

**National Workshop on
Dairy Cooperatives in Contemporary Setting:
Issues and Strategies**

March 18 & 19, 2010



Sponsored by
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Organized by
**Department of Cooperation
Gandhigram Rural Institute
(Deemed University)
Gandhigram – 624 302.
Dindigul District, Tamilnadu**

Rationale for the Workshop

Indian dairy cooperatives have a long cherished heritage and glorious contributions to the socio-economic development of the rural masses. They play a significant role in generating employment opportunities and providing livelihood security to the rural community including the people dwelling in the sub-urban areas. Their role is very much crucial as they balance interests of both the milk producers and the milk consumers. As such the dairy cooperatives hold the market leadership in many Indian states while, the liberalized economic process has geared up the private dairy sector which, pose challenges and cut-throat competition to Dairy Cooperatives, to-day.

A glance at the performance of dairy cooperatives shows that, the structural dynamics, and functional performance of dairy cooperatives are at stake. The share of dairy cooperatives in terms of geographical market coverage, peoples participation, and the business turnover records a declining trend. The most stressed reason could be the failure of dairy cooperatives in addressing their issues in tune to the changing scenario. These necessitate an in-depth investigation of the dairy cooperatives so as to redefining their functional modalities and operational effectiveness. Immediate attention with prospective focus be given on functional performance, technology upgradation, wider and deeper market coverage, members' patronage and their business participation, efficient backward and forward business linkages and networking and the like. In this context, the conduct of a two day workshop on issues affecting the dairy cooperatives is a sine-qua-non.

Objectives

- To provide a platform for discussions and deliberations upon the functional dynamics, growth performance and the problems / issues of Dairy Cooperatives in the contemporary setting
- To provide an ample opportunity of interactive learning among the academics, researchers, Dairy personnel and the student community for knowledge upgradation and skill enhancement in the Dairy sector.
- To evolve operable strategies addressing the issues affecting the dairy cooperatives and to enable the policy makers and administrators for designing the policies/ programmes in tandem to market forces.
- To bring out and supplement with useful document on dairy cooperative sector, for the reference to academics, researchers and student community.

Themes : The themes are only indicative and not exhaustive.

- * **Dairy Cooperatives and Rural Development:** Contribution to Social, Economic advancement of members, Members economic participation, Members apathy, challenges to Dairy cooperatives in the contemporary setting – Issues and strategies.
- * **Processing and Production:** Milk procurement – Milk quality and the cost - Product Diversification and product development, Value Additions, Product profitability - Production Planning and Control-Technology transfer and adoption- Issues and strategies.
- * **Pricing:** Pricing as a Social cost – Trade off between milk producers and Milk consumers (in cooperative and private sector), pricing of milk products, Price spread – Practices and Issues on pricing.
- * **Marketing:** Demand and supply of dairy products – Consumers behaviour and purchase decisions – Distribution and promotion strategies – market leadership – Practices, Problems and strategies.
- * **Finance:** Working capital management, budgeting and budgetary control, management control systems, practices – Issues and Strategies.
- * **Human Resources :** Training and Development, Professional Management, Management Development Programme – Motivation, Management and Decision making, Practices – Issues and Strategies.

For Whom

Academia and Research Scholars of Cooperation, Commerce, Management, Economics, Rural Development, Agriculture and Dairy Sciences, Personnels of cooperative sector, Cooperative Dairy Executives, NGOs etc.

Call for papers

- o Research papers are invited. Papers should be of original and unpublished.
- o Every paper must focus on the present practices, Issues and strategies touching the broad out line given in the theme.
- o Papers not exceeding 10 pages, along with an abstract of half-a-page, both in hard copy and soft copy (CD in MS Word with Times New Roman, 12 font size) should reach the Workshop Coordinator, on or before 05-03-2010.
- o Abstracts selected will be published and released in the Workshop.
- o Select papers, after a review by a Expert-Team, will be documented with ISBN certification.

Important Dates

- Last date for receipt of full papers including the abstract and registration fee : March 5, 2010
- Intimation of acceptance : March 10, 2010
- Participation in the Workshop : March 18-19, 2010

Registration Fee

All the participants are required to register for the workshop. The registration fee is to subsidize the cost of workshop kit, workshop proceedings, accommodation and local hospitality for two days. The details of registration fee are as follows:

Category	Outstation Rs.	Local Rs.
Teachers	200	150
Scholars (Funded)	200	150
Scholars (Non-Funded)	100	100
Dairy Personnel & Others	200	100

Registration fee is to be paid through DD drawn in favour of 'The Registrar, GRI, Gandhigram', payable at Canara Bank, GRI Campus, Gandhigram (code no. 8500) or State Bank of India, Ambathurai (code no. 3373). Moderate accommodation will be arranged at the GRI Faculty Guest House on sharing basis, for participants who confirm their participation, before March 05, 2010. It may not be possible for us to provide accommodation for those who register after March 05, 2010.

Patron

Dr. SM. Ramasamy, Vice - Chancellor, GRI, Gandhigram

Organizing Committee

Dr. B. Subburaj, Prof & Head, Dept. of Cooperation
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