



# Gujarat Co-operative Milk Marketing Federation Limited

Sada Bypass Road, Moti Jheel, Gwalior-474 001 (M.P.)

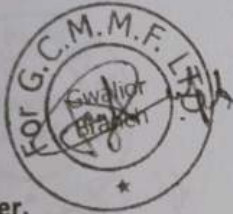
Date: 17.06.2022

## To Whomsoever IT May Concern

This letter is to certify that **Mr. Suraj Das** has successfully completed his training program of four weeks with GCMMF Ltd., Gwalior. His training tenure was from **16<sup>th</sup> May, 2022 to 17<sup>th</sup> June, 2022.**

Project title "**Retail Census and Promotion Activities**"

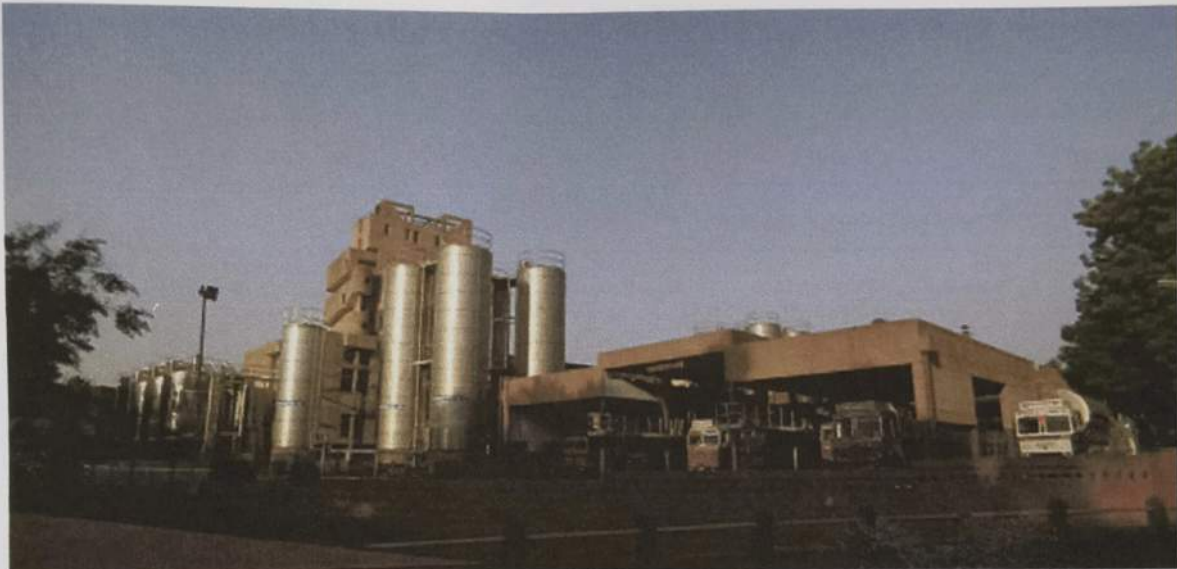
Wishing him all the best for the future.



Branch Manager,  
GCMMF Ltd.  
Gwalior

**Amul SAGAR**

# GUJARAT COOPERATIVE MILK MARKETING FEDERATION LIMITED



## **TRAINING REPORT OF 2022**

**Submitted by:** Sayan Das, Suraj Das, Puja Bhunia, Alakesh Khatua,  
Rima Dolui, Shreya Pradha

## **MUGBERIA GANGADHAR MAHAVIDYALAYA**

Bhupatinagar :: Purba Medinipur :: 721425

Programme Name: M.Voc & B.Voc

## ACKNOWLEDGEMENT

SAYAN DAS, SURAJ DAS, PUJA BHUNIA, RIMA DOLUI, ALAKESH KHATUA, SHREYA PRADHAN are the student of M.Voc (Master in Vocational) & B.Voc (Batchelor in Vocational) of Mugberia Gangadhar Mahavidyalaya in Food Technology Nutrition and Management& Food Processing . This report based upon 1 month training in "Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF)". We learn all the marketing activities during training session. We are thankful to all the incharges, officers, distributers, retailors for sharing their valuable knowledge and experience with us which is very effective to us.

We would like to express by sincere gratitude and would also like to thank the respected officers to guide us during training.

