

## **A STUDY OF CHALLENGES, OPPORTUNITIES AND EXPECTATIONS FACED IN PRODUCTION FUNCTION BY DAIRY PLANTS IN GUJARAT STATE**

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### **ABSTRACT**

The Indian Dairy cooperative structure has a huge contribution in raising the milk production in the country up to approximately 146 million tonnes in the year 2014-15 from a meagre milk production 17 million tonnes in the year 1951. The present study was conducted to evaluate the Challenges opportunities and expectations of the production department of dairy plants of Gujarat state and information was collected by using a questionnaire. After analyzing the collected data it could be, it can be concluded that the main challenges in the Production area here - Worker attitude a problem in production in dairy plants of Gujarat, lack of Worker Trainings, Worker hygiene a problem in maintaining the standards of final product in dairy plants of Gujarat. The main opportunities in the Production area where - Growth in milk production in the state & the country a good opportunity for Gujarat dairy plants increase the share of organized sector, Development in new technology is a good opportunity for the Gujarat dairy sector to manufacture quality products at lower costs and The increase in the range of products manufactured by Gujarat's dairy plants (including western and traditional Indian dairy products) is a good opportunity for dairy plants for further growth

**KEYWORDS:** Gujarat Dairy, Cooperative Dairies, Dairy Business & Dairy Processing