



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. Subhajit Maity** has successfully completed his training program of four weeks with GCMMF Ltd., Gwalior. His training tenure was from **16th May, 2022** to **17th June, 2022**.

Project title "**Consumer Awareness and Promotion Activities**"

Wishing him all the best for the future.



Branch Manager,
GCMMF Ltd.
Gwalior

INDUSTRIAL TRAINING REPORT



Gujarat Co-operative Milk Marketing Federation Ltd.

Date: 16th May to 17th June 2022

Deepakirana store

760, New Housing Board colony, Morena- 476001



Submitted By:-

B.Voc In Food Processing Technology 1)

SubhajitMaity2)

PalaskumarMondal.

Mugberiya Gangadhar Mahavidyalaya

Vill& P.O. & P.S.:-Bhupatinagar Dist:-PurbaMedinipur, 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. ApurbaGiri, H.O.D of M.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, BM, Ajay Gupta OIC and Sudhir Nikam FFR also thanks to Mr.kaptansharma Gupta distributor, Deepakirana store, Morena for giving us opportunity to do the Sales & Marketing training.

We are thankful to all staffs of Deepakirana store for all needful help.

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

INTRDUCTION

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 Polsonan 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 Vallabhbhai Patel under the leadership of local farmer leader Tribhuvandas 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 Desaito 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 (NDDB), 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 Verghese Kurien.

Under the leadership of Tribhuvandas Patel, the cooperative was further developed through the efforts of Dr. Verghese 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.

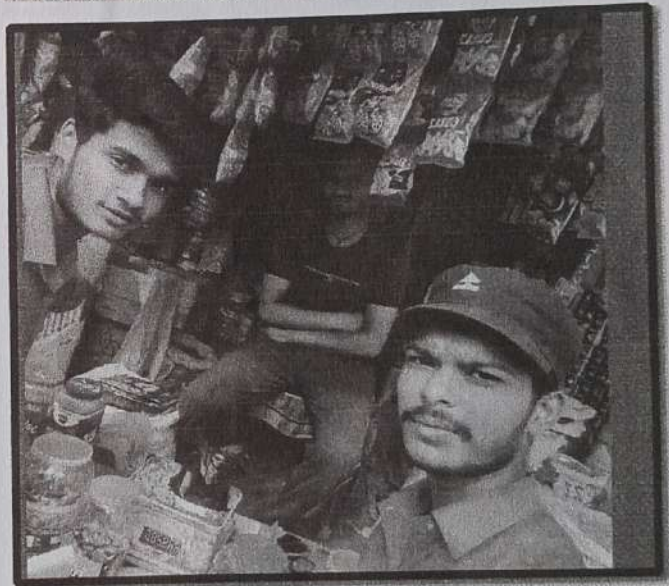
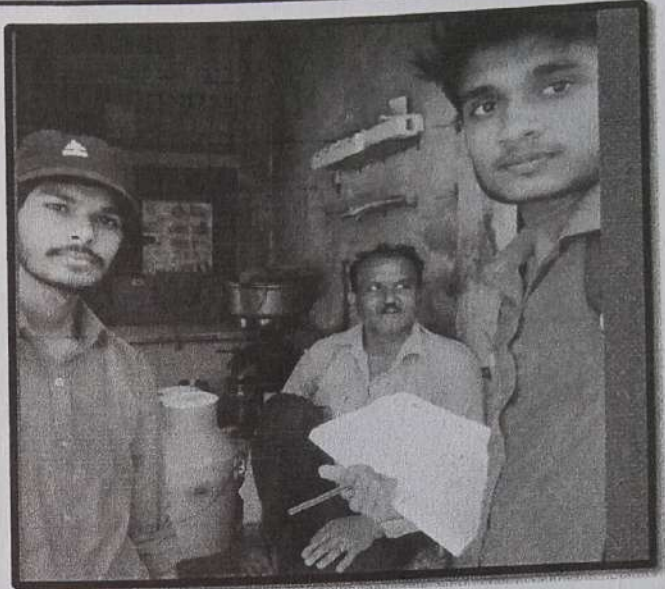
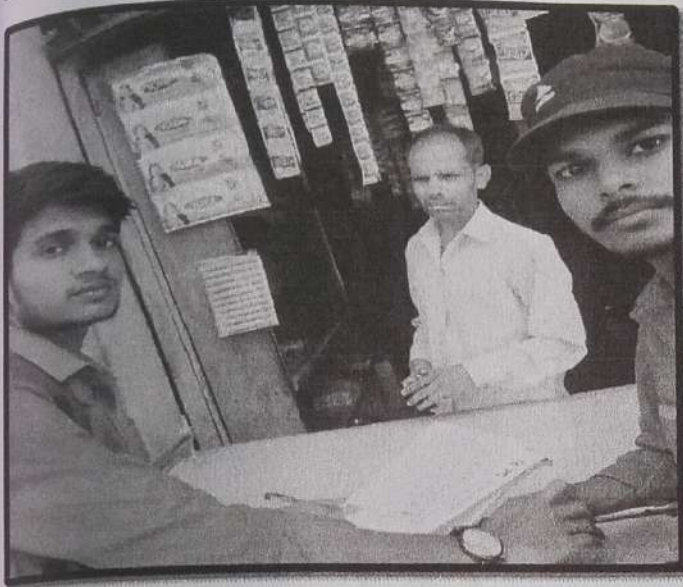
RETAILER WHO TAKES AMUL FRESH PRODUCTS DAILY

