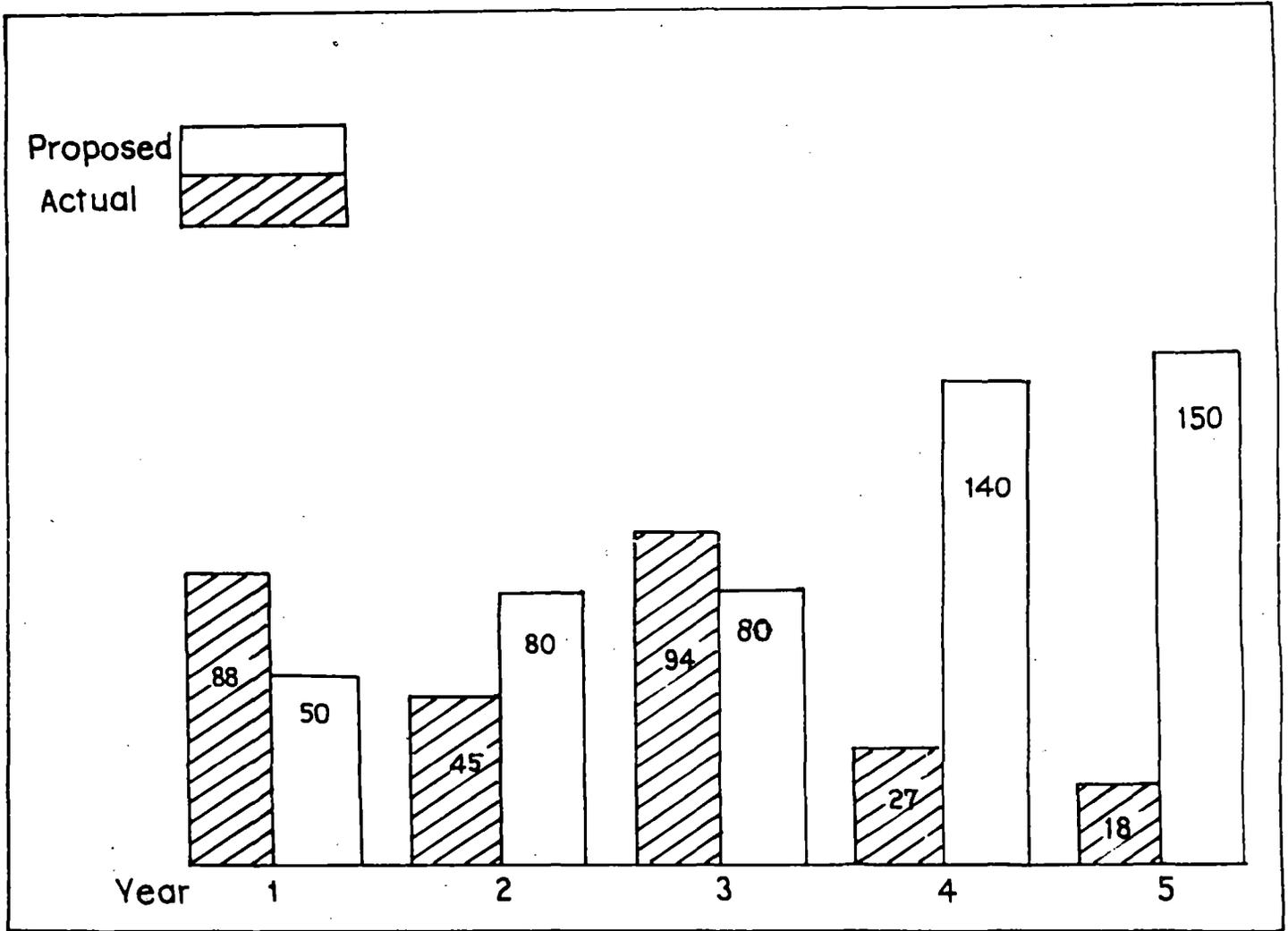
Table 5.2
Yearwise Proposed Growth of The Primary Cooperative Societies (Himul)

Year	Societies proposed to be organised in the year	Total number of societies proposed to be in operation	% of proposed growth (1st year 100)	% of Growth achieved, vide Table 5.1
1st	50	50	100	176
2nd	80	130	160	90
3rd	80	210	160	188
4th	140	350	280	54
5th	150	500	300	36

Source : Compiled from Annual report of Himul, 1976-77, p.32, Published by Himul.

