

Project Dissertation

AN IN-DEPTH INVESTIGATION ON LOGISTICS PRACTICES FOR MILK AND MILK PRODUCTS

Submitted By:

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2K14/MBA/36

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Jan -May 2016

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “**AN IN-DEPTH INVESTIGATION ON LOGISTICS PRACTICES FOR MILK AND MILK PRODUCTS**” bonafide work carried out by **Mr. Maninder Kumar** of **MBA 2014-16** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

**Signature of Guide
(DSM)**

Signature of Head

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DECLARATION

I, **Maninder Kumar**, student of **MBA 2014-16** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the dissertation on **AN IN-DEPTH INVESTIGATION ON LOGISTICS PRACTICES FOR MILK AND MILK PRODUCTS** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This dissertation report is not being submitted to any other institute/university for award of any other Degree, Diploma and Fellowship.

Maninder Kumar

Place:

Date:

ACKNOWLEDGEMENT

First and foremost, I'd like to thank my guide **Prof. P.K. Suri (H.O.D.)**, for providing me with an opportunity to work under him and associate with him through the medium of this research project. He has been instrumental in my being able to complete this project to the best of my capabilities.

A special mention to acknowledge the assistance provided by some of our esteemed faculty members, my friends, family and industry professionals for always being available to attend to all my doubts, inhibitions and queries.

I would also take this opportunity to express my gratitude and thank all other individuals who have been kind enough to spare their precious time in sharing insights with me, which has facilitated in making this project a more fruitful outcome.

I would also like to thank my uncle, Mr. Sushil Sharma for helping me in my times of need.

A word of thanks to the administrative staff at **Delhi School Of Management, DTU**, for their perennial support in making available all possible facilities; in turn aiding my research for this project.

I wish to thank my colleagues at **Delhi School Of Management**,

Lastly, I would like to thank my parents, Sh. Madan Lal and Smt. Neelam Dhiman for their support during the term of this project.

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EXECUTIVE SUMMARY

Milk is a highly perishable product. It should be processed within few hours after purchase, unless it should be kept at low temperatures at which it can be stored for 2 to 3 days before processing. The key process of milk logistics starts from collection and cool storage of milk. The capacity of dairy co-operatives is to keep themselves competitive in a dynamic market is based on their skill & capacity to manage the production cost at an acceptable level.

Significant logistics problems arise during collection of the milk from farms and goes upto the distribution of varieties of fluid milk and milk products to different retailers and customers. The requirements of quality and productivity in the process of milk production have nourished improvements in the logistics of the milk collection into dairy co-operatives, which make possible the reduction of collection routes and the increase in the amount of milk carried by truck, resulting in significant economy in the logistics cost and increase in profit.

Logistics is the most important aspects of fluid milk and milk products in co-operative dairies. The increasing levels of product variety and customization, the ability to respond to customer orders in a timely fashion can provide a critical competitive advantage, which requires the flexibility in logistics system for fluid milk and milk products. The co-operative dairies in organised market are on a high growth level and captures higher share in total milk production and varieties of other dairy products.

With the help of this study I tried to find out the macro and micro factors affecting logistics network of the fluid milk and milk products in co-operative dairies. Questionnaire method had been used & data collection technique was based on personal interaction & telephonic interview. The findings of this study will help the company to take corrective decision regarding their logistics practices.

I feel, there is a strong need to educate milk producers regarding improving productivity of milch animals, which leads to improve production as well as

quality of milk. The government, NGOs and dairy co-operative can play important part in educating milk producers and providing proper facilities for enhancing quality and quantity of milk.