



# Gujarat Co-operative Milk Marketing Federation Limited

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

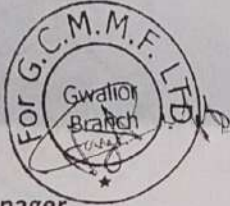
Date: 17.06.2022

## To Whomsoever IT May Concern

This letter is to certify that **Mr. Pritam Ghosh** 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**

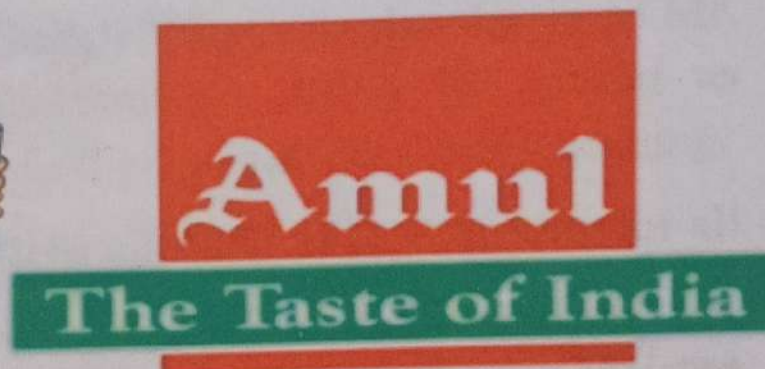
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# INDUSTRIAL TRAINING REPORT ON BHIND

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GUJRAT CO- OPERATIVE MILK MARKETING FEDERATION LTD .

DATE:- 17<sup>th</sup> May- 17<sup>th</sup> June,20222



SUBMITTED BY:-

BVOC IN FOOD PROCESSING TECHNOLOGY (2<sup>ND</sup> YEAR  
STUDENTS)

1) PRITAM GHOSH 2)SUMAN MAITY

MUGBERIA GANGADHAR MAHAVIDYAALAYA  
VILL & P.O & P.S :- BHUPATINAGAR  
DIST:- PURBA MEDINIPUR, PIN-721425

## Acknowledgement

With deep sense of gratitude I express my thanks to Dr. Swapan Kumar Mishra, principal and thanks to my co-ordinator Dr. Apurba Giri, H.O.D of B.voc (Food Technology Nutrition and Management) without whose guidance this Industrial training would never had been successful.

We convey our regard to Dr. Sanjoy Kumar, Ajay Gupta sir and Sudhir Nikam sir also thanks to Mr. D.S brother distributor's Bhind for giving us opportunity to do the Sales & Marketing training.

We are thankful to all staffs of D. S brother for all needful help.

We show our respect to our parents who insisted and encourages us to do this training.



## INTRODUCTION

**AMUL** is an Indian state government cooperative under the ownership of Gujarat Cooperative Milk Marketing Federation, Ministry of Cooperation, Government of Gujarat based at Anand in Gujarat. Formed in 1946, it is a cooperative brand managed by the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which today is jointly controlled by 36 lakh (3.6 million) milk producers in Gujarat, and the apex body of 13 district milk unions, spread across 13,000 villages of Gujarat. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. Kaira Union introduced the brand "Amul" for marketing its product range.

## HISTORY OF AMUL

**Amul** cooperative was registered on 19 December 1946, as a response to the exploitation of marginal milk producers by traders and agents in small cities. The prices of milk were arbitrarily determined at the time. The government had given Polson an effective monopoly in milk collection from Kaira and its subsequent supply to Mumbai.