| SL | Shop name | Mobail No | status |
|----|-------------------------------|-------------|------------|
| 1 | Anju milk poular | 9907620376 | yes |
| 2 | maarajeswaeri store | 9340204981 | yes |
| 3 | gangotri departmental store | 7470333584 | yes |
| 4 | akhas medical store | 9425735812 | new outlet |
| 5 | sribalajimedicalstore | 8269231009 | new outlet |
| 6 | yadav medical store | 9630270486 | new outlet |
| 7 | Sivhari medical store | 9691022019 | new outlet |
| 8 | Pchori provident store | 8827544923 | yes |
| 9 | Parma rameshchandra store | 9826654855 | new outlet |
| 10 | Shayamkaran store | 8349646035 | new outlet |
| 11 | Kaladevi medical store | 7067310383 | new outlet |
| 12 | Kasiprasadmuraricals | 9827672050 | new outlet |
| 13 | Deepak Medical store | 8770989290 | yes |
| 14 | MunmunNamkeen | 6263734547 | yes |
| 15 | Durga medical store | 9893396902 | new outlet |
| 16 | Dev krepa store | 9301401541 | yes |
| 17 | Balajimedicl store | 9827863024 | yes |
| 18 | Naresh medical and sarjicals | 9628327820 | yes |
| 19 | Yadav kirana store | 9827485987 | yes |
| 20 | Divyansi medical store | 7823077287 | new outlet |
| 21 | Deepakirana store | 9826695510 | yes |
| 22 | Adusamkirana store | 7999450578 | yes |
| 23 | Guru kripa departmental store | 9835369824 | yes |
| 24 | joy ambekirana store | 7566875398 | yes |
| 25 | Rajesh kirana store | 7987810101 | yes |
| 26 | Auyaskirana store | 9229608042 | yes |
| 27 | Dawaji Medical store | 9039939329 | yes |
| 28 | Maakeladevi store | 9685960080 | yes |
| 29 | Sanjoy medical store | 7000648732 | yes |
| 30 | om sairamdavansi store | 901529964 | yes |
| 31 | Anand provident store | 700038/3492 | yes |
| 32 | srigirirajjikirana store | 990618876 | yes |

