

Practical Exercise 20

Checklist of problems in milk procurement & distribution

Objective: *To acquaint with problems of milk procurement and distribution*

Introduction

A checklist shall be prepared on the basis of the information about the problems faced in procurement and distribution of some milk unions/dairy is to be supplied to the students (schedule-I). They will visit a nearby milk union/dairy and obtain the problems faced by the selected union and compare with the checklist and eventually rank the order of problems so that the steps for improvement in the desired direction can be taken.

The students shall draw inferences from the observations recorded against each problem in the three columns, as the 'severe problem', 'mild problem' and the 'problem do not exist' marking tick in the relevant column.

Checklist of Problems of milk union/dairy in procurement and milk distribution	Severe	Mild	Not exist
Producer Members are mostly illiterate and low education level			
Milk producers have to walk long distance to reach the collection centre			

Long wait at society resulted in spoil of milk esp. in summer season			
Less incentive for inputs like feed by the Govt.agencies			
Members may not able to supply milk due to limited collection time			
Members do not know the price of milk at the end of 7-10 days session			
Members have to face delayed payment for their supplied milk			
Problem to collect milk from the scattered and small scale producers			
Absence of adequate storage facilities of milk with the milk union/dairy			
Problem to balance the seasonal fluctuations in procurement to milk			
Inadequate transport and distribution system			
Stiff competition from the milk vendors and other private milk procurement agencies as they make the advance payment for milk			
Twice a day weighing, testing fat for determining quality resulting in excessive load of staff requirements and improper book keeping			
Leniency and bureaucratic working style of staff towards small holder & low educated members			
Corruption among the staff of the milk union			
Manual system of recording and maintaining the passbook of the members delay the payment of the producer members			
Non availability veterinary/para-vet personnel from milk union to treat the animals at door step of the society			
Shortage and ill equipped refrigerated vehicles			
Shortage of electric power lead to spoil/sour of milk			
Delayed payment of bonus amount to the members			
Inadequate numbers of chilling centers and using old technology			
High transportation cost for milk collection and distribution			
Other problems (To be reported by the milk union under visit)			

Schedule-I (Exercise for the students)

Checklist of Problems of milk union in procurement and milk distribution	Severe	Mild	Not exist