

Major Research Project

Comparative Analysis on Mother Dairy vs Amul

Submitted By

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Certificate

This is to certify that Sanyam Sethi, 2K22/DMBA/108 has submitted the major research report titled 'Comparative Analysis on Mother Dairy vs Amul in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-24.

Dr. Archana Singh

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Declaration

I, Sanyam Sethi student of Delhi School of Management, Delhi Technological University here by declare that the Major Research Report on ‘Comparative Analysis on Mother Dairy vs Amul’ submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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Executive summary

Gujarat, India is home to the cooperative Amul, which has a significant national and worldwide footprint. It enjoys a substantial market share in India and is well-known for its extensive line of dairy products. The National Dairy Development Board (NDDB) subsidiary Mother Dairy is an Indian-based business.

It is widely distributed throughout India's eastern and northern regions, especially in Delhi NCR. The customer preference and taste regarding amul and mother dairy are thoroughly examined in this in-depth analysis. With this project, I hope to learn more about consumer preferences, market trends, and potential areas for product enhancement.

Both quantitative and qualitative research methods are used in this study. Through questionnaires given to a wide spectrum of choices of consumer and in-depth observations made, I gathered primary data. The acquired data was then subjected to a thorough examination, with conclusions and suggestions being given from the findings.

The report's conclusions provide insightful information about the consumer choices about both the company. Although it is taken into account that these two are not the only companies providing dairy products.

Ownership & Structure: With millions of farmers as members, Amul functions as a cooperative society. Participation of farmers in the organization's management and operations is guaranteed by this cooperative structure.

The Government of India established the statutory body NDDB, which is the owner of Mother Dairy. It is a corporate entity that focuses on providing customers with high-quality dairy products.

Product Range: Dairy products from Amul include cheese, ice cream, yogurt, butter, milk, and much more. It is renowned for having a vast distribution network and creative product offerings. The main products that Mother Dairy sells are milk and milk-based foods like ice cream, butter, cheese, and yogurt. Under the Safal brand, it also sells a variety of fruit and vegetable products..

Brand Equity: In India, Amul is frequently associated with dairy products due to its robust brand equity. It has established a reputation for excellence, accessibility, and creative marketing campaigns with the well-known Amul Butter Girl.

Mother Dairy is highly recognized, especially in the milk industry, for its dedication to freshness and quality. It has a devoted clientele, particularly in areas where it is well-established.

Distribution Network: Amul's vast distribution network, which covers both urban and rural parts of India, guarantees that its products are widely accessible. Additionally, it exports its goods to a number of foreign markets.

Mother Dairy has a wide distribution network, especially in India's northeast and east. To meet customer demand, it runs a network of retail stores and milk booths.

Leading dairy brands in India are Mother Dairy and Amul, each with distinct advantages and strong market positions. While Mother Dairy concentrates on high-quality dairy products and works under the auspices of NDDB, Amul has a larger product range, strong brand equity, and a cooperative structure. In the end, both brands significantly contribute to satisfying Indian consumers' needs for dairy product.

1) INTRODUCTION

Food processing is the process of transforming agricultural products into one or more types of food. In order for farmers to sell their goods in a variety of forms to a wide range of customers, the food and processing industries are essential in establishing a connection between them and both domestic and foreign markets. India, while being one of the largest, is expected to produce \$535 billion by 2025–2026, with a 12.22% industrial share that generates employment. The main industries that comprise India's food processing sector include processed fruits and vegetables, RTE/RTC, mozzarella cheese, processed marine products, edible oils, drinks, and dairy goods. Fruits and vegetables, fisheries, poultry and meat processing, food retail, dairy products, etc. are important subsectors. However, the major proponents of the industry include Kraft, Mars, Nestle, McCain, Denone, and Ferrero.

India, which is only second in the world after China, has the potential to overtake China as the world's greatest food producer. Food and food items are India's most consumed goods, with a \$181 billion market and food-related spending making up over 21% of the nation's GDP. According to World of Food India, 2011 and Merchant, 2008, the domestic food market in India is predicted to increase by more than 40% of its current size, reaching \$258 billion by 2015 and \$344 billion by 2025. India has a strong agricultural foundation, yet there is a lot of food waste and little food processing. According to World of Food India, 2011 and Merchant, 2008, the domestic food market in India is predicted to increase by more than 40% of its current size, reaching \$258 billion by 2015 and \$344 billion by 2025. Although there is a lot of food waste and little food processing, India's agriculture sector is strong. In some wealthy nations, food processing can reach 80%, however as of late, India's total food processing level has dropped below 10%. Consequently, India's food processing sector is quite small, and its percentage of global processed food exports has remained at roughly 1.5%, or \$3.2 billion. Bhuyan (2010).

