

# An Analytical Study of Impact of Modern Technology on Profitability of Sanchi Dugdh Sangh

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**Abstract :** Dairy industry is the largest source of livelihood in India. Many people are found employed in this sector. Time to time many Technological changes take place, Which played an important role in the development of this industry. At present it is one of the largest and fastest growing sector in India this study aims to provide analysis of technological changes on profitability of Sanchi Dugdh Sangh.

**Keywords:** Technological advancement , Dairy industry , Automation, Profitability, Digitalization.

**Introduction** - Dairy is the second important source of livelihood for farmers. Advancement of technology plays an important role in improving the profitability of milk dairy by increasing efficiency, reducing cost and improving product quality. By saving labor efficient use of resources reducing energy consumption profitability can be increased. In this research, how new improved techniques are increasing profitability will be studied. Computerized systems allow for better management and tracking of milk production. Also advanced refrigeration system enable milk products to be stored for longer periods, which also reduces wastages.

**Review of literature:** Many researchers were done on the profitability of dairy industry technology enhances profitability in the dairy industry through efficiency cost savings and market expansion. On the basis of Study of various review of literature we can say that with the advanced technology commercial farms can get the benefits of economies of scale due to advancement of technology. Dairy industry is undergoing in remarkable transformation. This technology enhances productivity, improve animal welfare and reduces the cost.

**Dairy industry and its economic role:** Since the beginning of civilization milk is the important part of Indian food. Dairy industry is the second largest source of livelihood in the ruler India. The dairy industry contributed around 5% to the India's economy, and directly employing more than 8 million farmers the majority of whom are women.

**Supply chain of dairy:** There is a vast food supply chain of dairy products in India. From farms to consumer, goods are supplied on regular basis. Earlier this process was slow due to manual performance but after technological advancement Dairy supply chain grows more complex.

nowadays collection, processing and distribution is done through automated machines which reduces wastages and enhances product quality and ensures profitability to producers.

**Modernization and new technology in dairy industry:** New and advanced machines is being adopted. Map technology (Modified Atmosphere Packaging) packaging machine is purchased Which extends the shelf life of dairy products by reducing oxygen and replacing it with the other gasses. Updation and proper monitoring of dairy machines and chilling centers are taking place for successful functioning. Ujjain Sanchi Dugdh Sangh have also started providing commercial training for operating machines with the collaboration of industrial training institution. Conduction of Fos Tac Training program for three trainees from every center, this include dealing with general requirements for hygiene and sanitary practices, management and supervision of milk and milk products processing on a business promises They also gone under the three months trial for anti counterfeit technology. This is very helpful in identifying and preventing the sale of fake or adulterated dairy products.

**Objectives of research:** As time changes, organization also bring changes in it. As well by adopting changing technology, profitability also affected. So to study the impact of change in technology over profitability of Sanchi Dugdh Sangh study has conducted.

**Hypothesis of research**

1. There is a significant impact of technology on the profitability of the organization
2. New equipment bring improvement in the efficiency
3. Advanced cost control technologies leads to improve profit making capacity.

**Importance of research:** This research is important in analysis of technology advancement in profitability , 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:** Researchers nothing but systematic investigation and study of sources and materials establish facts and reaches to conclusion.

**Source:** Information is collected through the annual general meeting booklets provided by the organization.

**Sample:** For this research, Ujjain DugdhSanghMaryadit, Ujjain is being selected .

**Data analysis:** We can see the impact of technological advancement in the terms of increased production and efficiency gains due to automation And more use of new methods results in higher profits which eventually increased the investment in dairy business for availability of trained force organization has made collaboration with industrial training institution and started milk and milk product technician course. Such type of practices are very important in the development of organization. In the year 2000 - 2021 remarkable turnover was achieved by the DugdhSangh of around 24 cr.and Net profit of rupees 6 cr. Such figures are explaining the journey of improved efficiency of the organization. Dairy industry is an important source of income for the millions of ruler households. They are also trying to control the collection of adulterate product and improving milk S.N.F. All these practices not only impacted the functioning but increase sales to rupees around 27 cr. and net profit of rupees 7 cr. as well as operating profit has

increased to 8.22 cr.

**Conclusion:** It is clear that technological advancements are directly related to profitability of organization. The adoption of modern technology has led to improved efficiency and cost cutting. It increased the speed of production and reduces wastages. On the other, hand it also incur cost to the organization an ongoing maintenance charges. However, still dairy industry faces several challenges including lack of infrastructure, sufficient technical knowledge and lack of awareness in farmers. Overall, we can say that adoption of new technology in dairy farming has brought the drastic changes in dairy industry. It leads to cost cutting and helping in increasing revenues. All these efforts are finally resulting in higher profitability for farmers.

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