



# 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 Ms. Suchandra Bharati has successfully completed her training program of four weeks with GCMMF Ltd., Gwalior. Her training tenure was from 16<sup>th</sup> May, 2022 to 17<sup>th</sup> June, 2022.

Project title "Consumer Awareness and Promotion Activities"

Wishing her all the best for the future.



Branch Manager,  
GCMMF Ltd.  
Gwalior

Amul SAGAR

**GUJARAT CO-OPERATIVE MILK MARKETING  
FEDERATION Ltd.**

Date :- 17<sup>th</sup> May to 16<sup>th</sup> June

**RK AGENCY**

Tilachak; Datia, Madhya Pradesh.475661

**Fresh Dairy**



**Marketing Training report**

**Submitted To**

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**Submitted By**

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## ACKNOWLEDGEMENT

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Ankit Sharma FFR and Sharukh Beg FFR also thanks to RK Agency distributor, Datia for giving us opportunity to do the Sales & Marketing training.

With deep sense of gratitude I express my thanks to Dr. Swapan Kumar Mishra, Principal of Mugberia Gangadhar Mahavidyalaya and thanks to my co - ordinator Dr. Apurba Giri , Department of Nutrition of Mugberia Gangadhar Mahavidyalaya without whose guidance this Industrial training would never had been successful .

We are thankful to all staffs of RK Agency Sales for all needful help .

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

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## 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 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 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.

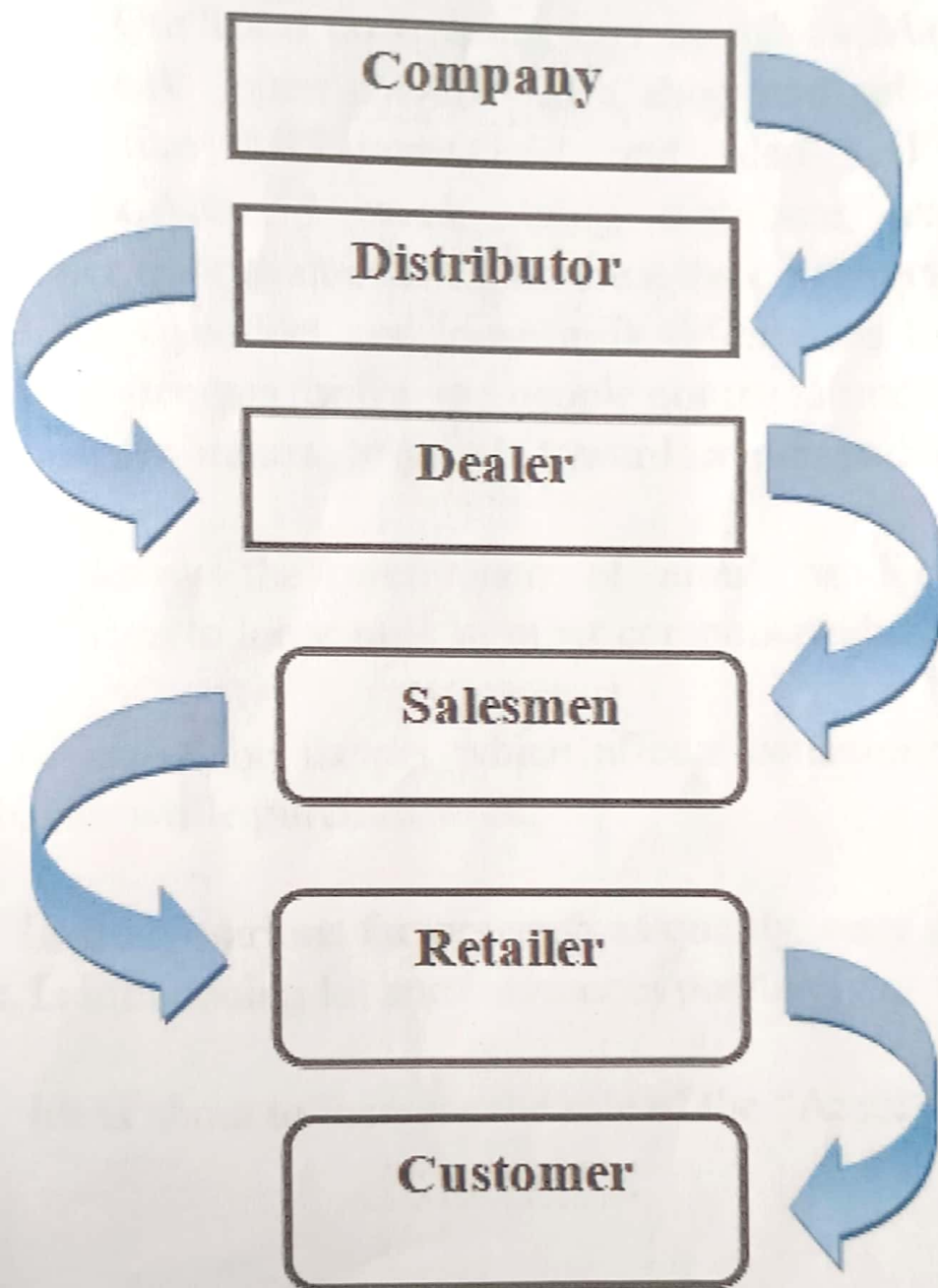
On 30 September 2018, Prime Minister Narendra Modi inaugurated Amul's chocolate plant in Mogar, Anand near their headquarters. The new plant has been built with an increased capacity of 1,000 tonnes per month against the earlier 250 tonnes a month capacity. GCMMF has invested around ₹3 billion for this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