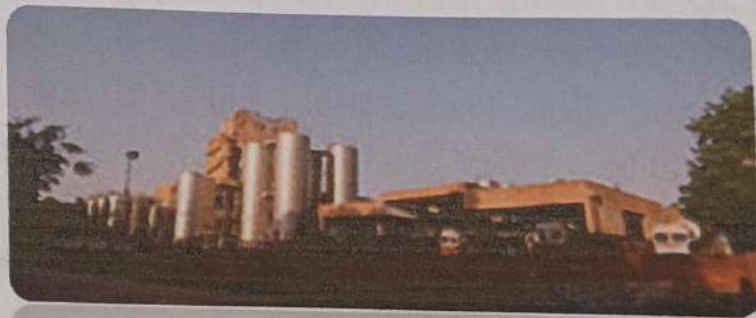
Angered by the unfair trade practices, the farmers of Kaira approached sardar vallabvai Patel under the leadership of local farmer leader Tri bhuvan das, K. Patel. He advised them to form a cooperative (Kaira District Co-operative Milk Producers' Union) and supply milk directly to the Bombay Milk Scheme instead of Polson (who did the same but gave them low prices). He sent Morarji Desai to organise the farmers. In 1946, the milk farmers of the area went on a strike which led to the setting up of the cooperative to collect and process milk. Milk collection was decentralized, as most producers were marginal farmers who could deliver, at most, 1–2 liters of milk per day. Cooperatives were formed for each village, too. By June 1948, the KDCMPUL had started pasteurising milk for the Bombay Milk Scheme. Then-Prime Minister Lal bahadur Shastri visited Anand to inaugurate Amul's cattle feed factory. On 31 October 1964, and spent a night



in village and spoke to farmers about their cooperative and after returning to Delhi he set in motion the creation of an organization, the National Dairy Development Board (NDDDB), to replicate the Kaira cooperative in other parts of India. Under the selfless leadership of Tribhuvandas Patel, in 1973, Amul celebrated its 25th Anniversary with Morarji Desai, Maniben Patel and Vergheese Kurien.

Under the leadership of Tribhuvandas Patel, the cooperative was further developed through the efforts of Dr. Vergheese Kurien and H. M. Dalaya. Dalaya's innovation of making skim milk powder from buffalo milk was a technological breakthrough that revolutionized India's organized dairy industry.

With Kurien's help, the process was expanded on a commercial scale which led to the first modern dairy of the cooperative at Anand. This cooperative would go on to compete against established players in the market.



the Amul plant at Anand, Gujarat showing the milk silos

The trio's (T. K. Patel, Kurien and Dalaya's) success at the cooperative's dairy soon spread to Anand's neighborhood in Gujarat. Within a short span, five unions in other districts – Mehsana, Banaskantha, Baroda, Sabarkantha and Surat – were set up, following the approach sometimes described as the Anand pattern.

In 1970, it spearheaded the "White Revolution" of India. To combine forces and expand the market while saving on advertising and avoid competing against each other, the Gujarat Co-operative Milk Marketing Federation Ltd., an apex marketing body of these district cooperatives, was set up in 1973. The Kaira Union, which had the brand name Amul with it since 1955, transferred it to GCMMF.



In 1999, it was awarded the "Best of all" Rajiv Gandhi National Quality Award.

Technological developments at Amul have subsequently spread to other parts of India.

The GCMMF is the largest food products marketing organisation in India. It is the apex organisation of the dairy cooperatives of Gujarat. It is the exclusive marketing organisation for products under the brand name of Amul and Sagar. Over the last five and a half decades, dairy cooperatives in Gujarat have created an economic network that links more than 3.1 million (3.1 million) village milk products with crores of consumers in India. In 2007, Gujarat Cooperative Milk Marketing Federation Ltd., crossed US\$ one Billion in its sales turnover and entered the elite club of food companies having this distinction from India. In one more major achievement, the dairy cooperatives of Gujarat under the GCMMF fold crossed milk procurement of 10 million kgs. per day mark on 27 December 2007, which is the highest ever milk procurement achieved by any dairy network in India, be it private or cooperative and the entire quantity of milk received was accepted without any milk holidays and was processed successfully into milk and other milk products.

On 30 September 2018, Prime Minister Narendra Modi inaugurated Amul's chocolate plant in Mogar, Anand near their headquarters. The new plant has been built with an increased capacity of 1,000 tonnes per month against the earlier 250 tonnes a month capacity. GCMMF has invested around ₹3 billion for this project. It is a fully automated production factory with minimal human intervention.

