

# Human Resource in Cooperatives – Future Requirements and Challenges – Identification of Gaps

*“We all live under the same sky, but  
all of us don't have the same horizon.”*



# Issues in Dairy Cooperatives

- Growth in some of the dairy cooperative has been impressive, while in many others their ability to serve member producers and functioning in competitive environment has been affected due to:
  - Cooperative governance
  - Professional management
  - Autonomy in business decision

# Issues of concern

1. Inability to attract and/or retain professionals in key positions due to restriction on recruitment and payment of attractive market linked salary.
2. Recruitments in most of the milk unions haven't took place since 1980s which resulted in ageing manpower and vacant positions.
3. Lack of presence of good professionals affects ability to compete with private sector and expand their activities, particularly market.
4. Frequent transfers of MDs affect cooperative performance.
5. Lack of exposure and orientation.
6. Private sector is drawing away experienced talent away from cooperatives.



**It doesn't matter how much  
resources you have ,**



**If you are not using them properly  
It's all in vain.**

# Redefine Efficiency & Effectiveness in Cooperative Dairy

- By whom ?
- For whom?
- To whom?



# Redefine Efficiency & Effectiveness in Cooperative Dairy in India

- Develop robust farm, farmers and animal: rearing, feeding and breeding systems alongwith building sustainable institution.
- Need to expand coverage of milk procurement and share of marketable surplus milk.
- Adopt suitable measures and technologies to ensure efficient and cost effective milk procurement and processing operations.
- Establish effective quality assurance systems to ensure FSSAI compliances by dairy cooperatives.
- Create cost effective competitive marketing and distribution network including modern retailing.

# Possible Solution

- Building an image of **Responsible and Caring Employer**.
- Cooperative need autonomy/flexibility, especially in recruitment and compensation for key positions.
- State Govt./ Federations need to ensure that MDs should have minimum tenure of 5 yrs.
- Efforts should be made to fix up accountability of MDs of respective milk unions and draw up performance plan for each milk unions.
- Create structure to enhance interaction and capacity building of member producers and addressing equity concerns.

# HR Mandate to build Techno savvy Dairy Professional

- Offer attractive recruitment strategies for attracting and retaining highly qualified and motivated personnel.
- Improving working conditions and evolve employee friendly policies to provide better motivation.
- Creating the team for meeting training requirement of the farmers and building and nurturing sustainable dairy cooperative institution.
- Building learning environment and knowledge updation of employees working in the sector.
- Establish an active industry academia interface with national reputed institutions.