

# Innovative Co-operative Ventures/ Initiatives

(Proceedings & Papers of  
30<sup>th</sup> Annual National Convention)



**Indian Society for  
Studies in Cooperation**

Vamnicom Campus, University Road,  
Pune 411 007



.....

# Contents

.....

*Preface*

v

## Part - I

- i. Programme xi
- II. Proceedings of 30<sup>th</sup> Annual National Convention,  
Gandhigram (January 29-30, 2015) xii

## Part - II

1. A March Towards Cooperativisation of Rural  
Economy- Peringandur Model 2  
*Dr. G. Veerakumaran & Dr. E. Vinaikumar*
2. Imagining Cooperatives 14  
*Dr. Frank Ratnakumar*
3. Successful Model of Small Farming in Broiler Poultry  
on Cooperative Basis 22  
*M. V. Ashok, Smita Mohanty & Greville N. Kharlukhi*
4. Innovations in Resource Mobilizations: Implications  
for Cooperative Identity 41  
*Dr. Yashavantha Dongre*
5. Mutually Aided Cooperative Societies (MACSs) and  
Self-Help Groups (SHGs) Working Together: A Case of  
Andhra Pradesh and Telangana States 49  
*Aryashree Debapriya*
6. Innovation: A Panacea for Cooperatives in India with  
Particular Reference to The State of Tamil Nadu 62  
*Dr. C. Pitchai, Dr. R. Gopalsamy & S. V. Akilandeewari*
7. Innovation as a Strategy for Growth - Lessons for  
Indian Cooperatives from International Cooperatives  
and Indian Corporates 74  
*Dr. V. Mariappan*

<b>8. Publishing Cooperatives: An Introspection Towards Innovative Business Models</b>	<b>82</b>
<hr/> <i>Dr. R. Velu Raj</i> <hr/>	
<b>9. Innovative Cooperative Ventures: A Case Study of Satpati Multipurpose Fishermen's Cooperative Society</b>	<b>91</b>
<hr/> <i>Dr. P. A. Koli</i> <hr/>	
<b>10. Mahagrapes: A Unique Cooperative Organisation</b>	<b>100</b>
<hr/> <i>Dr. B. T. Badhan</i> <hr/>	
<b>11. A Study on the Working of Mylaudy Stone Workers Cottage Industrial Cooperative Society</b>	<b>105</b>
<hr/> <i>S. Dharmaraj &amp; G. Jeyanthi</i> <hr/>	
<b>12. Innovative Farming Model Developed by a Progressive Farmer in Barabanki District, Uttar Pradesh: Can Co-operatives Imitate?</b>	<b>112</b>
<hr/> <i>K. Anbumani &amp; Dr. X. L. X. Wilson</i> <hr/>	
<b>13. Prosperity Through Cooperation: A Case of Kolhapur District Milk Cooperative Union</b>	<b>123</b>
<hr/> <i>Dr. Rupa Saba</i> <hr/>	
<b>14. Harvesting Bumper Crop Through Group Farming: A Case Study on Adat Farmers Service Co-operative Bank</b>	<b>131</b>
<hr/> <i>George James &amp; Vijay Kumar</i> <hr/>	

### Part - III

<b>1. Executive Committee Members</b>	<b>139</b>
<b>2. Publications of ISSC</b>	<b>139</b>
<b>3. Governing Council Member</b>	<b>140</b>
<b>4. Indian Society for Studies in Cooperation</b>	<b>143</b>