

RAJASTHAN WOMEN DAIRY PROJECT: A STUDY

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ABSTRACT

*Rajasthan women dairy project sponsored by Women & Child Development Department, Ministry of Human Resource Development, Government of India was initiated in milk unions in Rajasthan in the year 199-92. However, the unions continue nursing these and developing new WDCS in milk unions. The programmes were initiated in various Women Dairy Cooperative Societies (WDCS) apart from organising dairy cooperatives in the villages are (i) Literacy Programme, (ii) Rural Health & Sanitation Programme (iii) Employment Programme, and (iv) Awareness Programme. Contribution of women in dairy activities is tremendous. RCDF is inclined towards women empowerment through dairying. Economic empowerment of women is the main motive of **Rajasthan Cooperative Dairy Federation (RCDF)**.*

Keywords: WDCS, RCDF, Milk Union, Literacy Programme, Sanitation Programme.

Introduction

Rajasthan Cooperative Dairy Federation (RCDF) launched Rajasthan Women Dairy Project (RWDP) in the year 1992-93 under STEP. It aims to increase self reliance and autonomy of women by enhancing their productivity and enabling them to take up income generation activities and to make them aware of their own potential. Initially there were 116 WDCS in 1992. Which has gone upto 2214 in 2004-05. In the same way number of WDCS members increased from 16313 in 1992 to 128948 in March, 2005. The WDCS collected 1379 lakh Kgs. of milk during 2004-05. The women members earn average Rs. 1500 per month. The total payment to women milk pourer is 144 crore in 2004-05.

In the year 1991 a long step was taken by the Ministry of Human Resources, Government of India for women development and independent participation in dairy cooperative milk societies. It was started in Western Rajasthan Milk Union Ltd. (WRMUL) Jodhpur. At that time in 50 villages women dairy cooperative societies registered only for ladies, in which all kind of activities were performed by the woman.

During the year 1999 in WRMUL, Jodhpur 72 Women Milk Cooperative Societies (WDCS) were registered whereas in (Uttari Rajasthan Milk Union Ltd.) Bikaner 57 women milk cooperative societies enrolled for registration. The activities performed by ladies in WDCS were to collect the milk, to test the milk, to check up the fats, registered the new lady members, prepare the pass books, maintenance of accounts, to organise fortnight/monthly meetings to make the payments, to provide the technical inputs, selling of cattle feed marketing of milk and milk products. The activities performed by ladies in WDCS were to collect the milk, to test the milk, to check up the fats, registered the new lady members, prepare the pass books, maintenance of accounts, to organise fortnight/monthly meetings to make the payments, to provide the technical inputs, selling of cattle feed marketing of milk and milk products. The women milk societies involve in other activities which are gainful to them, such as

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stitching, spinning, weaving ladies adult education and number of self employed activities supplement their income. These dairy societies started the works of sanitation, child care, female training literacy, community welfare, vaccination, distribution of pills to birth control etc. programmes of women development.

During 1999 there were 5699 WDCS members registered in WRMUL, Jodhpur. Two dairy societies as Malavas and Roopnagar at the first time in India at the dairy co-operative society level the women prepared 1128 National Cooperative Flags during the year 1995 and send them to Uttar Pradesh, Madhya Pradesh, Andhra Pradesh, Karnataka and Orissa states. It provided the employment to unemployed women in the areas.

In the year 2000-01 the URMUL, Bikaner has recorded the highest milk procurement by the women participants. During past few years, drought and famine conditions prevailing, but the government and RCDF boost up the milk producers. All types of assistance as balanced cattle feed, artificial insemination etc. are being provided to them, which motivated the record milk production.

Objectives of the Rajasthan Women Dairy Project

- To mobilize women in small viable groups, make facilities available through training and access to credit.
- To provide managerial and skill upgradation training.
- To enable groups of women to take up employment cum-income generation programmes by providing backward and forward linkages.
- To provide support services for further improving training and employment conditions of women.
- To provide skill training by creating awareness on issues like gender equity, health, literacy, environment and hygiene.

Support to Training and Employment for Women (STEP)

It is a scheme of Dept. of Women and Child Development Ministry of Human Resource Development, Government of India. It provides training for skill upgradation to poor and assetless women in the traditional sector viz. agriculture, animal husbandry, dairying fisheries, handlooms, handicrafts, khadi and village industries, sericulture, social forestry and wasteland development.

