

SWOT ANALYSIS AND STRATEGY FORMULATION FOR VILLAGE DAIRY COOPERATIVE SOCIETIES (VDCS) OF GUJARAT DAIRY SECTOR

A. K. MAKWANA¹ & M. D. GURJAR²

¹Associate Professor, SMC College of Dairy Science, Anand Agricultural University, Anand, Gujarat, India

²Assistant Professor, SMC College of Dairy Science, Anand Agricultural University, Anand, Gujarat, India

ABSTRACTs

Dairying has become an important secondary source of income for more than 15 million rural families and has assumed an important role in providing employment and income generating opportunity for the most vulnerable sections of our population. For millions of small and marginal farmers as well as landless labourers, milk production provides ready cash in hand for fulfilling their daily household requirements. According to 2012 livestock census data, Gujarat had 9984 thousand cattle and 10386 thousand buffalo population. The daily milk yield per animal in the state for Cow (Crossbreed), Cow (indigenous) and Buffalo is around 9.08 kg/day, 4.19 kg/day & 5.15 kg/day, respectively. The present study covered all districts of the state and information was collected by using a questionnaire. After analysing the collected data it could be it can be concluded that for development of VDCS in Gujarat state polices should be formed in the line of following suggestions- All VDCS should be provided guidance of ISO certification, The prevailing imitative of government to promote gender equality by providing 33% women reservation should also be implemented in the VDCS also, Although, generally basic training is given but specific training programmes aimed at – Milk testing, adulteration, clean milk production, operations, record keeping, etc. is absolute necessary in the present globalised environment of the country, A range of Trainings related to – Business management skills, administration, quality initiatives, and IT services can be formulated and targeted to VDCS chairman/ Secretary. It should be materialized by union and A special drive to increases the number of VDCS in the remote areas as well as in the areas which are still uncovered across the state should be initiated.