

## PROFESSIONALISM IN MANAGEMENT OF PRIMARY DAIRY COOPERATIVES

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### ABSTRACT

*Professionalism is meticulous adherence to undeviating courtesy, honesty, and responsibility in one's dealings with customers and associates, plus a level of excellence that goes over and above the commercial considerations and legal requirements which is needed as a key for business success. The study was conducted for three years in 2017-19. The South Gujarat which has seven districts and all were included for investigation. Every year two districts were taken and from each district 100 respondents were selected. Thus, the total respondents were 700. Majority of the respondents had middle age category and medium level of income, family size, social participation, faith in people, group motivation and moderate level of perceived benefits of co-operative societies and knowledge about principles of co-operation. Majority of the respondents had average level degree of professionalism. Income, attitude towards co-operative society, attitude towards other members of the co-operative society, faith in people, perceived benefits of co-operative society, group motivation and knowledge about principles of co-operation were positively significant with degree of professionalism in management of primary dairy co-operatives.*

**Keywords :** professionalism, cooperatives, south gujarat

### INTRODUCTION

Professionalism is meticulous adherence to undeviating courtesy, honesty, and responsibility in one's dealings with customers and associates, plus a level of excellence that goes over and above the commercial considerations and legal requirements which is needed as a key for business success. It is essentially a function of modernization in which co-operatives have to out as strong business enterprises so as to emerge triumphant amidst the winds of change in the economy. As they have matured as organizations, there is a corresponding need to infuse adequate doses of professionalism in their functioning. This can only materialize if attempts are made to follow the dictates of professionalism in demonstrating certain proficiency and excellence in practices, based on a systematic body of knowledge, aiming at inculcating among its members with a sense of responsibility towards each other, and while establishing norms of behaviour, and clearly defined qualifications for membership. The challenge is to combine efficient methods for economy and democracy at all levels of co-operative activity.

### OBJECTIVES

- (1) To know the profile of the respondents
- (2) To assess the professionalism in management of Primary Dairy Cooperatives
- (3) Relationship between profile and professionalism in management of Primary Dairy Cooperatives

### METHODOLOGY

The South Gujarat has seven districts and were included for present investigation. Thus the study was conducted in three years. Every year two districts were taken and from each district 100 respondents were selected. Two talukas from each district was selected randomly and two villages from than with same procedure. From each selected villege, twenty five respondents were selected randomly making the total sample of 700 respondents. Simple random sampling method was used for selection of the respondents. An interview schedule was developed after due consultation with the faculty members of the discipline and data collection was done by following the personal interview method. The data were compiled by using frequency, percentage, standard deviation, mean and correlation coefficient statistical tools for inference.

## RESULTS AND DISCUSSION

### Profile of the respondents

Personal, social, economic and psychological characteristics of the respondents of co-operative societies of respective sectors in terms of their age, education, gender, caste, occupation, income, family type, family size, land

holding, herd size, social participation, attitude towards co-operative societies, attitude towards other members of the co-operative society, faith in people, perceived benefits of co-operatives, group motivation and knowledge about principles of co-operation were analyzed critically to gain an insight into the profile of respondents.

**Table 1: Profile of the respondents**

(n=700)