The STEP has following Objectives

- Self-employment through dairying.
- Skill development through training of dairy technology and animal husbandry managerial fields.
- Advocacy and awareness generation on following issues, Gender discrimination, Health, Hygiene, Girl Child Education, Legal Rights of Women, Against Social Evils like child marriages etc.
- Convergence with Department of Health, Education & WCD.

Services Provided by the Step

The Scheme is providing an integrated package of the services to women to enable them economically more viable, independent and raise their socio-economic status (i) Upgradation of skills through training. (ii) Better and sustainable employment opportunities. (iii) Backward & forward linkages (iv) Facilitation of organization women. The target groups of the scheme are (i) Marginalised, assetless rural women. (ii) Special focus on SC/ST households. (iii). Women headed households. (iv) Families below poverty line.

Project Implementation Plan includes the following services:

- Project Monitoring & Supervision Committee,
- Formation of Womens' Cooperatives,
- Training,
- Tie-up with Financial Institutions,
- Production and Marketing,
- Support Services,
- Backward Linkages,
- Forward Linkages, and
- Reporting.

Trainings Provided by the STEP to WDCS

Either through cooperatives or in other groups,

- On income generation activity and cooperative formation,
- Raw material and equipment to be provided free of cost,
- Location of training to be convenient to trainees, and
- Competent trainers.

Supporting Services of the WDCS

It provides the following services to its women dairy societies-

- Organizes creches,
- Legal literacy programmes,
- Health and hygiene,
- Awareness programme,
- Awareness and information, and
- Non-formal education.

Developmental Phases of the WDCS

The WDCS were established under the STEP. It was launched in the year 1992 at first in Jodhpur, Ajmer, Baswara, Bharatpur, Bikaner, Jaipur and Pali districts. They were 265 WDCS were development with the membership of 12313. A women dairy development programme had been covering 19 districts of Rajasthan in six phases. In the year 2003-04 two new phases viz. Phases VII and VIII has been sanctioned for eight districts with a total financial outlay of Rs. 7.12 crores. Under this programme 3561 women dairy co-operative societies have been formed with a registered membership of 1,28,948 in the year 2004-05. This project has brought out the managerial potential of women in managing the business of milk in its totality thereby empowering them in the true sense.

Programmes Organised by the WDCS

S.No.	Details	Number of Programmes	Beneficiaries
1.	Skill Development Programme	2123	42460
2.	Legal Literacy Camps	2716	54320
3.	Gender Sensitization Programme	1289	51560
4.	Health Education Programme	2487	54714
5.	Child Care Centres	615	7995
6.	Male Sensitization Programme	428	22684

Initiatives Programmes Provided by RCDF**Saras Suraksha Kavach**

RCDF started an insurance scheme for the members of Dairy Co-operative Societies. The scheme gives a compensation cover to the insured members in case of accident and death. RCDF is contributing 20% of the total insurance premium of Rs. 100.87 for women as a special incentive. RCDF contributes Rs. 90 out of Rs. 100 membership fees for women to become members of DCS.

Self Help Group Programme

Around 2,600 Self Help Groups having capital of Rs. 6.71 crore have been formed so far. Most of these groups are engaged in dairy activities to earn livelihood.

Awards for Women for their Outstanding Contribution

State level "Saras Mahima Award" for the best Women Dairy Co-operative Society in the state (Rs. 21,000)

- Women pouring maximum quantity of milk at DCS.
- Women pouring milk for maximum number of days in the year at DCS.
- Best women chairperson.
- Best women secretary.
- Trophy to the milk union implementing women dairy programme in best manner.
- 192 Awards at each milk union.

On the eve of International Women's Day i.e. 7.03.05 State level 58 awards of Rs. 2.29 lac were given in a grand ceremony.

Status of Women in Dairy Cooperatives

Women perform a large part of work related to maintenance of dairy cattle, milk production and processing for rural women dairying is an (agriculture's after) additional job which is taken along with other wage and non wage work. Most dairy related work such as cutting and fetching grass and fodder, bathing and cleaning shed, pouring milk at co-operative or other collecting centres all are labour intensive activities and are performed by women. A woman spends approx 31D 2 to 41D 2 hours per day on milk production related work.