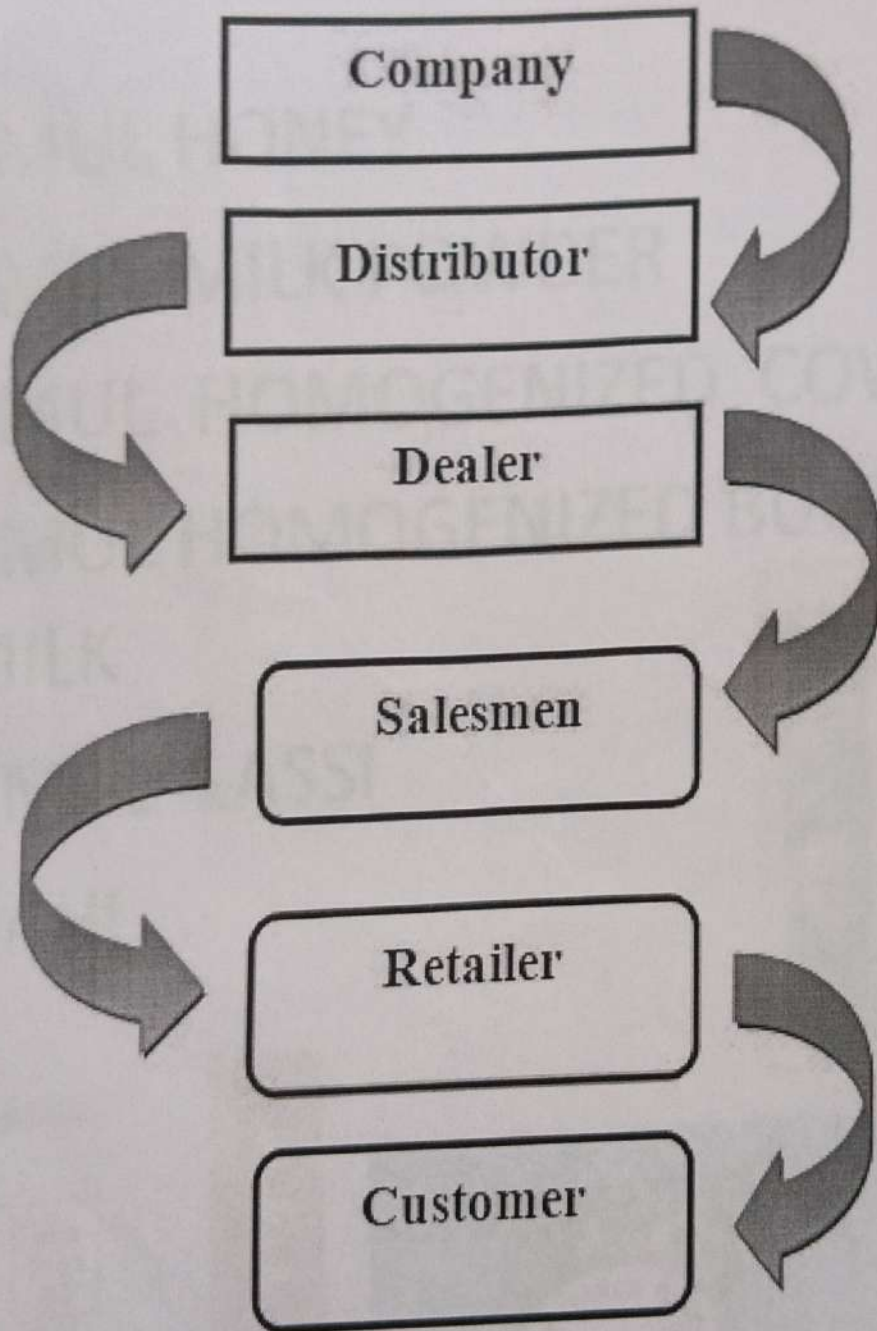


**MADHAPRADESH(BHIND)AMUL MILK  
PRISE(2022)**

AMUL GOLD	Rs. 30 per 500ml	Rs. 58 per 1lit.
AMUL TAAZA	Rs.24 per 500ml	Rs. 46 per 1lit.
AMUL SHAKTI	Rs. 27per 500ml	Rs. 52 per 1 lit.
COW MILK	Rs. 24 per 500ml	Rs. 47 per 1 lit.
TONED MILK	Rs. 23 per 500ml.	Rs. 45 per 1 lit.
DOUBLE TONED MILK	Rs. 20 per 500ml	Rs. 39 per 1 lit.
STANDARDISED MILK	Rs. 25 per 500 ml	Rs. 49 per 1 lit.



# DISTRIBUTION CHANNEL





# PRODUCT NAME:-

- AMUL HONEY
- AMUL MILK POWDER
- AMUL HOMOGENIZED COW MILK
- AMUL HOMOGENIZED BUFFLOW MILK
- AMUL LASSI
- DAHI



### OBJECTIVE OF THE PROJECT:-

1. Primary Objective :
2. To know the awareness level among the consumer for the " Amul Dairy Products . "
3. To find out the causes of buying the " Amul Product . " Secondary Objective :
4. To find out the causes of not buying the " Amul Milk . "
5. To know the awareness level of Amul Honey,chees,amul Gold & Amul Double Toned milk
6. To study the usage pattern and buying behavior of " Amul Products . "



## RETAILER WHO TAKES AMUL DAIRY PRODUCTS:-

SHOP NAME	PRODUCTS	CONTACT	NEW OUTLET/YES/NO	Problem
JAIN TEA STALL	AMUL MILK/LASSI	8602766700	NEW OUTLET	