It can be observed that Himul cannot achieve her target to organise 500 societies within the first five years. This number is now only 350 in 1984-85, i.e. after ten years. In first year Himul fulfils more than 76% of her target. In second year it comes down to 70%. But in the third year Himul achieves her target of growth rate above 29%. The percentage of growth is very poor in fourth and fifth year i.e. 54% and 36%, but it would be 280% and 300% respectively. Except the first and the third year, organisation of primary cooperative societies of Himul is very poor considering her

Proposed and actual growth of the primary cooperative societies (Himul).



Graph - 5.1

target of first five years. However, in second year this picture is remarkable (Graph 5.1).

It is also to be noted that all organised societies do not function all the time (Table 5.3).

Table 5.3

Number Of Societies Functioning And Closing Etc. Of Himul

Year	Total No. of societies organised	Total No. of functioning societies	Total No. of started societies	Total No. of organised but not started societies	Total No. of societies started but closed	Total No. of societies closed	Total No. of societies closed but started further
1	2	3 (2-7) + 8	4 (3+5) - 8	5	6	7 (5+6)	8
1975-76	88	88	88	-	-	-	-
1976-77	133	133	133	-	-	-	-
1977-78	227	163	206	21	43	64	-
1978-79	254	159	223	31	64	95	-
1979-80	272	175	231	41	65	106	9
1980-81	280	184	231	49	65	114	18
1981-82	296	196	244	52	66	118	18
1982-83	314	215	254	60	67	127	28
1983-84	332	215	254	78	67	145	28
1984-85	350	233	272	78	57	145	28

Himul organises a total number of 350 societies upto 1984-85 of which 272 start functioning. But due to closure of a number of societies, the present strength (1984-85) of operating societies is only 233. However, a number of societies exist in paper only and, because of lack of followup activities, they never start operations.

During ten years, the number of functioning societies increases continuously with the exception of fourth year. In first two years not a single unit is closed. In third, fourth, fifth, seventh and eighth years there are the existence of closing societies that started earlier. Lastly, in both the fifth and the sixth years nine societies and in the eighth year ten societies, once closed, started functioning again.

It may be concluded that the first two years (i.e. 1975-76 and 1976-77) and last six years (i.e. 1979-80 to 1984-85) progress of extension is, on an average, better than the third and the fourth year (i.e. 1977-78 and 1978-79). Though in third year (1977-78) the number of functioning society has increased by 30, but 64 societies have been closed during the same period, of which 43 have been running societies.

Table 5.4Progress of Society Organisation In Plain And Hill Of Himul

Year	Total number of society organised		% of Growth (1975-76-100)	
	Plain	Hill	Plain	Hill
1975-76	-	88	-	100.00
1976-77	36	97	100.00	110.22
1977-78	40	187	111.11	212.50
1978-79	44	210	122.22	238.63
1979-80	47	223	130.55	253.40
1980-81	47	235	130.55	267.04
1981-82	55	241	152.77	273.86
1982-83	60	254	166.66	288.63
1983-84	60	272	166.66	309.09
1984-85	65	285	180.55	323.86

A look at the performance of primary societies in plain and hill areas (Table 5.4 and Table 5.5) discloses that in first year the Hill areas have "organised societies" and all of them are operating, but in the plains there is no existence of any such society. Comparative position of 'Society Organised' in the Hill areas and in the Plains gives a different picture. With respect to number of societies organised, functioning and closed, the hill areas surpass the plains.

Table 5.5
 Number of Society Functioning And Closing ^{Etc.} In Plain & Hill
 of Himul

1 Year	2		3 $\lfloor (2-(5+6)) \rfloor +7$		4 (3+6)-8		5		6		7	
	Total No. of societies organised		Total No. of societies functioning		Total No. of societies started		Total No. of societies organised but not started		Total No. of societies started but closed		Total No. of societies closed but started further	
	Plain	Hill	Plain	Hill	Plain	Hill	Plain	Hill	Plain	Hill	Plain	Hill
1975-76	-	88	-	88	-	88	-	-	-	-	-	-
1976-77	36	97	36	97	36	97	-	-	-	-	-	-
1977-78	40	187	39	124	40	166	-	21	1	42	-	-
1978-79	44	210	22	137	44	179	-	31	22	42	-	-
1979-80	47	225	21	154	44	187	3	38	23	42	-	9
1980-81	47	233	21	163	44	187	3	46	23	42	-	18
1981-82	55	241	28	168	51	193	4	48	23	43	-	18
1982-83	60	254	40	175	60	194	4	56	23	44	7	21
1983-84	60	272	40	175	60	194	4	74	23	44	7	21
1984-85	65	285	45	188	65	207	4	74	23	44	7	21

It may be observed (Table 5.4) that the rate of increase in primary societies in Hills is much higher than that of the Plains. During the ten years the maximum growth is only 80% in plain areas where as in Hill areas it is to the extent of 224%. In plains the extension of primary society in first six years (i.e. upto 1980-81) is at a decreasing rate but in the later period this shows an opposite direction (except 1983-84).

