

പതിനാലാം കേരള നിയമസഭ

ഏഴാം സമ്മേളനം

നക്ഷത്രചിഹ്നമിടാത്ത  
നിയമസഭാ ചോദ്യം നമ്പർ 2417

17/08/2017 -ൽ മറുപടിയ്ക്ക്.

ക്ഷീര കർഷകരുടെ പ്രശ്നങ്ങൾ പഠിക്കാൻ വിദഗ്ദ്ധ സമിതി

ചോദ്യം

ഉത്തരം

ശ്രീ.കെ.എസ്.ശബരീനാഥൻ  
ശ്രീ. വി.ഡി.സതീശൻ  
ശ്രീ. കെ.സി.ജോസഫ്  
ശ്രീ.അടൂർ പ്രകാശ്

ശ്രീ.കെ രാജ്  
(വനവും, മൃഗസംരക്ഷണവും, ക്ഷീരവികസനവും,  
മൃഗശാലകളും വകുപ്പു മന്ത്രി)

(എ) സംസ്ഥാനത്തെ ക്ഷീര കർഷകരുടെ (എ) പ്രശ്നങ്ങൾ പഠിക്കാൻ വിദഗ്ദ്ധ സമിതി രൂപീകരിച്ചിട്ടുണ്ടോ; വിശദമാക്കുമോ;

സംസ്ഥാനത്തെ ത്രിതല ക്ഷീര സഹകരണ പ്രസ്ഥാനത്തെ കുറിച്ച് പഠിക്കാൻ വിദഗ്ദ്ധ സമിതി രൂപീകരിച്ചിട്ടുണ്ട്.

ശ്രീമതി.ലിഡാ ജേക്കബ്ബ് ഐ.എ.എസ് (റിട്ട) (മുൻ ഗവൺമെന്റ് സെക്രട്ടറി & മുൻ ഡയറി ഡവലപ്മെന്റ് കമ്മീഷണർ) ചെയർപേഴ്സണായും ഡോ.ജി.മുകുന്ദറാസ് (ഡയറക്ടർ, ചന്ദ്രഗുപ്ത ഇൻസ്റ്റിറ്റ്യൂട്ട് ഓഫ് മാനേജ്മെന്റ്, പാറ്റ്ന, ബീഹാർ)ശ്രീ.ശശികുമാർ.എം.വി, (ഡയറക്ടർ ഇൻ ചാർജ്ജ് ഇൻസ്റ്റിറ്റ്യൂട്ട് ഓഫ് കോ-ഓപ്പറേറ്റീവ് മാനേജ്മെന്റ്, പെർമിനിക്കടവ്, കണ്ണൂർ) എന്നിവർ മെമ്പർമാരും ശ്രീ.ജോർജ്ജ് കട്ടിജേക്കബ്ബ് (ഡയറക്ടർ (റിട്ട), ക്ഷീരവികസന വകുപ്പ്, തിരുവനന്തപുരം) മെമ്പർ സെക്രട്ടറിയും ആയാണ് സമിതി രൂപീകരിച്ചിട്ടുള്ളത്.

(ബി) സമിതിയുടെ മുഖ്യ പഠന വിഷയങ്ങൾ (ബി) എന്തൊക്കെയാണെന്ന് വിശദീകരിക്കുമോ;

30/06/2017-തീയതിയിലെ. സ.ഉ (സാധാ) നമ്പർ 74/2017/ഡിഡി ഉത്തരവ് പ്രകാരം

സമിതിയുടെ മുഖ്യ പഠന വിഷയങ്ങൾ (ടേംസ് ഓഫ് റെഫറൻസ്) നിശ്ചയിച്ചിട്ടുണ്ട്. ആയത് അനുബന്ധമായി ഇതോടൊപ്പം ഉള്ളടക്കം ചെയ്തിരിക്കുന്നു.

(സി) ക്ഷീര മേഖലയിൽ കർഷകർ (സി) അഭിമുഖീകരിക്കുന്ന പ്രശ്നങ്ങൾക്ക് പരിഹാരം കാണാൻ എന്തെല്ലാം കാര്യങ്ങളാണ് പഠന വിഷയങ്ങളിൽ ഉൾപ്പെടുത്തിയിരിക്കുന്നതെന്ന് വെളിപ്പെടുത്താമോ;

ക്ഷീരമേഖലയിൽ കർഷകരുടെ പ്രശ്നങ്ങൾ ഉൾപ്പെടെയുള്ള വിവിധ പ്രശ്നങ്ങൾക്ക് പരിഹാരം കാണുന്നതിനുവേണ്ടിയാണ് മേൽപറഞ്ഞ ടേംസ് ഓഫ് റെഫറൻസ് നിശ്ചയിച്ചിട്ടുള്ളത്.

