

## IT ENABLED SERVICES IN DAIRY: A CASE OF SARAS

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### **ABSTRACT**

*The logistics in organizations can be efficiently managed with the help of Information Technology and Information system. Especially in the case of dairy where logistics is a very crucial part, it helps the dairy in managing their supply, storing and retrieving information as and when required.*

**Keywords:** *Information Technology, Information System, Logistics, Electronic Data Interchange, RFID, Decision Making*

### **Introduction**

Optimization- Oxford dictionary says “*The action of making the best or most effective use of a situation or resource.” is optimization.*

As per Merriam Webster “*An act, process, or methodology of making something (such as a design, system, or decision) as fully perfect, functional, or effective as possible; specifically:the mathematical procedures (such as finding the maximum of a function) involved in this”*

“A supply chain (SC) is an integrated system with synchronizes and integrates all the processes of the business such as acquiring raw material and parts, processing raw material into finished goods and distribute those goods to retailers and to the customers (Fahimnia et al.,2013).”

O’Brien (2003) also defined Informations system as “*A system that accepts data resources as input and processes them into information products as output.”*

Performance-Oxford dictionary says “*A task or operation seen in terms of how successfully it is performed.”*

As per Merriam Webster “*the act of doing a job, an activity, etc.” is performanceUtilization of Information Technology*

The Information Technology (IT) and Information System (IS) helps logistics system to have a competitive advantage in the market. IT and IS helps in managing all the stakeholders whether they are internal or external to the organization(Barut et al, 2002).

IT has enabled managers to handle logistics chain efficiently and effectively. The technology makes the system more cost effective, increase the speed and helps in managing and controlling the activities like production scheduling, inventory control, and order processing (Stock & Lambert, 2001).

Information technology (IT) with the help of gathered informationhelps in making decisions, interpret results which suits better in the current situation. IT also manages the huge amount of information with ease. IT also helps to remove the uncertainty from decision making (Chopra and Meindl,2007).

Different IT systems are available in the organization to help it at different stages. IT systems howeverare necessary; to analyse the company organizational structure and various variables for making final decision that which IT system will be used and when (Buttermann et al, 2008).

Technologies like Electronic Data Interchange, teleconferencing,voice mail systems and videoconferencing etc., helps in reducing the time cycle and increases the efficiency of the system. Importance of IT implementation has been realized by the managers in the organization but due its cost many companies not ready to implement it. Enterprise Resource Planning (ERP) helps in combining all the processes of the organization and it gives a common portal to everyone from there they can login and access the information. ERP also helps in the flow of information and maintenance of information also becomes very easy. (Boyson et al, 2003).

The author has identified following attributes of Information Technology and Information System out of their studies like Accuracy, reliability, speed (Gattorna and Walters, 1996).IT helps in enhancing logistics competitiveness in the organization (Closs et al., 1997).

*“SARAS IT enabled service for farmers”*

Dairy development was initiated in early seventies by the state government with the support of Rajasthan state dairy development corporation (RSDDC), which was registered in 1975.In 1977 the RCDF (Rajasthan

cooperative dairy federation) came up and took responsibility of many of the functions of RSDDC. The RCDF was registered as a society under the Rajasthan cooperative societies Act 1965. The district level milk producers unions have, in turn been federated in their apex body popularly known as RCDF. RCDF Ltd. is situated at "Saras Sankul" Jawaharlal Lal Nehru Marg, Jaipur. Management of all the dairy plants, chilling Centre's and cattle feed compounding facilities and management of exotic nucleus cattle breeding farm at Bassi(Jaipur) are entrusted to this organization. It is responsible for planning, coordination and implementation of dairy development program in the state. In Rajasthan dairy cooperative societies (DCS) they have three tier structures, at village level dairy cooperative unions(DCU) at district/regional level and Rajasthan cooperative dairy federation ltd. at the state level. They all are working under the supervision of RCDF. In March 1975 Jaipur Zilla Dugdh Utpadak Sahkari sangh ltd. Jaipur which is popularly known as Jaipur dairy was established. Jaipur Dairy was registered under cooperatives act1965. Jaipur dairy sells its milk with the help of huge network of retail outlets which are spread over Jaipur city and also covered many nearby towns. Jaipur dairy regularly provides training to the training to the retailers to make them more attentive and by this they are also taken care of. To avoid the discomfort of customers Jaipur dairy has placed their outlets almost everywhere, so that the customer doesn't walk much for fulfilling their daily needs of milk and milk products. The insulated vehicles have been used to supply milk in rural areas. The supply of milk is done twice a day. The Jaipur dairy procures its milk from Jaipur and dausa districts. The dairy itself makes all the arrangement for procuring milk from the doorsteps of dairy farmers and supply it to the dairy plant and its chilling Centre's. The dairy pay to the farmers on ten day basis. To improve the quality of milk the dairy has established several chilling Centre's and bulk coolers at various places to store milk. The basic unit of Jaipur dairy is village level milk producer's cooperative societies are providing remunerative market to producers. The main role of their cooperatives is to collect the milk from the village and supply the surplus milk to Jaipur dairy. The automation system installed by Jaipur dairy has also helped a lot to the company. The suppliers are large in number and numerous samples needs to be checked for quality and quantity. The Jaipur dairy has installed SMACS(Smart Automation Milk collection station), which is computerized in nature, it performs on-line capturing of fat content of the milk and immediately prints the payment slips also. This system also stores the data for further usage. The Jaipur dairy has installed RMRD (Raw milk reception Dock), which is the first of its kinds in India. This RMRD system keeps the route record, DCS code, sample numbers, number of cars, type of milk and other related information. Various summary sheets are also produced so that it can be used for further processes to understand it clearly. This software is an MIS based software stores data and produces information for various purpose or usage. The Jaipur has installed ERP software so that all the working of dairy can be monitored and controlled from a single platform. Marketing and distribution Jaipur dairy supply and sells its milk with the help of its wide network of retail outlets which is spread over 100's of towns near Jaipur. The Jaipur dairy provides timely training to its retailers with the purpose of customer satisfaction. Jaipur dairy has kept this concept in mind that the milk is daily basic necessity of every house, so the customer should not walk far to acquire it and the supply should always be on time. Therefore they have placed their outlets almost everywhere and supplying milk twice a day for customers. Jaipur dairy supplies milk to the booths, shop agencies, cabins, unions, hospitals, hotels or various organizations. Jaipur dairy makes special arrangements for supplying milk in the city to fulfill the requirements of customers. The Jaipur dairy is using GIS application for decision support of supply chain management. It helps in choosing shortest route, tracking the goods and deciding how to expand the business. The Jaipur dairy has used the latest technologies in handling of all the processes of its dairy.

**Conclusion:** - Milk being a perishable product which needs to be supplied on time at their destinations daily, requires a system which handles all the information regarding this. The logistic management system is handled by Information Technology and Information system, which makes it working accurate, faster, effective and efficient.

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