Number of starting society in each year in Hills and Plains is increasing at a lower rate upto 1979-80. The growth of starting society is zero in 1980-81 and 1983-84 in both areas. In hills number of functioning primary society increases at a rapid rate upto 1979-80 then again it increases but at a decreasing rate, whereas in the Plains the statistics shows the opposite one. In 1983-84 the growth of functioning society is also zero in both areas. Only 18 societies are organised in Hills but no new society starts functioning in 1983-84 (Table No.5.5). The position of closing society in Plains (Table 5.5) is better than that of Hills, especially in last three years no society has been closed anew.

On the whole, in Himul, the development of primary society in Plains is very poor compared to the Hills and the total number is much lower than what the programme for first five years indicate.

The comparative positions clearly disclose that in Hills the position is better only with respect to the relative position of organised one versus the starting one. But in plains the position of the two i.e. organised versus starting and functioning is comparatively much better than that of the Hill areas.

Table 5.6
Primary Societies

Society	Hill areas	Plain areas	Total
Organised:Starting	1.4:1.0	1.0:1.0	1.3:1.0
Organised:Functioning	1.5:1.0	1.4:1.0	1.5:1.0
Organised:Closed	2.4:1.0	2.4:1.0	2.4:1.0
Closed:Re-started	5.6:1.0	3.8:1.0	5.1:1.0

The given target of Himul is to organise 300 societies in the Plains of which 65 have been organised and only 45 of them are functioning. But in Hills having a target of 200 societies, Himul has organised 285 societies, of which 188 are functioning(1984-85). The position in Hills is much better than that of the Plains itself.

The organisational progress of Amul and Himul in respect of their farmer-members of the societies can be observed from the table below (Table 5.7).

Table 5.7

Annual Organisational Progress In Respect Of Farmer Members Of The Society

Year	No. of farmer members of the society (000)		Average No. of farmer members per society		% of Growth (1975-76 = 100) (Average member per society)	
	A	H	A	H	A	H
1975-76	250	2.21	301.5	25.1	100.00	100.00
1976-77	255	4.06	306.8	30.5	101.75	121.51
1977-78	275	5.72	330.9	25.1	109.75	100.00
1978-79	295	6.50	344.6	25.5	114.29	101.59
1979-80	308	6.92	344.1	25.4	114.12	101.19
1980-81	327	7.04	365.3	25.1	121.16	100.00
1981-82	339	7.45	379.1	25.1	125.73	100.00
1982-83	352	8.17	393.2	26.2	130.41	104.38
1983-84	359	8.58	407.9	35.8	135.29	102.78
1984-85	359	15.14	412.6	43.2	136.84	172.11

In both Amul and Himul, growth of farmer-members of the societies has increased during the ten years (1975-76 to 1984-85) but there is rapid increase only in Amul.

Average number of farmer members per society in both Amul and Himul has gone up. The increase in case of Amul is always smooth with the exception of 1979-80 which is quite negligible but it is not so in case of Himul.

During the ten years range the total growth in Amul is 36.8% but in Himul it is 72.1% (about it is double in comparison with the Amul).

However, during the ten years barring two years (1976-77 and 1984-85) the growth of average number of farmer-members of each society is only 4.3 in Himul. But in 1976-77 and 1984-85, the total number of farmer-members of the society of Himul has been nearly doubled in relation to previous year. Actually in this year new Manager of procurement and Input Services of Himul took initiative to make the non-member as a member of the village milk society through making a survey among the farmers related to the village milk society.

ii. TECHNO ECONOMIC PERFORMANCE :

VETERINARY AID OR ANIMAL HEALTH COVERAGE :

The basic paper of the "Operation Flood" provides that "depending on the logistic of the area, one mobile veterinary unit can be expected to cover the milch animal populations in 50 commanding villages (Primary cooperatives), by Organising visit route for calling on each of them at least once a week. Therefore, assuming 250 milch animals to be covered in each village the total animal coverage per mobile unit will be $250 \times 50 = 12500$ milch animals. The total number of mobile units for the union

covering 1.25 lakh milch animals will be ten by the 5th year"³.

