

## Co-operation is Life and Life is Co-operation



**C**ooperation is people working together to achieve results or people helping each other out to achieve a common goal. Cooperation is the process of groups of organisms working or acting together for common, mutual, or some underlying benefit, as opposed to working in competition for selfish benefit. Our life is full of co-operation. Peace lies in grooming, extending and preserving co-operation. In short co-operation means life and life means co-operation. Beginning of every life is made by two persons coming together with the intention of having a family and extending it. Husband and wife begin their life with co-operation and this is the beginning of the world.

There are many living things in nature. Plants take sunlight, water, nutrients in the soil, carbon-di-oxide and oxygen and make their food. Herbivorous animals live on plants. Carnivorous animals live on other animals. Omnivorous animals eat both plants and animals. After the life of animals and plants ends, their components again get merged with soil. The moon revolving around the earth,

the nine planets revolving around the Sun and the whole universe is also an example of co-operation. Isn't it?

After birth, man grows with the co-operation of his parents, increases his thinking power with the co-operation of his friends. Thus, at every moment, this social animal depends on co-operation. Not only that, even after death, co-operation is needed for funeral. All the organs in the human body also work in co-operation and co-ordination. Eyes see, ears hear, legs walk, they all work with one intention i.e. wellbeing. When different things work together for a particular purpose, it is called co-operation. When our eyes will see one thing, ears will hear something else and legs will walk in the third direction, then although the person is alive, his life has no co-operation no meaning.

The whole nature exists due to the co-operation of plants and animals. Man has destroyed the trees and animals due to which our environment is in danger. Its consequences will take us to destruction one day. To avoid this, we should save the plants and animals through co-operation. We should stop pollution. Man should remember that he cannot live all alone. He needs the co-operation of other living things.

There are many States in India. People of many religions and thoughts live in India. Co-operation is necessary for the welfare of people of our country. Not only this, there should be co-operation – internationally. Otherwise nobody can save the earth from third world war.

Our life is full of co-operation. The prime duty of everybody should be to save co-operation from ill-fame. There is peace and progress with unity and belongingness.

This along with social concern ushers in the glory of cooperation.

Since 1992, due to the free economic policy of the central Government, there has been a trend of privatization in the field of milk production. In a city like Pune, eighty-five brands of different milk companies are available to the consumers. Private companies supplying milk try to attract the consumers and producers, through the medium of advertisements. There is competition in many groups like Government run companies and different milk societies on Zilla and Taluka level. Due to this, there is politics regarding the rates and the overall development of the producers is stopped. Like Kurukshetra in Mahabharat the milk producers are Arjun and co-operative institutes are Shrikrishna. These co-operative institutions should help the producers.

There is no common brand like Amul of Gujarath in Maharashtra, by state federation. Also, there is need to have an apex institute in Maharashtra like Milk Marketing Board. This board should comprise of representatives of private cooperative and Government to finalise the procurement, processing and marketing prices of milk and milk products, with proper coordination between forward and backward linkages.

On one side a picture is shown that on the Government level, there is no money for some schemes. But in reality, the picture is different. Even after a big investment in any private co-operative sector, such sector tends to become sick instead of growing. Along with sugar factories, same condition of milk dairies may be seen. Talking of Pune district there are Government and private milk plants, which have three times more capacity to

handle milk compared to the milk produced in Pune district. And more milk plants are on the way.

According to world famous scientist Darwin states, 'survival of the fittest', any Government, private or co-operative sector is not an exception to it. In the event of closure of any organization, money of common man will be lost, because Government runs on the money paid by people through tax as also the event of closure of the Coop. organization the share capital contribution of the common man is at stake. These schemes are started, with this money. And even in private sector, money of the common people is being invested as their shares and eventually it will be lost.

The dairy products being perishable and directly consumed by the human beings are need to be processed and marketed by applying top most professional skills. In order to have sustainability of the business there is a need to have a stable management. This aspect specially needs to be observed by the cooperative sector as they function on democratic principles. Private and Public sectors should bear in mind this need of continuation of management and take adequate precaution. It is also necessary that the owners irrespective of type of ownership should ensure that they adopt newer technologies and management practices so as to remain competitive in the global market.

Due to this, customer or consumer will get good quality milk and there will be a revolution in the co-operative sector. The consumer of milk will not be exploited in this co-operation movement.

Co-operation in milk sector is more important than that of sugar sector because milk producers and milk

consumers are connected through co-operation. In case of sugar factories, produced sugar is distributed to consumers through the merchants.

Today we see different brands of milk. But the quality and grade of only certain milk brands is sustained. Hence the Government should have control on both co-operative and private sectors. Today nobody has control over private milk production sector.

The Government should have an independent system for milk production and sale. It should be compulsory that, this system be implemented by both co-operative and private sectors. Then unnecessary things in it will be reduced and the farmers will get good rate for their milk. The customers also will get good quality milk. Due to this co-operation will become strong. The dream of economically and physically strong India will come true through the milk business.



### **Co-operative Principles**

- 1) Voluntary & Open membership
- 2) Members Democratic Control
- 3) Members Economic Participation
- 4) Autonomy & Freedom
- 5) Education, Training & Information
- 6) Co-operation Amongst Cooperatives
- 7) Concern for Society

## Quotes

“Coming together is a beginning, keeping together is progress, working together is success”

– **Henry Ford**

“Alone we are Smart, together we are brilliant”

– **Steven Anderson**

“I can do things which you cannot, you can do things I cannot, together we can do Great Things”

– **Mother Teresa**

“We must learn to live together as brothers or we will perish as fools”

– **Martin Luther King**

“We all do better when we work together. Our differences do matter, but our common humanity matters more.”

– **Bill Clinton**

“Coming together is a beginning.  
Keeping together is progress  
Working together is success”

- **Henry Ford**

“Alone we can do so little; together we can do so much.”

- **Helen Keller**

“People working together in a strong community with a shared goal and a common purpose can make the impossible possible.”

- **Tom Vilsack,**