(ഡി) എത്ര നാളിനകം റിപ്പോർട്ട് (ഡി) സമർപ്പിക്കണമെന്നാണ് പ്രസ്തുത സമിതിയോട് ആവശ്യപ്പെട്ടിട്ടുള്ളത് എന്ന് വ്യക്തമാക്കുമോ?

ആറു മാസത്തിനുള്ളിൽ

സെക്ഷൻ ഓഫീസർ.



## GOVERNMENT OF KERALA

### Abstract

Agriculture (Dairy) Department – *Comprehensive Study of Three -Tier Dairy Co-operative structure in Kerala* – Committee Constituted - Orders issued.

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### AGRICULTURE (DAIRY) DEPARTMENT

G.O.(Rt) No 74/2017/DD

Dated, Thiruvananthapuram, 30/06/2017

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- Read: 1) G.O. (P) No. 183/79/AD dated 27.04.1979  
2) G.O. (Ms) No. 27/09/AD 03.02.2009.  
3) Letters No: G1/8792/2015 dated 14/10/2015, 11/12/2015 and 11/07/2016 from the Director, Dairy Development Department Kerala, Thiruvananthapuram.  
2) Letters No: D3/8765/2017 dated 05/06/2017 from the Director, Dairy Development Department, Kerala, Thiruvananthapuram.

### ORDER

As per G.O. read as I Paper above the Kerala Co-operative Milk Marketing Federation Ltd (KCMMF) was formed at the initiative of the State Government to implement the Operation Flood II Programme based on a tripartite agreement between National Dairy Development Board, Indian Dairy Corporation and Govt of Kerala. The main objective of KCMMF (MILMA) is to carry out activities for promoting production, procurement, processing and marketing of milk and milk products for the socio-economic development of the farming community through replication of the successful Anand Pattern dairy cooperative system. Kerala being a small state, unlike in other States, 3 Regional Milk Unions were formed between 1985 -1989 and then onwards the three tier co-operative dairy structure is functioning in the State. In addition to the nearly 3000 Anand pattern Co-operative Societies functioning at grass root level, most of which are affiliated to the Regional Milk Unions, there are more than 400 traditional dairy co-operative societies also .

2) Over the last 37 years, Milma has built up a network of farmers' institutions through which on an average 12.00 lakh litres of milk per day is sold, nearly Rs.2800/- crores per annum is earned as sales turnover and a sizeable share of the same is passed on as milk value to the primary dairy co-operatives. It could develop a network of cooperatives which helped to overcome the complexities of a large yet fragmented market by creating value for suppliers as well as the customers. This success was achieved within the framework of a network of cooperatives organized in a hierarchical manner -Primary Dairy Co-operative, Regional Milk Union and the State Federation.

3) The Cooperatives, especially dairy co-operatives, face new challenges that test the robustness of their approach and their commitment to the movement and requires a new style of management thinking. It is unclear whether Milma's Structure, Strategy and Practices that have hitherto worked till now can maintain this growth path in a changing environment with globalization and increased competition. It is necessary to have a revisit on the functioning of the three-tier Co-operative Dairy structure in the State, to initiate appropriate policy interventions which would help them to face the challenges in the future. Such a measure is highly inevitable in the light of the fast changing socio economic environment, especially in the liberalized Indian business environment.

4) As per GO read as 2<sup>nd</sup> paper above, Government had appointed a committee under the chairmanship of Sri.R.Heli to submit recommendations to attain self-sufficiency in the production of Milk, Meat and Egg. The Committee inter alia, had recommended that 'KCMMF being a huge farmers' cooperative organisation handling the collection, distribution of milk in the State faces many challenges and that the 30 year old organisation should be revamped as a vibrant system capable to rise to any height to plan and face any challenge and help the government and society to assure a peaceful climate of plenty in the dairy sector'.

5) Hence Government of Kerala wishes to constitute an Expert Committee with the following members to look into the various aspects related to KCMMF, Regional Milk Unions and Primary Milk Cooperatives. The above Committee will undertake a detailed study of the working and functioning of the three-tier organisation and suggest specific, precise and practical recommendations for the overall growth of the dairy sector.

