

ROLE OF MANAGEMENT IN ORGANISATION AND ENHANCED PROGRESSION: DAIRY PRODUCTION IN BIHAR

Dr. Dharendra Kumar*

ABSTRACT

Bihar is that the third most populous state in India and therefore the most densely populated, while per capita income is that the fifth lowest across the states of India. Thirty- six percent of the population was below the poverty level in 2012. Bihar's Economy has been growing rapidly since 2005. For LI of India, the livestock sector contributes around 4 percent of national gross domestic product (GDP) and around 25% of total agricultural GDP. The livestock of Bihar contributes 5% of total state GDP or GSDP. At an equivalent time, Bihar is especially recognized for its high milk production from cows, buffalo and goats. the expansion and performance of the dairy subsector in Bihar has been better than in many other Indian states (DAHDF, 2017). The Bihar State Milk Co-operative Federation Ltd. (COMFED), supported by government, has played a really successful role in developing the dairy subsector, and in raising dairy cattle productivity and milk production, also as in raising dairyman incomes. Thus, increasing livestock productivity and production further us seen by the govt of Bihar (GoB) and its Department of Animal and Fisheries Resources (DAFR) as a key means of improving per capita incomes and reducing poverty.

KEYWORDS: Dairy Farming, Bihar's Economy, Livestock Sector, Dairy Production.

Introduction

Production activity deals with different steps and functions involved. Any firm or enterprise associated with production has its different hierarchical and operational units. It be made up of various levels of management and it's working i.e. top, middle and low management levels. Middle management level comprises head, branch manager and department manager performing at different levels. When it involves the assembly of milk i.e. dairy production in India. it's its own distinct levels of working for efficient and progressive development of the dairy production in India and its different states. Different states have contributed differently in production with Bihar with its unique organizational level of milk production.

Dairy farming has emerged as a crucial source of livelihood, particularly on small holder households. Efficient management of milk cooperative system has facilitated milk production and milk marketing in Bihar. Two-thirds of the milk produced by the cooperative in Bihar. The young female population forms an excellent basis for further increase in milk production within the state and can greatly add to the daily lives of millions of people. It can also provide some cash flow to the agricultural poor, especially women, in their homes / villages.

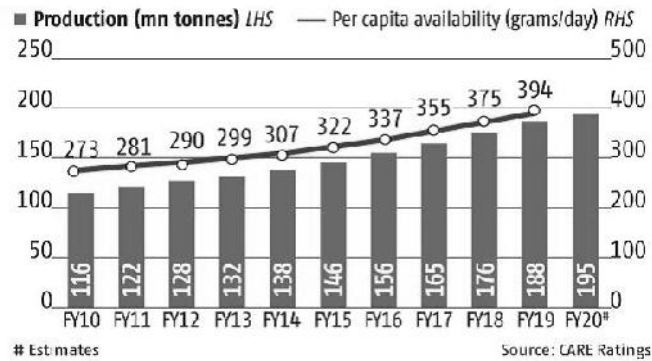
Dairy Production in India and Bihar (Brief)

- **In India:** Indian market is vast and therefore the dairy industry must cash in of it. It should enter the mass scale distribution of milk by encouraging better milk outputs, buying the milk, converting the milk into powdered milk and distributing it at a subsidised rate through the National Food Security Act and keep trying to find more remunerative options.

* Guest Faculty, Department of Commerce, Bhagalpur National College, TMBU Bhagalpur, Bihar, India.

COVID IMPACT

India's milk production and per capita availability



India is that the biggest producer also as consumer of milk and therefore the solution lies within the ecosystem only by making improvement within the quality and quantity of the milk production and by adding value thereto in order that both farmers and consumers can benefit.

- **In Bihar:** East India has always lagged behind in milk production and is therefore seen as a lucrative market for powdered milk and other dairy products. Denying these long-standing states, Bihar has unilaterally demonstrated its real potential to increase milk production in the eastern part of the country. The state achieved a milestone by producing 10 million tonnes of milk in 2018-19, up from just 2.7 million tonnes in 2001-02.