Table 5.8

Progress of Veterinary Works of Amul And Himul

Year	No. of Mobile veterinary Unit		No. of Animal treated		Average No. of treated (animal) per unit		% of Growth of animal treated (1975-76 = 100)	
	A	H	A	H	A	H	A	H
1975-76	23	4	315634	2615	13723	654	100.00	100.00
1976-77	23	5	326419	2091	14192	418	103.41	79.96
1977-78	21	7	335566	4137	15979	591	106.31	158.20
1978-79	21	7	368393	5343	17542	763	116.71	204.32
1979-80	23	7	393041	2967	17088	424	124.52	113.46
1980-81	23	7	423618	4851	18418	693	134.21	185.50
1981-82	23	7	436732	5366	18988	766	138.36	205.20
1982-83	18	7	436551	7072	24252	1010	138.30	270.43
1983-84	18	7	432297	8373	24016	1196	136.96	320.19
1984-85	18	7	459632	15024	25534	2146	145.62	574.53

An examination of the progress of veterinary services of Amul and Himul(T-5.8) shows that Amul has organised 23 Mobile veterinary units in 1975-76 but in 1984-85 only 18 such units are seen running. Himul has organised 7 Mobile veterinary units within first five years but the objective is to have a minimum of 10 units. According to the given proportion between Mobile veterinary units and primary

cooperatives, the position is a better one than the Amul as compared to the objective having 50:1.

In Amul during ten years under study the percentage of animal treated has increased by 45.6% whereas in Himul it is 474.5% i.e. more than ten times. Percentage of animal treated in Amul increases at a slower rate during last ten years but only exception in 1982-83 and 1983-84, when it has dropped by 0.1% and 1.4% respectively. In Himul the growth rate in this respect increases at an increasing rate exception being 1976-77, 1979-80 and 1980-81 when it drops by 20%, 90.8% and 18.8% respectively. However, a remarkable change is shown in respect of number of animal treated in 1984-85 due to the survey made by the Union.

Here it may not be concluded that Amul is not better than Himul as because the growth rate of animal treated in Himul is higher than that of Amul. It is to note that Himul is quite a new organisation. Whereas Amul has completed 30 years in 1984-85. After twelve years (i.e. in 1966-67) of installation of an extra milk processing unit, it treated 116865 cases of animals (Annexure 24), whereas Himul has treated only 15024 cases of animals in that period of ten years but the objective is to have a minimum of 1.25 lakh cases of treated animals.

Again, the average number of cases of animal treated per Mobile veterinary Unit increases except two years

(1979-80 and 1983-84) in Amul and in 1976-77 and 1979-80 in Himul it has dropped by some numbers. But it is to be noted, where Amul treats 25534 cases of animals per Mobile veterinary unit in 1984-85, Himul treats only 2146 cases of animals per Mobile veterinary Unit in that period. In fact, Himul fails to achieve her objective of covering animal health.

iii. BREED IMPROVEMENT PROGRAMME

"Improved regularity of calving and increased fecundity, in addition to broad-casting of superior germplasm, can most readily be prompted for a large population of animals through artificial insemination. The union will cover, in all its 500 primary cooperatives, some 70000 milch cows and 55000 milch buffaloes. The breeding facilities and genetic improvement of these animals will be arranged through artificial insemination centres in each of the 500 milk societies. One functionary of each primary society in the villages covered will be trained inseminators. The union will establish a central semen laboratory and a stud-farm with upto 30 exotic bulls and upto 20 buffalo bulls"⁴.

Table 5.9

Progress of Artificial Insemination Work of Amul and Himul

Year	No. of A.I. Centres		No. of A.I. cases		Average No. of A.I. cases of per A.I. Centres		% of Growth of A.I. cases (1975-76 = 100)	
	A	H	A	H	A	H	A	H
1975-76	665	26	207674	538	312	21	100.00	100.00
1976-77	678	71	223218	734	329	10	107.48	136.43
1977-78	711	120	248263	3358	349	28	119.54	624.16
1978-79	734	NA	255011	NA	347	NA	122.79	NA
1979-80	739	65	268792	NA	364	NA	129.42	NA
1980-81	735	79	285073	3019	389	38	137.26	561.15
1981-82	731	83	325886	5862	446	71	156.92	1089.59
1982-83	704	98	353152	7698	502	78	170.05	1430.85
1983-84	722	112	354744	5996	491	53	170.81	1114.49
1984-85	736	135	422876	7743	574	57	203.62	1439.21

N.A = Not available

Amul has arranged 736 Artificial Insemination (A.I) Centres and this arrangement works smoothly till 1979-80 whereas it should have arranged 870 A.I. Centres to keep pace and parity with her number of societies. On the other, Himul has arranged only 135 A.I. centres upto 1984-85. In the first three years this number has increased at a high rate, but after that it drops to 65 numbers in 1979-80 though it increases again. But in terms of society strength the number should have been at least 233.

