

HRD emerges as critical differentiating factor in success of dairy cooperatives



While inaugurating a one-day workshop on “Strengthening Human Resource Development and Management functions in Dairy Cooperatives & Producer Institutions” on 21st January 2019 at NDDDB, Anand, Chairman, NDDDB said that the workshop is an important step to understand the critical HR issues faced by the dairy cooperatives and then design interventions to address them. Managing Directors/CEOs of more than 42 Milk Unions/Federations and Producer Companies participated in the workshop. Chairman, NDDDB also released a manual on Human Resource Development in Dairy Cooperatives & Producer Companies (prepared by NDDDB). This manual will be a ready reckoner for dairy cooperatives and producer companies to adopt HRD policies and practices.

During the Operation Flood Programme, development of core functions and competencies in procurement,

processing and marketing was emphasised.

Shri Rath conveyed that though initiatives and interventions for large scale capacity building were undertaken during the OF, adoption of HR systems and processes in cooperatives were not focused.

Chairman, NDDDB further said that there is a strong correlation between good HR systems & processes and organization’s effectiveness and superior performance. If cooperatives have to become strong and sustainable in their business, they need to have vision, strong value system and culture that fosters leadership and creates a good working environment.

The workshop deliberated on the findings of a study instituted by NDDDB (conducted by the Institute of Rural Management, Anand) on the theme “HR needs Assessment of Dairy Cooperatives/Producer Institutions” under National Dairy Plan I. The findings indicated the urgent need for induction of