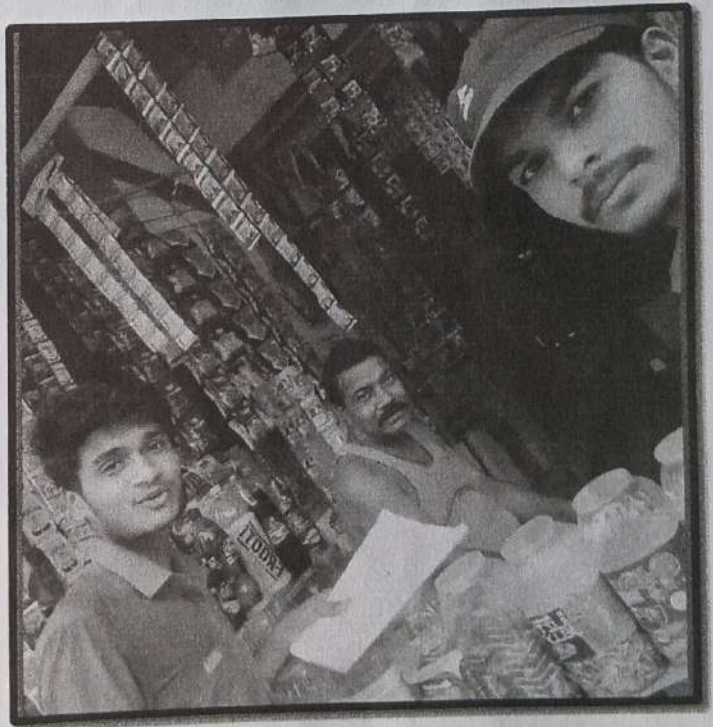
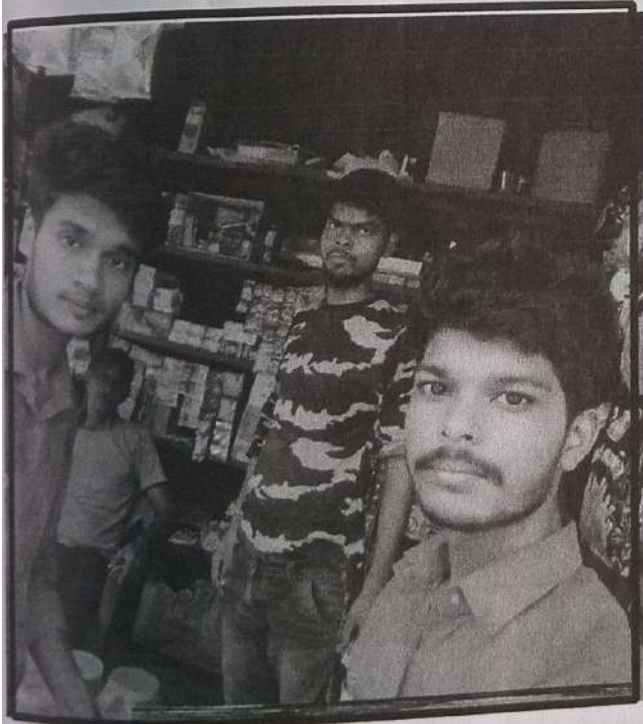
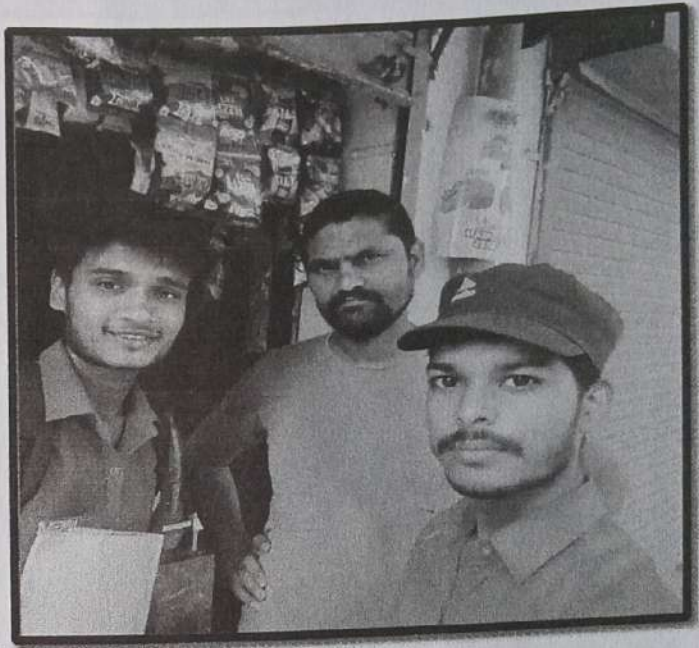
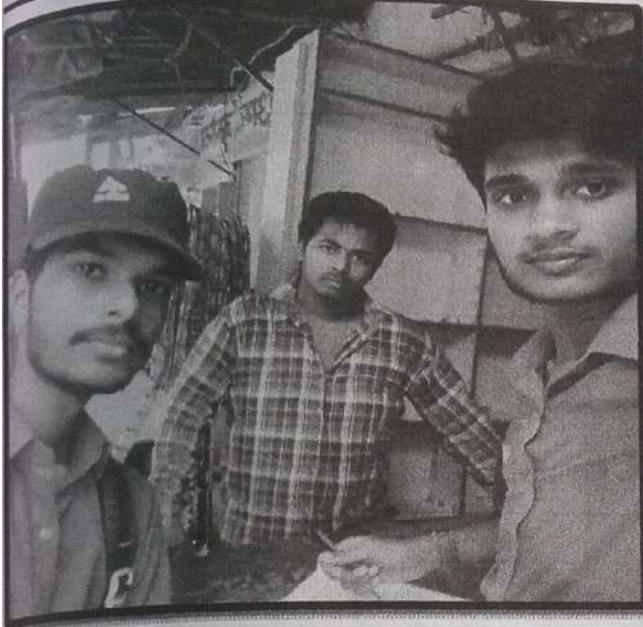
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|----|--------------------------------|------------|------------|
| 33 | Parasantkirana store | 9827075190 | yes |
| 34 | Akashkiran store | 889267537 | yes |
| 35 | Punitkirana store | 9329641054 | yes |
| 36 | Sri om medical store | 8878293373 | No |
| 37 | Jala provident store | 8871927386 | no |
| 38 | Bharat snakhas store | 9302430552 | yes |
| 39 | Jay baba devpuri store | no | No |
| 40 | Kranti medical store | 9770232972 | yes |
| 41 | Sri giri raj kirana store | no | no |
| 42 | Maakeladevi departmental store | 9713232132 | yes |
| 43 | Lakhankirana store | 9827357022 | yes |
| 44 | Amar das kirana store | 7024846202 | new outlet |
| 45 | Manish kirana store | 9669564071 | yes |
| 46 | Sri jisnakhescorner | 9630493636 | yes |
| 47 | Ankit provisonal store | 7440909191 | yes |
| 48 | Raju gajakvandar | 8319596927 | no |
| 49 | Sachin provision store | 7909480869 | yes |
| 50 | Srikanthkirana store | No | No |
| 51 | Ajoykirana store | 9981648819 | yes |
| 52 | BaaakiBharati | 9425418230 | yes |
| 53 | Balajishnaks | 9752719959 | yes |
| 54 | Sri ram kirana store | 8966862228 | yes |
| 55 | Ravi kirana store | 8165104574 | yes |
| 56 | Mittal kirana store | 9827620158 | yes |
| 57 | Agarwal kirana store | 9329975443 | yes |
| 58 | Dail,ykirana store | 8770287098 | yes |
| 59 | Arish kirana store | 6261718210 | yes |
| 60 | Morbinandan plaza | 6260134522 | NO |
| 61 | SouravShanaks | 9301608054 | yes |
| 62 | AS plaza | No | No |
| 63 | Sevasnackes | No | yes |
| 64 | Sat guru srore | No | yes |
| 65 | Amanprovison store | 9907093468 | no |
| 66 | Sri giri raj kirana store | 9301376763 | yes |
| 67 | WH shioramkirana store | 9301529964 | yes |