THANK YOU



## CONTENT

Serial No.	Name
1.	Introduction
2.	History of Amul
3.	Marketing and its objective
4.	Amul products (Marketing products)
5.	Amul products
6.	Marketing places and shops name (New outlet)
7.	Conclusion

Amul (Amul Milk Union Limited) formed in 1946 is a dairy co-operative movement in India.

The brand name Amul means "AMULYA". This word derived from the Sanskrit word "AMULYA" which means "PRICELESS". A quality control expert has suggested the brand name "AMUL".

It is a brand name managed by an apex co-operative organization, Gujarat Co-operative Milk Marketing Federation Limited (GCMMF), which India, jointly owned by some 25 million milk producers in Gujarat, India.

Amul is based in Anand, Gujarat and has been a sterling example of a co-operative organization success in the long term. Amul is one of the best example of co-operative achievement in the developing country.

Amul has started the white revolution of India, which has made India the largest producer of milk and milk products in the world. Amul is also the world largest vegetarian chain brand.

Amul is the largest food brand in India and world's largest pouches milk brand with an annual turnover of US \$1015 million. Currently Amul has the milk collection average of approx. 10-15 million litres per day.

Amul products in a form it use in millions of homes since 1946. Amul Milk, Amul Butter, Amul Milk Powder, Amul Ghee, Amul Spray, Amul Cheese, Amul Chocoballs, Amul Sherbats, Amul Ice-Cream, Amul Milk and Amul Ice have made Amul a leading food brand in India and all over the world.

The Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF) is the largest food products marketing organization of India. It is the apex organization of the dairy cooperative of Gujarat. It is the exclusive marketing organization for products under the brand of Amul and Sagar.

Dr. Verghese Kurian, former chairman of GCMMF is recognized as the key person of Amul. On 17<sup>th</sup> August 1970 Parthi Bhargava, chairman of the Rajadwaha Union was elected a member of GCMMF.

## INTRODUCTION:

Dairy plays a significant part in numerous aspects of Indian society, including cuisine, religion, culture and the economy.

India has the world's largest dairy herd with over 300 million bovines, producing over 187 million tons of milk. India is first among all countries in both production and consumption of milk. Most of the milk is domestically consumed, though a small fraction is also exported. Milk and dairy products play a part in Hindu religious practice and legend.

The economic impact of the dairy industry in India is substantial. Most of the milk produced comes from buffalo; cow milk is a close second, and goat milk a distant third. A large variety of dairy products are produced in India. India is the leading producer and consumer of milk across the globe.

**Amul (Anand Milk Union Limited)** formed in 1946 is a dairy co-operative movement in India.

The brand name **Amul** means "AMULYA". This word derived from the Sanskrit word "AMULYA" which means "PRICELESS". A quality control expert has suggested the brand name "AMUL".

It is a brand name managed by an apex co-operative organization, **Gujarat Co-operative Milk Marketing Federation Limited (GCMMF)**, which today jointly owned by some 2.6 million milk producer in Gujarat, India.

Amul is based in Anand, Gujarat and has been a sterling example of a co-operative organization success in the long term. Amul is one of the best example of co-operative achievement in the developing country.

Amul has spurred the white revolution of India. Which has made India the largest producer of milk and milk product in the world. **Amul** is also the world biggest vegetarian cheese brand.

**Amul** is the largest food brand in India and world's largest pouched milk brand with an annual turnover of US \$1015 million. Currently Amul has the milk collection average of approx. 10.16 million liters per day.

Amul products has been in use in millions of homes since 1946. Amul Milk, Amul Butter, Amul Milk Powder, Amul Ghee, Amul Spray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice-Cream, Amul Milk and Amulya have made Amul a leading food brand in India and all over the world.

The **Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF)** is the largest food product marketing organization of India. It is the apex organization of the dairy cooperative of Gujarat. It is the exclusive marketing organization for product under the brand of Amul and Sagar.

**Dr. Verghese Kurien**, former chairman of GCMMF is recognized as the key person of Amul. On 10<sup>th</sup> August 2006 **Parthi Bhatol**, chairman of the Banaskantha Union, was elected chairman of GCMMF.