MAMA VAGNA ASSALES	lassi	9826490574	NEW OUTLET	
PAWAN SHOP	AMUL MILK/LASSI/CHEESE	9977190465	NEW OUTLET	
RAJAN MISH BHANDAN	AMUL MILK/LASSI	9977622072	NEW OUTLET	
SAMMAJ JAINC	IASSI/CHEESE/MILK POWDER	9713516448	NEW OUTLET	
SHARMA MISTANN VANDAR	AMUL MILK/ LASSI/ DAHI	9644222382	NEW OUTLET	
GOURI BAKARY AND PRAVIJAN	LASSI	9165115900	NEW OUTLET	
SRI BASANTI MISTANNA VANDAR	AMUL MILK/LASSI	NO CONTACT	NEW OUTLET	
RAJANDRA MILK STORE	AMUL MILK/LASSI/CHEESE/ BUTTER	NO CONTACT	NEW OUTLET	
BADORIA PAN VANDAR	LASSI/AMUL POWDER	7415633872	NEW OUTLET	

▶ Birthday cake	BUTTER/LASSI	82258376 05	NO
▶ Jacky nasla korner	LASSI/AMUL POWDER		NO
▶ Pal payari	Amul milk	79845748 08	YES
▶ Chohrasia medical store			NO
▶ Boshilal tea stall	Amul milk	97133234 23	YES
▶ Manoj medical	AMUL POWDER		NO
▶ Pravat medical	AMUL POWDER	98265108 26	NO
▶ Pradip medical store	AMUL POWDER	99263222 35	YES
▶ Jain ice cream stall			YES
▶ Dharmash prenision			YES
▶ Santi medical store	AMUL POWDER		NO
▶ Krnish amul parlar	Amul milk/butter	79990029 43	YES
▶ Shiv mistanna vandar	AMUL MILK/LASSI	79995560 69	YES
▶ Rajan misti vandar	AMUL MILK/LASSI	99776220 72	YES