In Amul, the number of A.I. cases increases in each year, but in Himul, this number goes up at an increasing rate upto 1977-78 and after that it has dropped in 1980-81. Again the number rises up in 1984-85 with the exception of the year 1983-84.

Due to fluctuation of Budget for A.I. Programme in Himul the number of A.I. cases fluctuates ^{from} year to year.

Table 5.9 depicts that, in Amul the range of percentage of growth of A.I. cases during ten years is only 103.6% whereas in Himul this is 1339.2% i.e. ten times more than that of Amul. The percentage of growth in Amul increases in each year except in 1983-84. On the other hand, in Himul, this rate of percentage increases except in 1980-81 and 1983-84 where the percentage drops.

Here it should not be concluded that the Himul is better than that of Amul in respect of number of A.I. cases done, because 1975-76 is the beginning year of Himul whereas it is 30th year of Amul. Amul did 3854 A.I. cases in 1955-56 and 31582 A.I. cases in her 19th year i.e. 1964-65 (Annexure 25) (i.e. after 10 years of new installation of an extra milk processing unit). In fact here indeed, Himul can not achieve its target of covering 31582 A.I. cases in her last ten years. Actually here the people are not interested to take the advantage of A.I. due to some

religious beliefs cherished by them. And it is seen specially in the plains of Himul.

Again, table 5.9 shows that in both Amul and Himul, the average number of A.I. cases done per A.I. Centre increases every year except in 1978-79 and 1983-84 in Amul and in 1976-77, 1983-84 and 1984-85 in Himul, where it has dropped by some numbers. But it may be noted that where Amul has done 574 A.I. cases in 1984-85, Himul had done only 57 average number of A.I. cases per A.I. Centre in the same time i.e. it is less than 10 times of Amul. In fact, Himul fails to achieve her target which should have in that period except only to open a stud farm in Mallaguri⁵. Moreover, a comparative position in hills and in the plains indicate that this activity is much popular in hill areas (Table 3.2).

iv. FODDER DEVELOPMENT PROGRAMME

There are only 201 societies under the Fodder Development Programme and 22 Fodder demonstration farms covering an area of 93 hectares of land. But the target is to cover every society gradually. Amul undertakes this programme in almost all the societies covering total area under fodder cultivation by farmers of 59185 acres of land. Besides, Amul creates 'Gaucher land' (Pasture land) in 22 societies

uptill 1983-84 for the milch animals of those societies.

As a major effort in this direction, over 550 acres of Government owned 'Gaucher land' in 22 villages has been developed to cultivate green fodder for the milch animals of those villages⁶. Here it may be concluded that Himul is not better than that of Amul in respect of Fodder development Programme.

Table 5.10

V. MILK PROCUREMENT

Table 5.10

Progress of Milk Procurement of Amul and Himul (In lakh kgs.)

Year	Quantity of Milk Collected (00,000 tons)		Average milk procurement per society (00,000 tons)		% of growth of average milk procurement per society (1975-76 = 100)	
	A	H	A	H	A	H
1975-76	1290.4	32.1	1.56	.36	100.00	100.00
1976-77	1270.2	53.3	1.53	.40	98.07	111.11
1977-78	1412.0	71.3	1.70	.44	108.97	122.22
1978-79	1592.6	39.3	1.86	.25	119.23	69.44
1979-80	1693.8	54.3	1.90	.31	121.79	86.11
1980-81	1895.8	51.9	2.12	.28	135.89	77.77
1981-82	1600.2	54.7	1.79	.28	114.74	77.77
1982-83	1838.2	74.1	2.05	.34	131.41	94.44
1983-84	1820.2	76.8	2.07	.36	132.69	100.00
1984-85	1932.2	65.6	2.22	.28	142.30	77.77

The Comparative Picture (Table 5.10) of the progress of milk procurement of Amul and Himul discloses that during the ten years under study, milk collection of Amul normally increases with the exceptions of 1976-77, 1981-82 and 1983-84. But in case of Himul it is a fluctuating one. The procurement of Amul is increased by 14.4 times compared to Himul during the ten years under study. In Amul, average milk procurement per society in 1976-77 and 1981-82 decreases. But in 1983-84 it increases though quantity of milk collection decreases due to closure of 15 societies.

In 1976-77 and 1981-82 the quantity of milk collection, average milk procurement per society and the growth of average milk procurement per society fall, the growth of average farmer members of the society, the growth of total number of A.I. cases, the growth of total number of animals treated i.e. veterinary works increase even the growth of society organisation is almost the same. This variation can be ascribed to low milk procurement price compared to the available market price^{7,8}. Despite efforts of the management and even by increasing the procurement price, total procurement could not be improved because of shortage of milk and milk products in the market (in 1981-82)⁹. The increase in the milk-purchase price by Rs. 7.72 per kg. of fat-content could not solve the impasse as increase in the price had not fully satisfied the expectation of the milk producers¹⁰.