## HISTORY OF AMUL:

Amul is the name of dairy cooperative in India derived from the Sanskrit word "Amulya". Amul means invaluable.

Formed in 1946 it is a brand name managed by an Indian cooperative organization, Gujarat Co-operative Milk Marketing Federation Limited (GCMMF), which today is jointly owned by 3.03 million milk producers in Gujarat, India.

Amul is based in Anand, Gujarat and has been a successful example of cooperative organization. Amul spurred the White Revolution in India. Which in turn made India the largest producer of milk and milk product in the World. Amul is also the world's biggest vegetarian cheese brand.

Amul is the largest food brand in India and the world's largest pouched milk brand with an annual turnover of US \$2.2 billion. Currently GCMMF has 3.1 million producer members with milk collection about 9.10 million liters per day. Besides India Amul has entered overseas markets such as UAE, USA, Oman, Bangladesh, Australia, China, Singapore and few South African countries.

**Dr. Verghese Kurien**, former chairman of GCMMF is recognized as the key person of Amul.

- Customer satisfaction
- Increase profitability
- Create demand
- Increase sales value
- Enhance product quality

**Customer satisfaction:** The primary motive of a company is to satisfy the needs of the customers.

**Increase profitability:** Every business is run for profit and so goes for marketing.

**Create demand:** Marketing mainly work for increasing the demand of product and services among the customer.

**Increase sales value:** It is a process of increasing the sales value of product or services by providing services.

**Enhance product quality:** Marketing involves customer feedback and company is responsible to provide the product improvement.

## What is marketing?

Marketing built a relationship between consumer and brand. The many discipline that go into the process, together create a brand personality design to be comfortable with the target. The customers and the producer were scattered over, due to which distribution of good become the problem. It is necessary to maintained the constant endless flow of produced good form producer to customers. Therefore there exist a channel of distribution to bridge the gap between a producer at one end and consumer to the other end. This distribution consist of retailer ,wholesaler, sells man, middleman and advertise agent etc. All of them are playing vital role for which they are paid properly.

In a simple word one can told that marketing include all those activities, efforts which are undertake to provide goods form the place of producer to a customers.

## Objective of marketing:

The marketing is the process of getting people interested in your company's product and service. The purpose of marketing is to generate revenue for a brand, company or organization.

The mainobjective of marketing is:

- Customer satisfaction
- Ensure profitability
- Create demand
- Increase sales value
- Enhance product quality

**Customer satisfaction:** The primary motive of a company is the satisfy the needs of the customers.

**Ensure profitability:** Every business is run for profit and so goes for marketing.

**Create demand:** Marketing mainly work for generating the demand of product and services among the customer.

**Increase sales value:** It is a purpose of increasing the sales value of product or services to generate revenue.

**Enhance product quality:** Marketing initiates customer feedback and review to implement them for product enhancement.



During this one month marketing training in Amul we know how to convince the shopkeeper to take the particular product, what is the benefit of this product, how they are manage the system and during this which problem they are facing, how the distributors work and how the sells men work, how they are taking order form shopkeeper, how the product are delivery form the distributor center. Another great things that we learned so much about Amul's products through this training.

**There are the products we have worked on at our training in this one month...**

### **Amul tru seltzer:**

Amul true seltzer is a product of Amul company. It's a carbonated drink. Amul true seltzer isn't just any other carbonated drink. Amul true seltzer blandbetween milk solid and a fizzy. But there's a huge different between other cold drinks and Amul true seltzer. It is much more then sugar and water which every brand has been selling in India. Amul adding real fruit juice and milk solid to make it fizzy drink of choice for the new generation. Amul has launched seltzer to provide consumers a healthy and testy beverage.

The product is available in five flavours-**apple, orange, lemon, cola** and **jeera** and have a good feedback form market.

#### **❖ Amul tru Apple seltzer:**

Amul true apple seltzer is a one type of carbonated fruit drink which is made of real apple juice, milk solid and sugar. The storage condition of this product is ambient and we can use it 180 days before form manufacturing. Amul true apple seltzer contains 41% apple juice, no artificial colour/flavour. The product is stored in the cool and dry place. We can only enjoy the real fun of this product when it is served chilled.



