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A CASE STUDY OF -'AMUL' DAIRY BRAND

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Abstract

In India Dairy cooperative account for major share of processed liquid milk marketable in the country. In 1946, 170 milk producers' cooperative unions, which federal in to a cooperative milk marketing federation the several state have been created by cooperative like Amul in Gujarat, Vijaya A.P, Verka in Punjab, Seras in Rajasthan, Nandini in Karnataka, Milam in Kerala, and Gokul in Maharashtra. The Gujarat cooperative milk marketing federation limited Anand (GCMMF) is the largest food products marketing organization of India. Kaira District Cooperative Milk Product Union Anand, popularly known as "Amul Dairy" was established in 1946 by farmers inspired by Sardar Vallabhbhai Patel to protest against the unfair trade practices of milk traders and the middlemen. The Amul Model is a three-tier cooperative structure. This structure consists of a Dairy Cooperative Society at the village level affiliated to a Milk Union at the District level which in turn is further federated into a Milk Federation at the State level. The above three-tier structure was set-up in order to delegate the functions; milk collection is done at the Village Dairy Society, Milk Procurement & Processing at the District Milk Union and Milk & Milk Products Marketing at the State Milk Federation. This structure was first evolved at Amul in Gujarat and thereafter replicated all over the country. In the Operation Flood Programme, it is known as the 'Amul Model' or 'Anand Pattern'. The Amul Model is responsible for Marketing of Milk & Milk Products, Responsible for Processing of Milk, Responsible for Collection of Milk, and Responsible for Milk Production.

Key words : Dairy model, Products, Mascot, Rivals, SWOT Analysis

Introduction

India has the highest livestock population in the world with 50% of the buffaloes and 20% of the population, most much cows and much buffaloes. India's dairy industries are considered as one of the successful development programmes in the post independence period. In the year 2006-07 the production in country was over 94.6 million tones with per capital availability of 229 gms. The production has been recording in annual growth 4% during the period 1993 to 2005, which is almost 3 times the growth rate of the dairy industry in the world. Milk processing in India is around 35% of which the dairy industry account for 13 % of milk produced, while the rest of the milk is either consumed at farm level as fresh, non pasteurized milk through unorganized channel. In India Dairy cooperative account for major share of processed liquid milk marketable in India. Milk is processed and marketable by 170 milk producers' cooperative unions, which federal in to 15 state cooperative milk marketing federation the several state have been created by cooperative like Amul in Gujarat, Vijaya A.P, Verka in Punjab, Seras in Rajasthan, Nandini in Karnataka, Milam in Kerala, and Gokul in Maharashtra. The Gujarat cooperative milk marketing federation limited Anand (GCMMF) is the largest food products marketing organization of India. Kaira District Cooperative Milk Product Union Anand, popularly known as "Amul Dairy" was established in 1946 by farmers inspired by Sardar Vallabhbhai Patel to protest against the unfair trade practices of milk traders and the middlemen. The Amul Model is a three-tier cooperative structure. This structure consists of a Dairy Cooperative Society at the village level affiliated to a Milk Union at the District level which in turn is further federated into a Milk Federation at the State level. The above three-tier structure was set-up in order to delegate the functions; milk collection is done at the Village Dairy Society, Milk Procurement & Processing at the District Milk Union and Milk & Milk Products Marketing at the State Milk Federation. This structure was first evolved at Amul in Gujarat and thereafter replicated all over the country. In the Operation Flood Programme, it is known as the 'Amul Model' or 'Anand Pattern'. The Amul Model is responsible for Marketing of Milk & Milk Products, Responsible for Processing of Milk, Responsible for Collection of Milk, and Responsible for Milk Production.

History

Kaira District Cooperative Milk Product Union Limited, Anand, popularly known as "Amul Dairy" was established in 1946 by farmers inspired by Sardar Vallabhbhai Patel to protest against the unfair trade practices of milk traders and the middlemen. The union made humble beginning with handling of two dairy cooperative societies and 250 liters. Impressed by the success more villages and farmers joined the union. The rapid growth in the members the farmers, milk collection and Bombay Milk Union's ability to absorb extra milk collected by the union especially in winter, necessitated the union to start a plant for manufacturing Dairy product, the idea was supported by the government of India. The government of New Zealand under the Colombo plan. The technical assistance was provided by the government of New Zealand under the Colombo plan. The technical assistance was provided by the government of New Zealand under the Colombo plan.

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