Sr. No.	Profile	Category	Frequency	Percentage
1	<b>Age</b>	Young (18-30 years)	66	9.43
		Middle (31-50 years)	363	51.86
		Old (Above 50 years)	271	38.71
2	<b>Education</b>	Illiterate	30	4.29
		Primary (1 <sup>st</sup> to 7 <sup>th</sup> std)	100	14.28
		High school (8 <sup>th</sup> to 10 <sup>th</sup> std)	161	23.00
		Intermediate (11 <sup>th</sup> to 12 <sup>th</sup> std)	140	20.00
		Graduate	200	28.56
		Post graduate	69	9.87
3	<b>Gender</b>	Male	391	55.86
		Female	309	44.14
4	<b>Caste</b>	Schedule	59	8.43
		Most backward	185	26.42
		Backward	159	22.72
		Forward	297	42.43
5	<b>Occupation</b>	Farming	89	12.71
		Farming + Dairy	368	52.58
		Farming + Service	203	29.00
		Farming + Business	40	5.71
6	<b>Income</b>	Low (upto ₹ 70,000)	96	13.71
		Medium (₹ 70,001 to 2,74,000)	529	75.58
		High (Above ₹ 2,74,000)	75	10.71
7	<b>Family type</b>	Nuclear	501	71.57
		Joint	199	28.43
8	<b>Family size</b>	Small (Upto 4 members)	131	18.71
		Medium (5 – 7 members)	482	68.86
		Big (Above 7 members)	87	12.43
9	<b>Land holding</b>	Marginal (0.01 to 1.00 ha)	193	27.57
		Small (1.1 to 2.5 ha)	366	52.29
		Big (Above 2.5 ha)	141	20.14
10	<b>Herd size</b>	Small (up to 5 animals)	416	59.43
		Medium (6 to 10 animals)	176	25.14
		Large (above 10 animals)	108	15.43

Sr. No.	Profile	Category	Frequency	Percentage
11	<b>Social participation</b>	Low	138	19.71
		Moderate	377	53.86
		High	185	26.43
12	<b>Attitude towards co-operative society</b>	Less favourable	136	19.43
		Favourable	459	65.57
		Highly favourable	105	15.00
13	<b>Attitude towards other members of the co-operative society</b>	Less favourable	151	21.57
		Favourable	366	52.29
		Highly favourable	183	26.14
14	<b>Faith in people</b>	Low	131	18.71
		Medium	437	62.43
		High	132	18.86
15	<b>Perceived benefits of co-operative societies</b>	Poor	168	24.00
		Moderate	432	61.71
		Good	100	14.29
16	<b>Group motivation</b>	Low	123	17.57
		Medium	416	59.43
		High	161	23.00
17	<b>Knowledge about principles of co-operation</b>	Poor	168	24.00
		Moderate	426	60.86
		Good	106	15.14

From the Table 1, it was found that more than half (51.86%) of the respondents were from middle age group of 31 to 50 years of age, followed by 38.71 per cent were old age of above 50 years and 9.43 per cent were young age of 18 to 30 years. Under education, less than one-third (28.56%) of respondents were graduate, followed by high school (23.00%), intermediate (20.00%), primary (14.28%), post graduate (9.87%) and illiterate (4.29%). Under gender, 55.86 per cent respondents were male and 44.14 per cent were female. In caste, 42.43 per cent belonged to forward caste, followed by most backward (26.42%), backward (22.72%) and scheduled caste (8.43%). In occupation, more than half (52.58%) of respondents were doing farming + dairy, followed by farming + service (29.00%), farming (12.71%) and farming + business (5.71%). Under income category, majority (75.58%) of respondents were under medium (75.58%), followed by low (13.71%) and high (10.71%). Majority (71.57%) of the respondents had nuclear family and 28.43 per cent had joint family. Under family size, majority (68.86%) of the respondents had medium family size, followed by small (18.71%) and big (12.43%) size of family. In land holding, more than half (52.29%) of the respondents had small farmers, followed by marginal (27.57%) and big (20.14%) farmers. More than half (59.43%) of the respondents had small herd

size, followed by medium (25.14%) and large (15.43%) herd size. Under social participation, 53.86 per cent of respondents had moderate level, followed by high (26.43%) and low (19.71%) level of social participation. Majority (65.57%) of the respondents had favourable attitude, followed by 19.43 per cent had less favourable and 15.00 per cent had highly favourable attitude towards cooperative society. More than half (52.29%) of the respondents had favourable attitude, followed by 26.14 per cent had highly favourable and 21.57 per cent had less favourable attitude towards other members of the cooperative society. Majority (62.43%) of the respondents had medium, followed by high (18.86%) and low (18.71%) faith in the people. Majority (61.71%) of the respondents had moderate, followed by poor (24.00%) and good (14.29%) level of benefits' perception. More than half (59.43%) of the respondents had medium, followed by high (23.00%) and low (17.57%) level of group motivation. Majority (60.86%) of the respondents had moderate, followed by poor (24.00%) and good (15.14%) level of knowledge about principles of co-operation.