#### **❖ Amul tru Orange seltzer:**

Amul true apple seltzer is a one type of carbonated fruit drink which is made of real orange juice, milk solid and sugar. The storage condition of this product is ambient and we can use it 180 days before form manufacturing. Amul true orange seltzer contains 39% orange juice, no artificial colour/flavour . The product is stored in the cool and dry place. We can only enjoy the real fun of this product when it is served chilled.





### ❖ Amul tru Lemon seltzer:

Amul true lemon seltzer is a one type of carbonated fruit drink which is made of real lemon juice, milk solid and sugar. The storage condition of this product is ambient and we can use it 180 days before form manufacturing. Amul true lemon seltzer contains 5% lime juice and 9% sugar, no artificial colour/flavour . The product is stored in the cool and dry place. We can only enjoy the real fun of this product when it is served chilled.



### ❖ Amul tru Cola seltzer:



Amul true cola seltzer is a one type of carbonated beverage which is made of carbonated water, real apple juice, milk solid and sugar. The storage condition of this product is ambient and we can use it 180 days before form manufacturing. Amul true cola seltzer contains 10.2% apply juice and sugar. The product is stored in the cool and dry place and keep away form sun light. We can only enjoy the real fun of this product when it is served chilled.

### ❖ Amul tru Jeera seltzer:

Amul true jeera seltzer is a one type of carbonated beverage which is made of carbonated water, real apple juice, milk solid and sugar. The storage condition of this product is ambient and we can use it 90 days before form manufacturing. The product is stored in the cool and dry place and keep away form sun light. We can enjoy the real fun of this product when it is served chilled.



### Amul honey:

Honey is a sweet, viscous food substance made by honey bees and some bees. Honey gets its sweetness form the monosaccharides fructose and glucose.

Amul recently launch a flavour honey. This flavours honey is available in4 types like **ajwain, mustard, saunf and til.**

We are doing the marketing activity on two type of flavour like **ajwain and mustard.**





### ❖ Amul ajwain flower honey:

It's a one type of flavour honey which is launched by Amul. In this product we can get the flavour of ajwain in honey. This produce by the natural ajwain flower. We all know that honey and ajwain has a lot of health benefit. Since it is ajwain flavour for this we can get the health benefit of both honey and ajwain like it is good for digestion and gastrointestinal problems, it has a high antibacterial property which is very effective for cough and cold.



### ❖ Amul mustard flower honey:

It's a one type of flavour honey which is launched by Amul. In this product we can get the flavour of mustard in honey. This produce by the natural mustard flower. We all know that honey and mustard has a lot of health benefit. Since it is mustard flavour for this we can get the health benefit of both mustard and honey like it help to weight loss, reduce cholesterol level, reduce risk of heart attack, it is best for cold, cough and sore throat, help to maintained the glycogen level in the body.



### Amul slice cheese:

Cheese is a product made form curd obtain form milk by coagulating the casein with the help of rennet or similar enzyme under the influencing by harmless bacteria culture.

Recently Amul launched a process slice cheese which we can get in tomato flavour. Amul cheese can enhance the test of any dish, whether one consume it whole or melt it in your food. Amul processed cheese spread is made form high quality ingredients and it prepared using graded cow/buffalo milk and microbial rennet. It is a good source of calcium and milk protein. The ingredients which are add in it are- cheese, milk solid, permitted emulsifying salt and common salt. It contains permitted natural colour and class 2 preservative. We can get it two size like 5 slices (75g) and 10 slices (150g). We can use it in omelets, pizza, souffles, fondues etc.



### Also all the products we have seen are...

Amul cow milk, Amul Moti, Amul taaza, Amul fresh cream, Amul butter cookies, Amul butter cookies jeera, Amul butter cookies nuts and raisin, Amul chocolate syrup, Amul Kool café, Amul Badam Shakers, Amul Cow Ghee, Amul Butter Toast, Amul Chocominis, Amul Almond etc.



## Amul Cow Milk:

Amul presents pure homogenized cow milk with fat of 3.5%. It comes with a reusable pull tab for easy pouring and convenience. It remains fresh for 2 days after opening if keep in refrigerator. In this milk no water or powder added, no preservative or chemical. It is very easy to carry and use in travelling.