The typical routine of women who maintain bovines in Rajasthan is as follows:

Time	Work
4.30 -5.30 a.m.	Milking
6.00 -9.30 a.m.	Other household work
9.30 a.m	Animal sent for grazing through women's own child or through paid labour.
5.30	Animals return after grazing feeding and watering animals.
6.30 p.m.	Milking

The above time schedule and activities show that main care is taken by women. In other words, women is back bone of dairy Industry. It is of great significance that there are about 1829 women dairy cooperatives societies in Rajasthan which are totally managed by women member. The participation of women in bovine maintenance activities is highest 61% in Rajasthan, 32% in Haryana and 45% in West Bengal.

Functions of WDCS

- **Average Milk Collection in WDCS**

In Rajasthan milk collection in WDCS during 2004-05 was 2,66,053 Kg. per day. Highest quantity of average milk collection by Jaipur Milk union is 1,30,933 Kg. per day. Bhilwara and Jodhpur average milk collection was 10,989, 10,108 Kg. per day respectively. Minimum average milk collection from Bharatpur (206 KGPd), Sawaimadhopur (2120 KGPd) Jalore (2372 KGPd) Alwar (2545 KGPd) Churu (2951 KGPd) unions. (Appendix 5.1).

- **Payment to WDCS**

The amount paid to women dairy co-operative societies Rs. 10311.60 lakhs during 2004-05. The highest payment of Rs. 5666.20 lakhs has been made in Jaipur Milk Union during 2004-05 while lowest paid to Rs. 8.80 lakhs in Bharatpur milk union. (Appendix 5.1)

- **Organisation of WDCS**

The WDCS have collected more quantity of milk from more women members. WDCS supplied milk consistently during the dry period suggesting commitment and loyalty of the women members as compared to their counter parts in mixed gender dairy cooperative societies. Women are the real milk producers, who spent lot of time in dairy activities at home. With this reason and awakening towards the education, it had been decided to be given participation in milk societies. Therefore, number of lady members haven been registered as a member of WDCS in all the milk unions of the State. Jaipur Milk Union having highest 292 DCS of women and in decreasing orders recorded 218,108, 58,57,57 WDCS in Bhilwara, Pali, Ganganagar Bikaner and Ajmer respective milk unions during the year 2000-2001. Therefore number of ladies milk WDCS increased at large number upto 1040 ladies dairy milk societies on the basis of large scale participation of women only women milk societies have been registered, where all activities of the society are being performed by women themselves. The ladies participation is really a good sign of progress in the State. Increasing coverage of number of villages under cooperative movement has been started. Therefore, the women participation during Xth Five Year Plan was proposed to organise about 2770 WDCS of women milk producers.

Registered Women Dairy Cooperatives Societies (WDCS)

In year 1990-91 there were 86 registered women dairy cooperatives societies (WDCS) in the state. The number rose to 745 in 1998-99. Their number increased from 879 in 2000-01 to 1163 in 2002-03 and which constantly increased by 1829 in 2003-04 & 2004-05 respectively. The highest number of women milk cooperative societies is 340 in Bhilwara milk union followed by 326 in Jaipur Milk Union, 109 in Pali and the lowest only 4 in Bharatpur Union in the year 2002-03. The same trend has been noticed in the year 2003-04 and 2004-05 that Bhilwara (547), and Jaipur (434) are the leading women milk unions followed by Alwar (217), Sriganganagar and Jodhpur (137 each) and Pali (117) in 2004-05.

Membership of Registered WDCS in Rajasthan

The membership in dairy cooperative societies is increasing rapidly during past decade due to increase of education, awakening and incentives given by government. Strengthen the ladies WDCS by creating transparency in the democrating system has been taken up in good progress. It boosts up the confidence of milk producers in cooperative and more ladies milk producers associated with the movement of dairy. Hence, the ladies membership during the year 2000-2001 was recorded highest about 20,480 DCS in Jaipur dairy cooperative milk union. It was observed the membership in decreasing order from 13775 in Bhilwara, 9470 in Alwar, 5727 in Pali, 5666 in Ajmer Milk and so on. Involvement of members as a whole in the State in different unions was 74839 during the same period. In WDCS Milk collection testing of milk, maintenance of record, making of payment, milk marketing providing balance cattle feed technical and infrastructure inputs works are doing by the women only.