SL No.	Name	Type	Fat	Solid Natural Fats
1	Tazaa	Toned Milk	3.0% min.	8.5%min.
2	Gold	Full Cream Milk	6% min.	9%min
3	Spiced Buttermilk		1.5%min.	1.0%min.





# DISTRIBUTION CHANNEL



## OBJECTIVE OF THE RESERCH

Gujrat co-operative milk marketing federation Ltd. in under many branch working training and Datia is the part of them. Our team do training in 1 month in Marketing. And 1 weak open a Outlet in a shop and sell 3 fresh product like Milk-taaza,Gold and also sell spiced buttermilk.After 3 week doing distribute leaflet in consumer door to door and convence the consumer to take amul dairy product and loose milk differences but some people understand and some people not try to understand. To know Awareness of people towards amul products.

- To know the preference of amul products with comparison to loose milk or other competitive brands.
- To know the factors which affects consumer buying behavior while purchase milk.
- To study various factors such as quality, easy available etc. Is influencing lot and influences positively.
- Ideas about to increase the sale of the "Amul."

## CONSUMER BEHAVIOUR

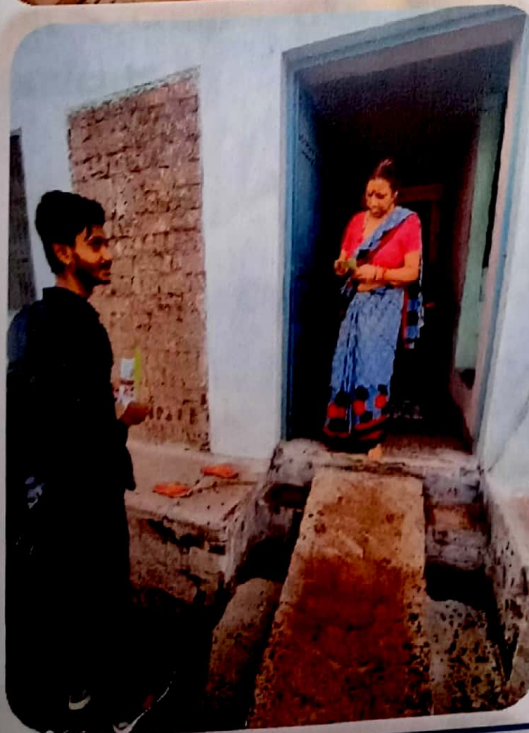
Consumer which is actually important to the market :-

- Understanding their behavior is very vital in every segment to plan marketing activities accordingly.
- Both industrial and individual customers are vital marketing management.



## FACTOR INFLUENCING BUYING BEHAVIOUR

- Individual factors
- Personal characteristics- Lifestyle, Personal traits
- Environmental factors
- Social class- Society problem
- Situation variables- Sales influence, Price



## LIMITATION OF THE STUDY

➤ Limited time available for interviewing the respondents .  
As a result of this it was not possible to gather full information about the respondents.

➤ Language barrier

➤ The time constraint was a major limitation to the study .

➤ 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 .

➤ Non - cooperative approach and rude behavior of the respondents .

## SUGGESTATIONS

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 .

Also customer is more preferred normal flavoured honey.

The G.C.M.M.F. should advertise for the product to increase the awareness level and sales of the products specially for Amul Gold & Taza milk.

The G.C.M.M.F. should launch beneficial schemes for the retailers.

## 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.

# GROUP PHOTO