## Amul Moti:

Amul Moti Homogenized Toned Milk is a well-sealed packet for milk which is famous for its rich taste. Amul Moti Toned Milk has 3.0% fat 8.5% solid-non-fat. It is perfect for whitening tea, coffee and for the preparation of solid curd. This milk packet comes with virtually zero bacteria.



## Amul Taaza:

Amul Taaza Homogenized Toned Milk is fully wholesome and entirely luscious. It has a low fat, low curd, low calorie and standard protein content. No water, no preservative and chemical added. It does not have germs as it pasteurized and hygienic. It is very easy to carry and use in travelling. It continuous fresh for 2 days after opening if keep in refrigerator. It is excellent for tea, coffee, drinking etc.



## Amul Fresh Cream:

Amul Fresh Cream has been processed to give smooth, consistency and make mouth watering preparations. Amul Fresh Cream sterilized at high temperature and packed aseptically to give safe. No preservative are add in this fresh cream. It content with milk fat minimum 25%, solid-non-fat 6.8%. Amul fresh cream is best before 120 days form packaging when stored in cool place. One can use fresh cream in the preparation of fruit salad, ice-cream, tea, coffee etc.



## Amul Butter Cookies:

Amul butter cookies are made with the finest ingredients and delicious Amul butter. While many butter cookies are available in the market having 0.3-4% of butter but Amul butter cookies contain 25% of butter. The main ingredients of Amul Butter Cookies are Amul butter 25%, milk solid, refined wheat flour, sugar, liquid glucose. No vegetable fat/palm oil are added. It made with the extreme hygienic condition of Amul standard. It is available in easy to carry packet.





### **Amul Butter Cookies Jeera:**

Amul butter cookies jeera are made with the finest ingredients and delicious Amul butter. Amul Butter Cookies Jeera are ideal for tea time. Little sweet and little salty perfect to dip in tea, so yum. It made with the refined wheat flour, butter 24%, cumin 1%, salt, sugar and milk solid. No vegetable fat/palm oil are added. It made with the extreme hygienic condition of Amul standard. It is available in easy to carry packet. It is best before 180 days if stored in cool, dry, hygienic places, away from direct sun light.



### **Amul Butter Cookies Nuts & Raisin:**

Amul nuts and raisin cookies are rich, buttery, crunchy and chewy, these cookies will give you fiber and good fat in every bite so you can feel free to indulge. It is made with refined wheat flour, milk fat, sugar, raisin, cashew, almond, milk solid, desiccated coconut, liquid glucose, raising agents, emulsifier. It has a shelf life of 180 days if stored in cool, dry, hygienic places.



### **Amul Chocolate Syrup:**

Amul chocolate syrup is the richest and thickest chocolate syrup. It was good with milk, ice-cream, coffee and more. It is a good last-minute addition to frappes, milkshakes, desserts and ice-cream. It made with golden syrup, sugar, water, liquid glucose, cocoa solid, cocoa butter, common salt, permitted class II preservative, stabilizer, natural colour and flavour. We can use it for garnishing on ice-cream, mix with milk etc. It has a shelf life of 12 months if stored at 15-20°C in a cool and dry place.



### **Amul Kool Cafe:**

Amul Kool Cafe is refreshing milk with the test of saffron (kesar). It is made from fresh milk and best quality coffee to give creamy and refreshing test which cools you down. It made with sterilized homogenized milk, milk solid, coffee, sugar, permitted stabilizer, flavour. It can be taken directly, parties, picnics etc. It has a shelf life of 180 days when stored in cool and dry place. It become so testy when chilled.



### **Amul Badam Shakers:**

Amul Badam Shakers is a refreshing drink that comes with the goodness of milk and the taste of badam. This drink is the best way to bet the summer heat. Amul Badam Shakers are made up 100% pure natural ingredients and with richness of milk. It made with standardized milk, sugar, milk solid, almond pieces, permitted stabilizer. It do not need refrigeration until open.





### Amul Cow Ghee:

Ghee is healthy for body. Amul ghee is an ethnic product made by dairies with decades of experience and rich source of vitamin A,D,K and E. Amul ghee is made form fresh cream and it has typical rich aroma and granular texture. Amul ghee has a shelf life of 12 months for tin packing, 6 months for jar packing, 12 months for bulk packing and 9 months for pouch packing when it stored in dry and cool place.