| | | | |
|----|-------------------------------|-------------|------------|
| 68 | Pawankirana store | 8103771968 | yes |
| 69 | Baba snakes | 8871770260 | yes |
| 70 | Deepak kirana store | 738910303 | yes |
| 71 | Rahul snakhes | 8005811320 | yes |
| 72 | Dev kirana snakes | 9301401541 | yes |
| 73 | G.S genaral store | 9644055579 | yes |
| 74 | Jain supari and genarel store | 8641062684 | yes |
| 75 | munmunmkin center | 6263734547 | yes |
| 76 | Chandra jainpanwala | 9813055192 | yes |
| 77 | Krishana store | 8770055192 | no |
| 78 | Guru raj store | 930251514 | yes |
| 79 | Karan sanchipoular | 723989268 | No |
| 80 | Shivamkirana store | no | no |
| 81 | Hamantkirana store | 6261520849 | yes |
| 82 | Byaskirana store | 6264083702 | New outlet |
| 83 | Funded krishana store | 9644158168 | yes |
| 84 | Sri radhakrishana store | 7652520753 | yes |
| 85 | Aadi treads | 9301401541 | yes |
| 86 | Srijonkirana store | No | No |
| 87 | Manu departmental store | 88399859385 | yes |
| 88 | Ankit provison store | 7440905151 | yes |
| 89 | Balaji dairy | 814649616 | No |
| 90 | Pream provident store | No | yes |

RETAILER WHO TAKES AMUL FRESH PRODUCTS DAILY



OUTLETS



GROUP PICTURE