In emerging nations, rising affluence are usually accompanied by dietary upgrades, with a surge in demand for high-value products like dairy and meats. India's continuous economic expansion and growing urbanization are also driving up demand for high-quality food items like fish, eggs, milk, meat, and vegetables. All classes have seen an increase in the total amount spent on food, although the affluent and middle class have seen a fall in the percentage of their expenditures (estimated at 350–375 million) compared to other products. Food security is increasingly being substituted for nutritional security and convenience shopping. Spending patterns have changed as a result of a variety of reasons, such as greater mobility, exposure, aspiration, and product availability.

About 18% of India's industrial workers are employed in the agro-food processing sector, which is one of the largest in the nation and ranks fifth in terms of output, consumption, exports, and projected growth (Merchant, 2008). India also produces a wide range of supplemental food products for tropical to temperate climates, including fruits and vegetables. Fruits and vegetables must be processed correctly in order to be used and preserved. With its diverse range of climate zones, robust agricultural sector, and swift economic expansion, India has a plethora of opportunities for the food processing sector, which strengthens the relationship between farmers and consumers.

In terms of development, the Indian food processing industry is still in its infancy, despite its size. Just 2 percent of all agricultural and food produce produced in the country is processed.

The Food Processing Ministry,

Government of the United States, has estimated the industry size at US\$ 70 billion. In India, the food processing sector accounted for 6% of all industrial production and contributed 9% of the country's GDP.

This industry directly employs 1.6 million individuals (Merchant, 2008). Between 2002 and 2007, the industry grew at an estimated 9.12% annual rate. By 2025, fruit and vegetable processing is expected to account for 25% of total production, up from its present 2% share (Food Processing, 2006). The extremely fragmented processing industry in India is dominated by the unorganized sector. There are very few players in this market. About 42% of output is produced by the unorganized sector, 25% by the organized sector, and the remaining 25% by small-scale operators. Despite differences according to the category, the unorganized market segment accounts for more than 75% of the market. Compared to the main processing segment, the secondary processing segment's organized sector is a little bit bigger. Additionally, the main processing component is highly dispersed. Tens of thousands of conventional bakeries, food units, disorganized fruit, vegetable, and spice processing facilities, hundreds of thousands of rice mills and hullers, flour mills, and other widely dispersed machinery and oil seed mills are all part of the significant industry known as primary food processing. Flour mills, fish processing units, fruit and vegetable processing units, meat processing units, non-alcoholic and aerated drink units, sugar units (mills), and updated rice mills are the most prevalent forms of food processing facilities that make up the organized sector. India has a robust agricultural base, but the food processing sector is still relatively young in the nation. The dairy industry processes 37% of all product, while the organized sector processes only 15% of it. This makes the dairy industry the one with the largest percentage of processed food. 2.2% of fruits and vegetables, 6% of poultry products, and 21% of meat are processed. Of the 2.2% of processed fruits and vegetables, only 48% end up in the organized sector; the rest are sold to the unorganized market. The export goal for agricultural and processed food items for the fiscal years 2022–2023 was US\$ 23.6 billion; by December 2022, US\$ 19.694 billion, or 84% of the target, had been attained. The Ready to Eat (RTE), Ready to Cook (RTC), and Ready to Serve (RTS) divisions' exports have a compound annual growth rate (CAGR) of 10.4% from 2011–12 to 2020–21. In 2020–2021 India exported finished foods valued at around US\$ 2.14 billion. In 2020–2021, the top three destinations for RTE exports are the United States, the United Arab Emirates, and Nepal. Malaysia, the United Arab Emirates, and the United States are the leading export markets for RTC in 2020–21.

The bulk of India's food processing industry is based in the country's north and west. The states of Gujarat, Maharashtra, Uttar Pradesh, Andhra Pradesh, and Tamil Nadu are the top five contributors to the sector. However, there is a ton of untapped potential for the business in the northeastern and eastern regions of the country. In comparison to economies such as the USA and EU, which have developed significantly further, India's food processing industry is still in its infancy. The economies of these countries are more advanced and technologically sound. Having an abundance of raw materials that can be employed in food processing is one of India's unique advantages. Moreover, India's massive population and growing disposable wealth present a significant chance for development. The food processing sector in India is beset with challenges, such as a fragmented supply chain, poor infrastructure, and a dearth of cold chain and storage facilities. These issues raise the amount of agricultural products squandered and obstruct the industry's growth. The implementation of GST has simplified the tax structure and improved business operations for India's food processing industry.

Industry Segments

The food processing sector in India is divided into five segments: grain, cereals and pulses, fruits and vegetables, meat and poultry, dairy products, and processed foods.