### Amul Butter Toaste:

Amul butter toaste is a premium rusk mode form high quality ingredients and state of the art, hygienic production. It made with refined wheat flour, milk fat, sugar, milk solid, liquid glucose, salt, raising agents and emulsifiers. We can consumed directly with hot milk, tea and coffee at any time specially at breakfast and evening tiffin.



### Amul chocominis:

Amul chocolates are made with high quality and processed with world class technology. It has specially designed fun animal shaped Choco zoo for children. It made with sugar, vegetable fat, milk solid, choco solid, permitted emulsifier, flavour. We can store it in cool dry and hygienics place.



During this marketing training we visited the shops and convince the shopkeepers to keep the Amul product in their shops by saying about Amul, its authentic products, products nutritional value, market value and its customers demands because Amul is a customers pull brand.

**These are the new outlets we got during this training:**

Name of Agency/Enterprise	Place	Name of shop
Bansal Enterprise	Laxmi Gangh	Guptshar mistanno vandae
	Laxmi Gangh	S.S kirana store
	Laxmi Gangh	Mahadev general store
	Laxmi Gangh	Sri ram dairy
	Laxmi Gangh	Paban general store
	Laxmi Gangh	Sri ram namkin
	Laxmi Gangh	Keladevi disposal
	Jiwaji Gangh	S.R watch company
	Jiwaji Gangh	Deepak recharge center
	Jiwaji Gangh	Rajesh store
	Hanuman Chauraha	Soda hurt
	Sarafa Bajar	Gurunanak general store
	Sarafa Bajar	Bishal petha vandar
	Shandi ki chawni	Muskan corner
	Shandi ki chawni	Gourdeep corner
	Shandi ki chawni	Vishal kirana
	Shandi ki chawni	Parashnath shopping
	Roxy market	Sham baba rash vandar
	Roxy market	Mona dept. store
	Gudagudi ka naka	Anis kirana store
	Gudagudi ka naka	Dharband dairy
	Gudagudi ka naka	Sri achalaswar store
	Gudagudi ka naka	Chawrashia lemon soda and juice center
	Gudagudi ka naka	Sandal wal kirana store
	Gudagudi ka naka	Rachi kirana store
	Gudagudi ka naka	Rishu kirana store
	Gudagudi ka naka	Beghal kirana
	Ram mandir, Falka bajar	Giraj kirana
	Ram mandir, Falka bajar	Balaji general
	Ram mandir, Falka bajar	Tejar store
	Ram mandir, Falka bajar	Best namkin
	Chandravadni naka	Bishsish kirana store
	Chandravadni naka	Nakul general store
	Chandravadni naka	Joy baba medical
	Chandravadni naka	Sri mahadev general
	Chandravadni naka	New agra petha vandar
	Chandravadni naka	Sundaram medical
	Madhab Gangh	Jain traders
	Madhab Gangh	Agarwal dept. store



Bansal Enterprise	Madhab Gangh	Raj general store
	Madhab Gangh	Tanishka kirana
	Samadhaya Colony	Ganga provision store
	Chhatri bajar	Jain provision
	Chhatri bajar	Gargi store
	Chhatri bajar	Khandelwal
	Chhatri bajar	Krishna agency
	Chhatri bajar	Mannat provision store
	Chhatri bajar	Manish kirana store
	Gupta Agency	PNT Colony
Darpan Colony		Balak mandir milk parlour
Bashant nagar		Jai mataji first food
Bashant nagar		Om shai kirana
Alkapuri		Radhe radhe provision
Mangal Agency	Anand nagar	Sandeep traders
	Anand nagar	Galish kirana
	Anand nagar	Agarwal mistha vandar
	Ashram road market	Siddhi vinak
	Ashram road market	Suman kirana and general store
	Ashram road market	Balaji general store
	Ashram road market	Sonu kirana

### Conclusion:

In our training period at Amul (Gujarat Co-Operative Milk Marketing Federation Ltd.) we learn all the marketing activities. We did not have any knowledge about this marketing before doing this training. During this training all the incharges, officers, distributors, retailers sharing their valuable knowledge and experience with us, which is very helpful to us. However the overall experience was positive and everything we learn will be useful in our future career in this field.