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|--|------------------|
| Smt.Lida Jacob, IAS (Retd)   | Chairperson      |
| Former Secretary to Government and Ex.Dairy<br>Development Commissioner  |                  |
| 2) Dr.G.Mukund Das<br>Director,<br>Chandra Gupta Institute of Management<br>Patna, Bihar   | Member           |
| 3) Sri.Sasikumar.M.V<br>Director-in -charge<br>Institute of Co-operative Management<br>Parassinikadavu<br>Kannur<br>Kerala -670563 | Member           |
| 4) Sri.Georgekutty jacob<br>Director,<br>Dairy Development Department  | Member Secretary |

6)The **Terms of References** for the Committee are as detailed below:-

1. *To critically examine the present day administrative, functional and financial structure of the three-tier dairy co-operative structure (Milma) and its various operations.*
2. *To look into what extent MILMA has attained the set goals and objectives for which the organisation was constituted.*
3. *To review the operational area of the existing three Regional Milk Unions under KCMMEF.*
4. *To assess how far the human, financial and infrastructural resources were optimally utilized in the Federation and in the three regional Milk Unions*
5. *To identify the challenges being faced by the co-operative dairy sector and to suggest measures to address them to enable the movement to keep pace with the changing socio-economic environment.*
6. *To examine the role being played by similar institutions in the country in terms of managerial practices, innovations etc, and to suggest appropriate measures and good practices followed by them which could be adopted by Milma. The Committee may also suggest ways to enhance the business and professional efficiency of the organisation.*
7. *To study various models of re-structuring and to suggest a best suited model for Milma to improve its operational efficiency and financial management. The Committee may also examine whether the State Federation and the three Regional Milk Unions can be amalgamated to form a single cooperative entity*

*with a view to ensure more professional financial and operational efficiency that would deliver competitive advantage in terms of scale and uniformity in decision making and farmers' welfare . If so, the Committee may recommend appropriate legal and policy framework to comply with the suggestion.*

*8. To suggest appropriate Human Resource Strategies which would help in the efficient utilization of the skilled manpower available within the organization and also to meet its future requirements.*

*9. Suggest appropriate measures for strengthening the linkages with departments/ organizations in the sector namely, Dairy Development Department, National Dairy Development Board, Animal Husbandry Department and Kerala livestock Development Board to achieve synergy of the sector which would help in achieving self-sufficiency in milk production.*

*10. Any other incidental or consequential issue as deemed necessary by the Committee for its consideration.*

7) The 4<sup>th</sup> member George Kutty Jacob, Director, Dairy Development Department will retire on 30<sup>th</sup> June 2017. Hence Government are pleased to utilize his long term experience in Dairy Sector and he will serve as Member Secretary without any allowance. The Headquarters of the committee is at Directorate of Dairy Development, Pattom Thiruvananthapuram. Term period of the Committee will be six months from the date of assuming charge. The Committee will arrange sittings on all districts within this period and furnish a practical precise report within a period of six months. The Committee will conduct 10 sittings in a month and Chairperson shall attend at least five days office duty in a month.

(By order of the Governor)  
ANIL.X  
**Secretary to Government.**

To

Smt. Lida Jacob I.A.S (Rtd)

A2, Kanaka Nagar Thiruvananthapuram

Dr.V.Mukunda Das  
Director, Chandra Gupta Institute of Management Patna

Sri. Sasikumar.M.V  
Director I/c , Institute of Cooperative Management , Parassinikkadavu, Kannur,  
Kerala,Pin 670563

Sri.Georgekutty Jacob  
Director,  
Dairy Development Department  
Thiruvananthapuram

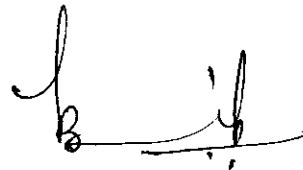
The Chairman, National Dairy Development Board , Anand, Gujarat  
The Director, Dairy Development Department, Thiruvananthapuram  
The Managing Director, KCMMF, Milma, Pattom, Thiruvananthapuram  
The Managing Director, Thiruvananthapuram Regional Co-operative Milk  
Producers Union,Pattom, Thiruvananthapuram.  
The Managing Director, Ernakulam Regional Milk Producers, Union , Edappally,  
Ernakulam  
The Managing Director, Malabar Regional Milk Producers Union , Kozhikode  
The Principal Accountant General (Audit), Kerala, Thiruvananthapuram.  
The Principal Accountant General (A&E), Kerala, Thiruvananthapuram.  
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Forwarded/ By Order



Section Officer

19/8/17



അടിയന്തര അഭിപ്രായം