On the other hand, in Himul, average milk procurement per society is adversely affected in 1978-79, 1980-81, 1981-82 and 1984-85 though the growth of society organisation, growth of average farmer-members, growth of number of animal treated and also the growth of total number of A.I. cases continue their progress in the same period. It is also strange that in 1980-81, 1981-82 and 1984-85 the average procurement of milk per society is the same though the total procurement of milk of the society varies. On the otherside, during the period of 1977-78, 1982-83 and 1983-84, the total milk procurement suddenly increases due to the organisation of new societies and the temporary closure of some societies which starts functioning again in 1982-83 and 1983-84 (Table 5.3).

However, the average quantum of milk procurement is low in Himul due to smaller number of societies and the reasons for fluctuations can be ascribed to different aspects. Firstly, during the period 1978 to 1985 price structure was revised in five stages (1978-79¹¹, 1980-81¹², 1981-82¹³, 1982-83¹⁴ and 1984-85¹⁵) but average procurement could not be improved due to market price prevalent locally. The price offered by Himul was comparatively lower than what had been offered by the local milk merchants. As a result, a major quantity of milk of producer-members had been channellised to local merchants. Secondly, the functioning of the producers'

cooperatives leave much to desire. Despite non-viability of a proposed milk co-operative, the management of Himul organised those as a entity only with the objective to fulfil their target-quota of organised society (i.e 500 societies). Thus it is evident that in Himul, the price is not the prime factor to improve the procurement of milk from its hinterland.

Table 5.11

Achievement of Daily Average Milk Procurement of Himul (in litres)

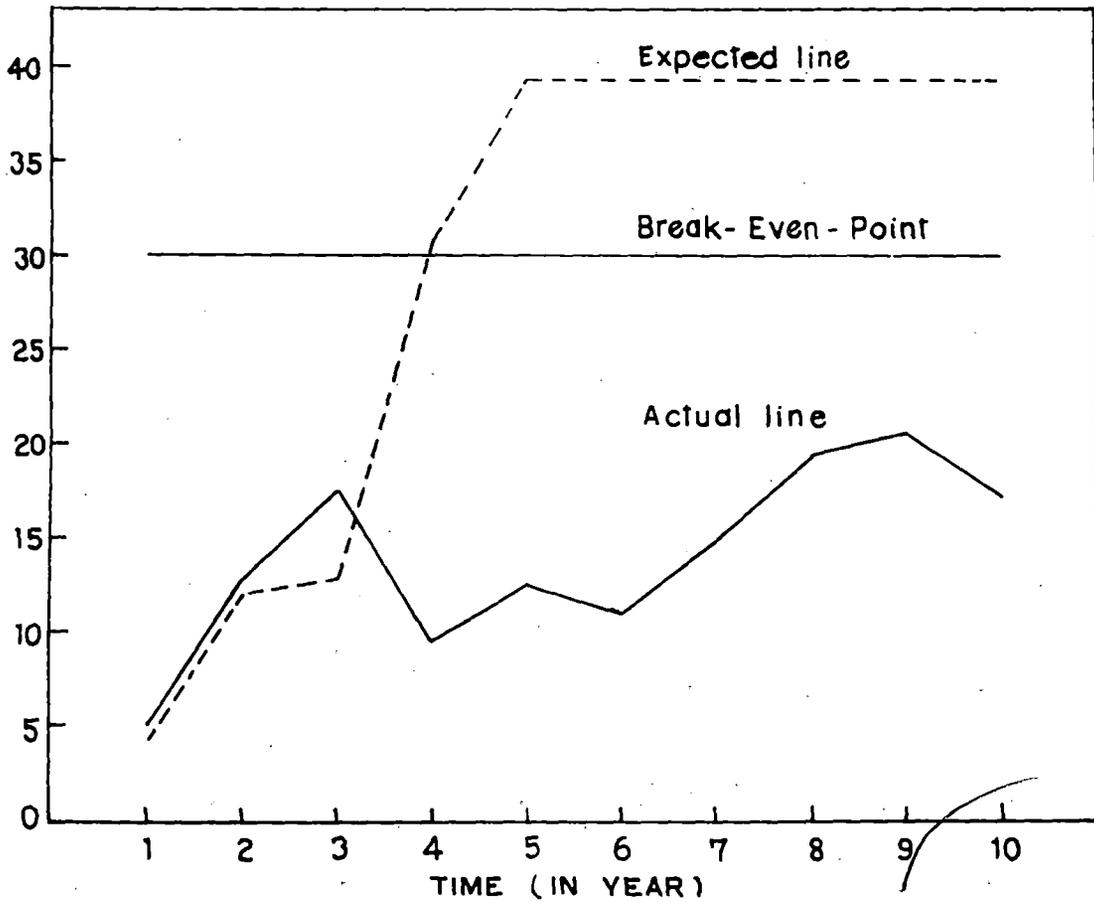
Year	Actual quantity	Targeted quantity	% of Achievement
1975-76	8,800	7,500	117.3
1976-77	14,630	14,000	104.5
1977-78	19,560	15,000	130.4
1978-79	10,775	30,000	36.0
1979-80	14,895	40,000	37.2
1980-81	14,219	40,000	35.5
1981-82	15,000	40,000	37.5
1982-83	20,306	40,000	50.8
1983-84	20,772	40,000	51.9
1984-85	17,984	40,000	45.0

