

Therkathian, Poorani and Manapparai are the superior local varieties. Those marketed here are mostly draught animals meant for carts and ploughing although quite a few are purchased for slaughtering by merchants from several neighbouring towns in South Arcot. About 1,000 heads of cattle are known to change hands on every market day. Alongside, traders carry on a flourishing business in piece goods, coir, threads, vegetables, fish, bangles, agricultural implements, aluminium utensils and fruits. Mannadipattu Commune derives a sumptuous income by auctioning the right to collect entrance fee to the market.

XI. Co-operation in wholesale and retail trade

Consumers' Co-operative Stores : The consumers' co-operatives came to be accepted as a vital instrument for holding the price line in the sixties as they started playing a greater role in the distribution of essential commodities at fair prices to consumers.

In 1968 there were two co-operative wholesale stores and sixteen primary stores functioning in this Territory with a total membership of over 13,768 and paid-up share capital of Rs. 43 lakhs. The wholesale stores had 28 retail shops which sold consumer goods to the tune of Rs. 118.34 lakhs during 1968-69. The total profit earned by these stores during the year 1968-69 was of the order of Rs. 2.00 lakhs.

A departmental store known as Amudhasurabi was started as a separate unit of the Pondicherry Co-operative Wholesale Stores during 1969, and it sells all kinds of consumer goods from groceries to leather products. The progress of the consumer co-operative movement in Pondicherry will be evident from the following statement :

(Rupees in thousands)

Year			Number of societies	Number of members	Share capital	Sales	Net profit
1965-66	..	..	14	6,524	2,84	79,76	2,62
1966-67	..	..	15	11,571	3,32	1,13,70	3,23
1967-68	..	..	18	12,928	6,29	1,15,46	1,98
1968-69	..	..	17	14,115	6,43	1,18,34	1,99
1969-70	..	..	18	13,722	6,44	1,35,71	1,00
1970-71	..	..	18	15,185	6,69	1,23,32	91
1971-72	..	..	18	17,934	7,05	1,52,33	79
1972-73	..	..	18	18,865	7,78	1,80,51	71
1973-74	..	..	19	19,008	9,21	2,56,15	1,86

Marketing Societies : There are two marketing societies, one each in Pondicherry and Karaikal. The Pondicherry Co-operative Processing, Supply and Marketing Society established on 27 November 1955 operates a regulated market scheme for ground-nut and runs a manure-mixing plant in Pondicherry for preparing mixtures for various kinds of crops. The mixture is marketed under the name of "Hand-Brand". The oil mill started by the Society went into operation on 31 July 1975.

The Karaikal Co-operative Marketing Society established on 23 June 1955 plays a leading role in the procurement of paddy during the harvest season on behalf of the Food Corporation of India and on its own behalf. The paddy is converted into rice and distributed to consumers as per the directions of the Directorate of Civil Supplies. There was also a proposal to construct a modern rice mill in Karaikal under its auspices.

The Yanam Agricultural Producers' Marketing Co-operative Society has gone into liquidation.

The details of marketing societies in the Territory as on 31 March 1974 are given below :

1. Number of societies	..	..	..	..	3
2. Number of members	..	..	..	..	817
3. Paid-up share capital (Rs.)	..	..	..	..	66,000
4. Sales per month (average) (Rs.)	..	..	..	..	4,40,000
5. Reserve fund and other reserves (Rs.)	..	..	..	..	1,51,000
6. Loans from Governments (Rs.)	..	..	..	..	1,25,000

The distribution of fertilizers, such as ammonium sulphate and nitrates, is carried out mainly through co-operatives in the Territory. Twenty-five per cent of the stocks of fertilizers allotted to the Territory are distributed to private dealers and the rest to the co-operatives. The actual distribution to the ryots is effected on the basis of permits issued by the Directorate of Agriculture. The Pondicherry Co-operative Marketing Society functions as a wholesale dealer in this respect.

The Weavers Co-operative Societies in the Territory market their products through the Tamil Nadu Handloom Weavers Co-operative Society. Fishing accessories are distributed to fishermen through the Fishermen Co-operative Societies and the Apex Federation.

Milk Co-operatives : There are thirty-five Co-operative Milk Supply Societies including the Pondicherry Co-operative Milk Producers' Union. The Pondicherry Co-operative Milk Supply Society is a pioneer institution in that it was the first society to be organised and registered in the Territory soon after merger. It started its operation on 7 February 1955 with 198 members on its roll and a paid-up share capital of Rs. 6,355 handling on an average 390 litres of milk per day. The society registered steady progress since then. As on 30 June 1975, the society had 8,035 members with a paid-up share capital of Rs. 4,50,310 apart from the Government's participation in share capital to the tune of Rs. 3,20,000. The average quantum of milk handled by the society per day stood at 9,500 litres in December 1975. As on 31 December 1975 the society had 32 milk distribution booths, both in the town and rural areas.

The Karaikal Co-operative Milk Supply Society started operation on 1 May 1955 with 128 members and a paid-up share capital of Rs. 2,710 handling about 24 litres of milk per day. It grew up steadily since then, both in terms of membership and milk handling capacity. As on 30 June 1975 the society had 3,454 members with a paid-up share capital of Rs. 59,850 handling about 2,500 litres of milk per day. As on 31 December 1975 the society maintained 47 milking yards in and around Karaikal.

The Mahe Co-operative Milk Supply Society, though registered on 4 September 1964, started operation on 2 October, 1964. The society issues loans to its members for the purchase of milch animals to increase its milk production. As on 30 June 1975 there were 95 members with a paid-up share capital of Rs. 1,750 as against 74 members and a paid-up share capital of Rs. 1,240 as on 30 June 1966.

Coffee Houses : The Indian Coffee Workers Co-operative Society Ltd., entered the catering field on 20 February 1958. This society which started operation with 21 members and a share capital of Rs. 4,147 had grown into a very big establishment with 301 members and a share capital of Rs. 1,11,258 as on 30 June 1974. With headquarters in Pondicherry, the society runs its