This finding has been supported by the findings of Dabas (2003), Ravishankar and Thimmaiah (1995) and Naik *et al.* (2009), Shafi *et al.* (2022).

### Professionalism in management of primary dairy co-operatives

**Table 2 : Distribution of respondents according to their professionalism in management of primary dairy co-operatives (n=700)**

Sr. No.	Categories	Frequency	Percent (%)
1	Poor (Score up to 105.26)	103	14.71
2	Average (105.27 to 136.10)	427	61.00
3	Good (Score above 136.10)	170	15.29

From the Table 2, it was found that majority (61.00%) of the respondents had average level degree of professionalism, followed by good (15.29%) and poor (14.71%) degree of professionalism, respectively.

This finding has been supported by the finding of Naik *et al.* (2009-10).

### Relationship between profile and professionalism in management of Primary Dairy Cooperatives

**Table 3 : Relationship between the profile of respondents with degree of professionalism in management of primary dairy co-operatives (n=700)**

Sr. No.	Variables	Correlation (r)
X <sub>1</sub>	Age	-0.224 <sup>NS</sup>
X <sub>2</sub>	Education	0.079 <sup>NS</sup>
X <sub>3</sub>	Gender	0.189 <sup>NS</sup>
X <sub>4</sub>	Caste	-0.067 <sup>NS</sup>
X <sub>5</sub>	Occupation	0.010 <sup>NS</sup>
X <sub>6</sub>	Income	0.215**
X <sub>7</sub>	Family type	0.029 <sup>NS</sup>
X <sub>8</sub>	Family size	0.050 <sup>NS</sup>
X <sub>9</sub>	Land holding	0.030 <sup>NS</sup>
X <sub>10</sub>	Herd size	0.208 <sup>NS</sup>
X <sub>11</sub>	Social participation	0.141 <sup>NS</sup>
X <sub>12</sub>	Attitude towards co-operative society	0.501**
X <sub>13</sub>	Attitude towards other members of the co-operative society	0.575**
X <sub>14</sub>	Faith in people	0.343**
X <sub>15</sub>	Perceived benefits of co-operative society	0.729**
X <sub>16</sub>	Group motivation	0.610**
X <sub>17</sub>	Knowledge about principles of co-operation	0.814**

\* Significant at 0.05 level, \*\* Significant at 0.01 level, NS = Non significant

From the Table 3, it was found that income (0.215\*\*), attitude towards co-operative society (0.501\*\*), attitude towards other members of the co-operative society (0.575\*\*), faith in people (0.343\*\*), perceived benefits of co-operative society (0.729\*\*), group motivation (0.610\*\*) and knowledge about principles of co-operation (0.814\*\*) were positively significant with degree of professionalism in management of primary dairy co-operatives and the other variables such as age (-0.224<sup>NS</sup>), education (0.079<sup>NS</sup>), gender (0.189<sup>NS</sup>), caste (-0.067<sup>NS</sup>), occupation (0.010<sup>NS</sup>), family type (0.029<sup>NS</sup>), family size (0.050<sup>NS</sup>), land holding (0.030<sup>NS</sup>), herd size (0.208<sup>NS</sup>) and social participation (0.141<sup>NS</sup>) were non-significant with degree of professionalism in management of primary dairy co-operatives.

This finding has been supported by the finding of Naik *et al.* (2009), Shafi *et al.* (2021).

### CONCLUSION

From the present study it can be concluded that the annual income, attitude towards co-operative society, attitude towards other members of the co-operative society, faith in people, perceived benefits of co-operative societies, group motivation and knowledge about principles of co-operative had significant influence on the level of perception of professionalism. It was found that the majority of respondents were found in average level of professionalism category of primary dairy co-operative society of South Gujarat.

### MESSAGE FOR POLICY MAKERS

Perception of professionalism in management of primary milk cooperative societies of South Gujarat can be augmented by knowledge about principles, benefits, faith, group motivation and attitude towards cooperative societies.

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### CONFLICT OF INTEREST

The authors of the paper declare no conflict of interest.

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