Source : Annual Report : 1976-77, Page 32, Published by Himul.

It becomes evident (T-5.11 & G-5.2) that performance of Himul in actual procurement in the first 3 years is above

**GRAPHIC REPRESENTATION OF DAILY AVERAGE MILK
PROCUREMENT OF HIMUL (Vide Table- 5.11)**

Average Procurement
Litres (In thousand)



GRAPH - 5.2.

expectations. In first three years, Himul achieves more than it aims at, but from 4th year i.e. 1978-79 it fails to touch its target. It was quite unexpected as Himul achieves its target in any year except in first three years and also cannot achieve her project "Break even point" (30,000 Lt. per day). From 5th year (i.e. 1979-80) barring 1980-81, the trend of actual procurement increases upto 9th year (i.e. 1983-84) then it again starts to fall. The achievement comparatively is lowest in 1980-81 (Tabil 5.11) i.e. 35.5% of its target. However, the actual procurement is lowest in 4th year i.e. 1978-79 than the rest of years under study (Graph 5.2). Besides, there is negative corelationship ($r = -.36$) between expected line and Actual line of milk procurement.

In Himul, maximum quantity of milk is collected from the society of hill areas throughout the year (Table 5.12).

The backwardness of the plains in respect of milk procurement lies in the fact that only 65 village milk societies are organised out of 300 societies. Later, 20 societies ceased to exist. The hill areas present a some what different picture. Of the 200 societies 188 are on the run. The rate of percentage of growth of societies is also better in the hills than that in the plains (Table - 5.4). Besides, the cows in the plain areas have low productivity, while those in the hill areas have got high productivity.

Table 5.12

Sampling Table For Daily Procurement From January 1984 to December 1984 of Himul Dairy Plant (In Lit.)

Milk Routes	Month/Date											
	Jan. 20	Feb. 25	Mar. 30	Apr. 5	May 10	June 15	July 20	Aug. 25	Sep. 30	Oct. 5	Nov. 10	Dec. 15
1. Phansidewa	22	15.5	10.5	N.A	N.A	N.A	24.5	18	6	7	21	11
2. Nagrakata (Mal C.P.)	444	512.5	569.5	N.A	N.A	N.A	761	598	329	326	362	255
3. Mirik	2287	2149.5	1803.5	N.A	N.A	N.A	1569.5	1380.5	1327.5	658	1624	1837
4. Bidhan Nagar	146.5	123.5	168	N.A	N.A	N.A	N.A	169.5	105	108	117	180
5. Rambhi (C.P)	2534.5	3063	2559	N.A	N.A	N.A	2401.5	2243	250	N.A	270	312.5
6. Kalimpong (C.P)	1431.5	1296	834.5	N.A	N.A	N.A	N.A	N.A	N.A	N.A	2449	N.A
7. Kurseong (C.P)	3083	2817	2005	N.A	N.A	N.A	2181	2079.5	N.A	1415.5	2181	2695
8. Ghoom (C.P)	6393.5	3248	3423	N.A	N.A	N.A	3881.5	3657	4875.5	3945	6315	6425
9. Sukhia (C.P)	4992	6452.5	2580.5	N.A	N.A	N.A	4391	4619	4062	3282	3991	4313.5

Note : C.P. - Chiling Plant.

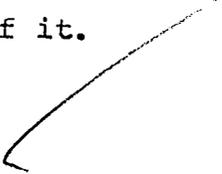
Source : Compiled from Procurement Register of HIMJL

This is because of the genetic improvement to be seen among the cows in the hills. Again, it happens sometime, especially in the plains that the price of milk fixed by the Himul is less than the existing market price. This is simply because quantity of milk produced is much less than the local demand.