The total registered membership of WDCS who are also the milk supplier increased constantly from 16655 during 1990-91 and 63671 in during 2000-2001. Further the membership of WDCS is increasing 1,28,948 in 2004-05.

Futher the unionwise break up the members of the cooperative societies reveals that Jaipur, Bhilwara, Alwar, Jodhpur, Sriganganagar have membership in descending order in 2004-2005. The lowest membership is in Sikar, Bharatpur, Churu, Tonk milk unions.

Union-Wise Number of Registered Women Milk Cooperative Societies

The number of registered WDCS in desending order are shown during the year on march 2005 in Bhilwara (547), Jaipur(434), Alwar(217), Jodhpur(137), Ganganagar(137), Pali(117), Banswara (92), Ajmer (80), Udaipur(86), Tonk(77), Bikaner(75), Kota(67), Sikar(56), Jalore(55), Churu(33) and Bharatpur(4). (Table 5.3). Out of the union-wise total women members in 2002-03, Jaipur Union had the highest members 24,200; Bhilwara 20,719; Alwar 12,656 and the lowest 888 members in Sikar district. The total membership increased from 97,684 in 2002-03 to 117405 in 2003-04 and 132050 in 2004-05. The number of members is in the same pattern i.e. Jaipur (31842) first, Bhilwara (29144) second and Alwar (15986) at the third place in 2004-05.

In 16 milk unions the maximum number of WDCS 547 is in Bhilwara milk union and minimum number of registered WDCS 4 in Bharatpur milk union at the end of March 2005.

Table 3: Rajasthan - Union-Wise Registered WDCS and Membership

(As on March, 2005)

Milk Union	No. of Registered WDCS	Women Members in WDCS
Ajmer	80	7164
Alwar	217	15986
Banswara	92	2849
Bharatpur	4	1510
Bhilwara	547	29144
Bikaner	75	4321
Churu	33	1529
SriGanganagar	137	8015
Jalore	55	3409
Jaipur	434	31842
Jodhpur	137	8396
Kota	67	3203
Pali	117	6995
Sikar	56	1450
Tonk	77	2429
Udaipur	86	3808

Source: Reports of Milk Unions and RCDF Ltd., Jaipur

Women staff in WDCS have undertaken programmes like artificial insemination in animals, augmenting cattle feed sale and distribution of fodder seeds. These programmes were found to be more effective because they were preceded by organization of 'NUKKADNATAKS' etc. Creating an overall atmosphere of acceptability of milk production enhancement programmes in the rural areas of the state. The WDCS implemented various programmes viz. Farmers Orientation Programme, Farmer Induction Programmes Jajams, Fodder AH and Women Education Programme. The women FOP and FIP has

facilitated women to come out in groups from their homes and visit successful dairy programmes in Rajasthan. The project was implemented in 12 districts namely Ajmer, Bharatpur, Jaipur, Pali, Bikaner, Jodhpur, Banswara, Hanumangarh, Sikar, Bhilwara, Churu and Udaipur through the milk unions. An environment for awareness amongst the women through WDCS was created under women dairy project.

Conclusion

In Rajasthan women are major contributor to milk production and animal husbandry. Women participation should be ensured in dairy cooperatives, training institutions, credit institution etc., So that they can be able to organise themselves, identify their needs, build positive image and be aware of their rights and responsibilities. In Rajasthan women dairy project is to empower women so as the enable them to recognise and improve their socio-economic status. At present all districts of the state are covered. The effect of this programme is that the organised women dairy cooperatives made a great achievement in increasing WDCS, registered women membership, milk collection, milk production, procurement, processing, disposal and marketing. Women dairy cooperative societies provided several benefits which include regular procurement health care for animals, training programmes, medicines for self and children, vaccinations for animal subsidized cattle feed, fodder seeds, income generating activities and adult education. Women are happy with these benefits which is reflected in higher intake of quality food, improved health conditions, better clothing, enhanced saving and finally leading to increased status. Women are now realizing their place in the house and village and exerting pressure to change age- old prejudices, Now they also started operating internal loaning and self help groups. This show that main care taker is women. In other words, women is back bone of dairy Industry.

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