“FINANCIAL PERFORMANCE OF VAISHAL PATLIPUTRA DUGDH
UTPADAK SAHKARI SANGH LTD.”

ABSTRACT

*Keywords*: Sales growth, Financial performance, Financial health, Member producers’, Customer’s satisfaction

India is the highest milk producer in the entire globe. India is well known as the ‘Oyster’ of the global dairy industry, with opportunities galore for the entrepreneurs globally. The dairy industry in India has been witnessing rapid growth with liberalization. The study was carried out at Patna district of Bihar state in the year 2018. Purposive sampling was used to select the samples for the study. The data were collected by personal interview method, analyzed through various appropriate statistical tools. The CAGR method was used to represent the sales growth, ratio analysis and financial techniques were used to analyze the financial performance, modified Altman’s Z-score used to evaluate the financial health, garrett ranking was used to identify the problems of member producers’ and likert scale used to represent the satisfaction level of the customers towards milk. From the study, it was concluded that sales growth of milk products is comparatively higher than the milk. The financial position was found to be sound. The financial health was found to be good as it comes under safe zone. The result also indicates that the major constrained faced by the member producers are high cost in treatment of breeding related problem, high cost of feed ingredients, scientific management of the dairy animals, high cost of veterinary medicines, lack of land for fodder cultivation and low price of milk offered. The result also concluded that the majority of the customers’ are highly satisfied with hygienity of milk, quantity of milk, quality of milk, price of milk, the availability of milk, and leakage of milk.