SUMMARY

Ten years have passed since Himul started functioning. Still it has not recovered from teething trouble. Far from making the desired progress it could neither organise targeted number of society for fulfilling techno-economic programme like Breed Improvement Programme, Veterinary Aid, Fodder Development and so on. Only in the hill areas it could achieve some success. But the lapses and failures in other fields have overshadowed this achievement. It has also failed to involve large number of farmers in the Dairy Cooperative Movement. As a result, milk procurement per day could never reach even one third of the target. Moreover, one third of the village societies it had organised were either closed or did not start functioning. However, the major amount of milk procured per day comes from the societies located in the hill areas. The performance of the societies on the plains is deplorable. Of the 300 societies only 65 societies were formed. At present only 45 societies are functioning. Now, if we put both Amul & Himul side by side for a comparative study, the

failure of Himul appears to far more striking. While Amul has maintained the trend of improvement in every field, Himul has fallen far short of what was expected of it.



Notes & Reference

1. Operation Flood, published by Indian Dairy Corporation/
National Dairy Development Board, p.11.
2. "In the early stages, rapid growth brought in its wake serious problems. Their solution provided the stimulus for further growth. For example, as the Cooperative movement spread in the district, it was found that the Bombay Milk Scheme could not absorb the extra milk collected by the Union in winter, when buffaloes yielded an average of $2\frac{1}{2}$ times their summer yield. Thus by 1953, the farmer members had no regular market for the extra milk produced in winter. They were again forced to sell a large surplus at low rates to middle men.

The only remedy was to set up a plant to process the extra milk into products like butter and milk powder. The logic of this step was readily accepted by the Government of Bombay and the Government of India, except

for a new doubling Thomases. The Government of India helped the Union to get financial help from UNICEF and assistance from the Government of Newzealand under the colombo Plan. Technical aid was provided by FAO. A Rs. 50 lakh factory to process milk Powder and butter was blue printed. Its foundation stone was laid by the then President of India late Dr. Rajendra Prosad on November, 15, 1955, On which day the late Pandit Jawaharlal Nehru, the then Prime Minister of India, declared it open. The new dairy provided a further fillip to the cooperative movement among milk producers. The union was thus enabled to organise more village cooperative societies and to handle more and more milk each year" - The Amul story - a sage of cooperative effort, printed at Anand Press, Gamdi, Anand, pp.5-6.

3. Operation Flood, op.cit., p.26.
4. Ibid., p.24.
5. "Our Union has the only Frozen semen Station of its kind in the whole of North Eastern India. There are 23 bulls at present. Semen Collection is made regularly from 11 bulls while 12 numbers are under rearing. The total number of semen doses produced since inception is 226320. Number of doses supplied free of charges to the milk producers of this union is 708877. All the milk unions of West Bengal and North Eastern India

also purchase frozen semen from us. The total number of semen doses produced in 1984-85 and 1985-86 (till April '86) are respectively 56,674 and 54300".

Nineth Annual Report - 1983-84, published by Himul, p.17.

6. 38th Annual Report - 1983-84, published by Amul, p.3.
7. "The year began with lower milk collection by about 15% than the previous year. This trend of low milk collection continued upto Dewali. Thus for nearly half a year our product plants were running under capacity due to shortage of milk and also due to more demand for liquid milk from the consumer market". 31st Annual Report - 1976-77 published by Amul, p.1.
8. "However, the approval for restoration did not come during the year which adversely affected our capacity to pay a better price for milk". 31st Annual Report, op.cit., p.2.
9. "Low milk procurement created serious problems in meeting market requirements for milk and milk products. The total procurement of milk particularly during the lean season dropped considerably. In spite of paying higher prices, we had to face stiff competition from private merchants due to shortage of milk and milk products in the market. We made continuous efforts to improve our realisation during the year under report to meet this unusual situation and tried our very best to

pay higher prices to the extent possible to meet increased cost of production under the inflationary trend through which our country has been passing. Even after putting all these efforts, our milk procurement could only reach a figure of 16 crores kgs. which is lower by 5.6% over the preceeding year". Annual Reports & Accounts - 1981-82, published by Amul, p.2.

10. "During the year under report, milk purchase price increased by Rs. 7.72 per kg. fat on an average compared to an increase of Rs. 2/- per kg. fat last year. However, this increase in the price may not fully satisfy the expectations of the milk producers". Ibid., p.4.
11. Fourth Annual Report - 1977-78, published by Himul, p.16.
12. Fifth Annual Report - 1978-79, published by Himul, p.7.
13. Sixth Annual Report - 1980-81, published by Himul, p.10.
14. Seventh Annual Report - 1983 published by Himul, p.1.
15. Nineth Annual Report. op.cit., p.15.