Gouri bakery and pravijan	Lassi/BUTTER	9165115900	NEW OUTLET
Bangali sweets and dry food	AMUL MILK/LASSI	9893030474	YES
Makhan bhog hotel	DAHI	9827636419	YES
Goutam General shop	LASSI/AMUL MILK powder	9926978280	YES
Anand puradijan shop	AMUL MILK	9826224048	YES
sachham cold drinks	LASSI/DAHI	8839124348	YES
krrish amul parler	AMUL MILK/LASSI/DAHI	7999002943	YES
Anurag theaths	LASSI/AMUL POWDER	9977380014	YES
Chohan cold drinks	LASSI	79744153 02	YES
sankar cold drinks	LASSI		NO
Dipak kirana	LASSI/AMUL MILK		NO
ohm general store	LASSI	9977143651	YES

➤ Rj store		80057299 75	YES
➤ Zain pan cold drinks stall	LASSI		YES
➤ Mohan sales agency	Amul powder	98262657 84	NO
➤ Chirag kishan store			NO
➤ Sonam parabizan store	AMUL MILK/LASSI	98262153 47	YES
➤ Khushbu kishan store	AMUL MILK		NO
➤ Ice zad shokesh	AMUL MILK/LASSI/BUTTER	62684597 49	YES
➤ Mukul store	LASSI	88397211 21	YES
➤ Aurbadic and dese medical	AMUL POWDER		NO
➤ Anshika medical store	AMUL POWDER	93996034 89	YES
➤ Singhal medical store			NO
➤ Milk store	Amul milk/butter	88879340 81	YES
➤ Ashok cake store	BUTTER	96914020 89	YES



VIKASHI DHUG hotel		702/030417	YES
Disha fast food center	BUTTER/CHEESE	8595248526	YES
Tripti medical store	AMUL POWDER		NO
Barij cake stall		7440758073	YES
Rohit medical store	Amul milk		NO

5. The awareness of "Amul Gold Milk" was Zero.

7. Generally people do not buy "Amul Gold Milk" because of higher price and because Amul Gold is Buffalo Milk which is not been preferred to give to the infants.

8. The awareness of Amul Honey and cheese was because of Shopkeepers.

9. The price of the "Amul Gold Milk" is comparatively high as compare to products of other company of same quality.

10. Advertisement should be given to increase the level of awareness and sale of the products.

### FINDING:-

1. During the survey , it was found that the market share was approximately 80 % .
2. It was found that Amul Taaza is the most preferred brand of Amul Milk .
3. It was found that consumers buy Amul Butter, Chees, Basundi, and Amul Taaza more than Amul Gold .
4. Generally people buy the product because of better quality and brand name .
5. During the survey , it was found that still there consumer that are unaware about the " Amul Honey . "
6. The awareness of " Amul Double Tonned Milk " was Zero .
7. Generally people do not buy " Amul Gold Milk " because of higher price and because Amul Gold is Buffalo Milk which is not been preferred to give to the infants .
8. The awareness of Amul Honey and chees was because of Shopkeepers.
9. The price of the " Amul Gold Milk " is Comparatively high as compare to products of other company of same quality .
10. Advertisement should be given to increase the level of awareness and sale of the product .



### LIMITATION OF THE STUDY :-

1. Limited time available for interviewing the respondents . As a result of this it was not possible to gather full information about the respondents.
2. Language barrier
3. The time constraint was a major limitation to the study .
4. The respondents were not very comfortable while revealing their correct usage pattern , no cause they may feel that they would be called or visited again and again .
5. Non - cooperative approach and rude behavior of the respondents .

### SUGGESATIONS:-

1. The price of Amul Gold Milk is high as compared to other brands of same quality ( higher fat percentage ) . So the price should be decreased to increase the sale of the product .
2. Also customer is more preferred normal flavoured honey.
3. The G.C.M.M.F. should advertise for the product to increase the awareness level and sales of the products specially for Amul Honey and Double Toned milk .
4. The G.C.M.M.F. should launch beneficial schemes for the



## CONCLUSION

The industrial training of one month was a great experience for me. This training helped us to become aware of practical knowledge about the Sales & Marketing of milk products. I came to know about various problems faced during marketing. This training session helped us to develop our confidence and to make a connection between the theoretical study and practical works.