Concept of Middle Level Management System and Milk Production in Brief

- **Middle Level Management System:** Middle level management system is that the intermediate management level of a hierarchical organisation that's sub - ordinate to the chief management and liable for 'team leading' line managers. Middle management is indirectly liable for junior staff performance and productivity. Middle level managers can include head, branch manager and department manager. They're accountable to the top-level management for his or her department functions, and that they devote more times to organisational and guiding functions than upper management.
- **Milk Production:** India has been the world's leading producer and consumer of dairy products with steady growth over the years. Estimated milk production in 2018-19 was 187 million tonnes. The dairy industry and milk are equally important to farmers and consumers. Milk can be a source of liquidity for farmers.

Milk Production in Bihar

The state achieved 10 million tonnes of milk production in 2018-19, a milestone from just 2.7 million tonnes in 2001-02. It has reached a historic 8 with a CAGR (compound annual growth rate) for almost 2 decades, compared to a national history average of 4.8%. Among the states, Rajasthan and Madhya Pradesh are second and third with a growth rate of 6.8 per cent and 6.7 per cent respectively.

Bihar now accounts for 5% of the national milk production and is ranked ninth in its ranks. More importantly, between 2003 and 2019, an additional 10 million female cattle were added, of which 60% are young stocks. At the same time, Bihar alone contributed 35.7 percent to the stock of surplus cattle produced nationally during this period.

Bihar State Milk Co-Operative Federation

Bihar State Milk Cooperative Federation Limited may be a milk cooperative established in 1983 as a business entity of the Government of the State of Bihar, India. Market its product to the extent of "Sudha Dairy". The cooperative facilitates the purchase, processing and marketing of dairy products. It educates unions about the effective operation of dairy and assists them in caring for animals, including insecticides, vaccinations and feeding. The Dairy Cooperative was established in 1983 to manage the work of various local dairy unions. The government opened Nalanda Dairy in 2013, the largest automated dairy plant in eastern India. The formation of Sudha was the result of the White Revolution.

Products and Impact of Bihar State Milk Co-Operative Federation (Management Levels and Distribution)

The Milk Federation operates a fully automated milk plant in Bihar Sharif, Nalanda Dairy, Nalanda District, which opened in 2013. The product is marketed by the parent organization COMFED, Patna. Nalanda Dairy has a Tetra Pak and Elecstar Star machine used for packaging UHT processed milk, juice and flavoured milk with extended duration. It is often the primary fully automated dairy plant in eastern India. During this portfolio, Sudha saw growth, especially long-term UHT production for the urban population. They have UHT treatment to get rid of all the micro-organisms while maintaining nutrition. Sudha sells about 4-5,000 litres of UHT milk and other value-added products every month. UHT Productions has made Sudha self-sufficient as it is the market leader in packaged milk without the need to maintain a cold supply chain.

Conclusion

As scrutinized on various aspects of the dairy production and role of manager levels within the efficient production it draws a conclusion that middle level management plays an important role in smooth and progressive working of the assembly process. Middle level consists of managers and other working employees, to seem over the entire process. once we come to dairy production, the COMFED and Bihar State Milk Co-operative Federation Limited are the simplest example to represent well - designed operational and functional role of the centre level management. These Limited are liable for the well organised production of milk in Bihar. it had been established with a purpose to form optimum use of livestock for milk production and frame the name of Bihar among the leading producers of milk representing the eastern and North eastern producers. Bihar has also formulated its name among the highest producers of milk production with a striding rate. So, it's also well supported India to coin its name among the worldwide producers. And also served a crucial role when looked from economic perspective. it's also caused a big rise in GDP during the last decades.

The organization of the dairy Co-operative in Bihar is well structured to reinforce production and meet all demands of consumers. And interestingly, being a consumer and producer of milk, Bihar needs a top-level management which is best fulfilled by the dairy Co-operatives. it's made its expansion during the days within the Indian market very wide with a lift to dairy industry. Bihar is singularly liable for truth potential for the expansion in milk production in country. And achieved an excellent milestone in recent years. It is often briefed saying that "All credit coins up to the centre management level". "Better the management, better the gain".

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