

An Analytical Study of Impact of Modern Technology on Production of Sanchi Dugdh Sangh

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Abstract : This study is based on the changes takes place in production of milk through dairy in Ujjain. Milk is an important food product which is commonly consumed by consumers in their daily life. This survey is based on the role of technology in the development of production activities. Along with this, possibilities of development and expansion is also the part of research.

Keywords: Technology Advancement, Role, Production, Agriculture, Farmers, Turnover, Products.

Introduction - Ujjain district is an important and well known historical and cultural centre of Madhya Pradesh, which is well known for its primary production. Among all these an important business centre for milk production. Milk and its by-products are used as food which is consumed by all age groups. Milk is an integral part of humans. Today's era is the era of technology. Modern Technology plays an important role in production milk. So as it also helps in increasing the production of Dugdh Sangh too. In this process milk can be extracted even without intervention of humans which reduces wastages and increases efficiency. Present cooking system are better than before, as they ensure that the milk remains fresh and safe for longer periods and reduces spoilage.

Review of literature: In the backdrop of the aims and objectives of this study, a systematic review of the existing literature related to the topic under investigation will be carried out. On milk industry many Researchers took place in the past as well as it is now also a topic of study as it is a major source of livelihood of rural India various study Tell us that modern technologies such as automated milking system, advanced cooling system and computerised feeding system etc. have increased the productivity of dairy farms.

1. According to Dr Simmi Choyal (2019), technology advancement plays an important role in the local economy of Ujjain and nearby places. This study shows that Dairy farming is an important source of local employment and by widening its scope it is good source of livelihood. According to him, automation in milk production has led to higher yields per cow as well as lower costs associated with Labour and equipment. Improved quality control measures have also enabled producers to meet not only local needs but they can

send outside too.

2. Supply chain of milk production in M.P. according to Aniel Kumar (2019), The rural population is widely scattered in the state and the coverage of dairy activities is limited to only 8 % to 10% laying new milk routes, promoting cattle induction, milk automation systems, establishment of new milk collection centres etc. are still challenges. According to him, by improving supply chain production will be improved.
3. New technology and innovation in milk production many researchers, are focused on the technology improvement and innovation in milk industry for its development. According to G. Kumar (2022) the capability of technology enables a business firm to add value to process, products and its impact on success of the organisation.
4. Market Competition and marketing strategies A comparative study of marketing strategies by Mahesh Randhave (2020), Stated that all dairy firms are utilising proper marketing mixed strategy in business. He also stated that other important challenges are to search location, for getting ample raw material and also search of potential consumer and diversification of products.

Govt. policies and support: Ujjain Dugdh Sahakari Sangh is a member of M.P. state cooperative dairy federation, Bhopal. The complete infrastructure regarding Milk Procurement, processing, milk and milk products marketing was created.

Objectives Of Research: By seeing into every aspect of our life, technology has changed the way we behave and operate. However, dairy industry is the least mechanized industry compared to other sectors of agriculture due to being perceived as a secondary occupation of farmers.

1. To study the technology which was used by

- organization earlier.
2. To obtain, study and analyze the information regarding impact of technology on production process of Sanchi Dugdh sangh.
3. To study assessing technological integration in milk production.
4. Two study impact on quality control and safety standards.
5. To study digitalization of cooperative management.

Research hypothesis: There is significant impact of technology on production activities of the organization.

1. The use of automated milking system helps in increasing milk yield.
2. Advanced quality control technologies leads to improve the quality of milk.

Importance of research: This research is important in analysis of technology advancement in production , as it will study the opportunities available in future . During research, examination will done that how technology improves milk production, quality control and enhance farmer's income. The insights gained from this research can shape the future of the dairy industry, making it more efficient as per market demands.

Research methodology: A multi - method empirical approach would be used in the study it includes quantitative and qualitative both data to analysis.

Source: Under this research , production process Which include collection and further process will be studied.

Sample: For this research, Ujjain Dugdh Sangh Maryadit, Ujjain is being selected .

Result and discussion: Impact of technology on the production of milk is analysed on the basis of available data and information.

Table 1 :- Milk production by societies of Ujjain Sshkari dugd sangh (average per kg per day)

Year	Production(per kg)
2019-20	170142
2020-21	151974
2021-22	145172
2022-23	129326
2023-24	197494

On the basis of available data and information Dugdh sangh helping in selling bulk milk and milk products . Dugdh sangh is also parallely keeping watch on machinery functioning, Establishment of new equipments , assessment of new machines required for future . All these efforts results in increased production of milk. In the year 2019 - 20 average milk production was 1,70,142 per kilogramme per day which was reached to 1,97,494 per kilogramme per day in 2023 - 24.

For this Dugdh sangh formed dugdh samities. As well helping farmers in raising bank loans to purchase livestock under Chief Minister Dairy Plus Yojana in some of the districts such as Sihor Vidisha and Raisen, on the basis of pilot survey high genetic quality livestock are made

available.

Table 2 :- Production and sale of milk and milk products

S.	particulars	2019 -20	2020 -21	2021 -22	2022 -23	2023 -24
1	Local milk sales (Lt./day)	67700	45848	53519	62447	62699
2	Wholesale milk sales(kg/day)	38897	4071	42430	42136	28852
3	Ghee (mt. tonnes)	1794.90	1474.71	1483.96	1600.91	1996.30
4	Butter milk (000' Lt.)	510.83	365.20	532.13	786.36	822.70
5	Shrikhand (mt. tonnes)	32.66	31.86	43.39	44.37	46.18
6	Curd (Mt. tonnes)	49.84	61.52	154.92	176.61	206.46
7	Peda (mt. tonnes)	34.03	30.33	53.49	56.56	58.73

According to the above data, we can say that turnover in the year 2019-20 was 67,700 where is in 2023-24 it was 62,699. There was a fall in production in year 2000-21 and 2021-22 due to the Corona pandemic. This was the duration, which was even affected the production. Still, constantly rising turnover is the proof of standard maintained by Dugdh sangh . For selling saanchi products, marketing was also done by using electronic media . Along with it, for this purpose quiz competition was also conducted with the help of online platforms on the festive occasions.

Conclusion: On the basis of research, we can say that dairy industry has experienced a great magnitude of improvement in relation to past practises. There has been a constant rise in need of milk and milk products due to rising population. Due to this farmers are also actively involved in regular supply by using modern equipments. Technology has made easy to handle large volume of milk, its process and packaging. This research has provided detail insights into how technological advancements have propelled the dairy industry forward as well enhancing both productivity and sustainability.

India mostly remained traditional in their approach to dairy production activities, which is mainly due to their social economical and ecological compulsions. However in order to meet the challenges ahead, it calls for an integration with the modern technology. This would not only bring more economic benefits to small holder farmers and improve dairy production but also would pave way for better integration of the traditional and technological systems of dairy production.

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