Cereals, pulses, and grains

In addition to rice, India is the world's greatest producer of sorghum, wheat, corn, and millets. There is a substantial grain processing sector in India. With the great majority of the nation's grain production going toward food processing. The sector involves processing cereals and pulses into a range of forms, such as flakes, puffed cereals, and ready-to-eat snacks, in addition to milling grains to create flour, rice, and other products.

Vegetables and fruits

India is a major producer of many different types of fruits and vegetables; in fact, the sector accounts for more than 28% of the country's overall agricultural production. Owing to their short shelf life and high perishability, the food processing industry is essential to the preparation and preservation of these products. This business produces fruit and vegetable juices, jams, and pickles in addition to processing fresh and frozen fruits and vegetables.

Meat and poultry

India is a leading producer of cattle, mutton, and poultry, and it is experiencing rapid growth in the meat and poultry sectors. With the assistance of the food processing sector, these goods—which include the production of frozen meat, meat products, and poultry products—are processed and preserved.

Dairy goods

India is the world's largest producer of milk, and a substantial portion of the country's food processing industry is derived from the dairy industry. This industry processes milk to create a range of dairy products, such as cheese, yoghurt, butter, and others.

Prepared meals

India's processed food business produces a wide variety of food items, including convenience foods, ready-to-eat meals, and snacks. The industry is supported by a robust supply chain consisting of primary processors and food processing companies.

Parts of the Indian Food Processing Industry and Products:

Sectors	Products
Grains & Cereals	Flour, bakeries, starch glucose, cornflakes, malted foods, vermicelli, beer and malt extracts, grain based alcohol
Fruits & Vegetables	Beverages, juices, concentrates, pulps, slices, frozen & dehydrated products, potato wafers/chips, etc
Dairy	Whole milk powder, skimmed milk powder, condensed milk, ice cream, butter and ghee
Fisheries	Frozen canned products mainly in fresh form
Meat & Poultry	Frozen and packed –mainly fresh
Consumer Foods	Snack food, namkeens, biscuits, ready to eat food.

Food Production and Processing – The Indian Scenario

In Indian agriculture, the patterns of production, consumption, and commerce have changed dramatically in the last several decades. High-value agricultural products now produced and consumed include fruits, vegetables, dairy and dairy products, meat, eggs, fish, and prepared dishes; food grains are no longer the only ones. In terms of exports, conventional commodities like rice, sugar, tea, coffee, tobacco, etc. are gradually being replaced by high-value goods. Consequently, during the 2000s, high-value exports (fruits and vegetables, meat, floriculture, processed fruit juices, etc.) increased by roughly 18% annually while the growth rate in the value of exports of rice, sugar, tea, marine products, and other low-value items decreased. A significant portion of potential revenue development in rural areas can be found in horticulture and other unusual, high-value agricultural goods, given the diminishing share of traditional commodities in production, consumption, and commerce.

For Indian farmers to connect with consumers in domestic and global markets, the food processing industry is essential. The goal of the Ministry of Food Processing Industries (MoFPI) is to promote investments at every stage of the value chain. Over 2.03 million people are employed in the food processing sector, accounting for 12.22% of all jobs created in the Registered Factory sector (based on the 3-digit NIC category). According to the NSSO 73rd Round report 2015–16, the unregistered food processing industry employs 5.1 million people and accounts for 14.18% of the unregistered manufacturing sector. Processed fruits and vegetables, RTE/RTC, mozzarella cheese, processed marine products, edible oils, beverages, and dairy products are the main industries that make up India's food processing sector.

According to PMKSY, as of today (30.09.2023), 474 projects have been authorized countrywide under the category of Creation/Expansion of Food Processing & Preservation Capacities (CEFPPC). Furthermore, 371 projects under the Cold Chain, 186 under Food Testing Laboratories, 68 Agro-Processing Clusters, 41 Mega Food Parks, 61 projects under the category of Creation of Backward and Forward Linkages Projects, 46 projects under Operation Green, and 68 projects under Agro-Processing Clusters have all been approved. The total horticulture production in 2022–2023 is expected to increase by approximately 4.74 MT (1.37%) in comparison to 2021–2022 (final). India is the world's largest producer of milk, with 221.06 MT produced total in 2021–2022. The output of milk rose annually in 2021–2022, at a rate of 5.29%. In total, the nation produced 129.60 billion eggs in 2021–2022, 6.19% more than the year before. In 2021–2022, 16.24 MT of fish will be produced, of which 12.12 MT will come from aquaculture and 4.12 MT from marine fish. Furthermore, 17.4 MT of fish are expected to be produced nationally in 2022–2023. Plantation crops are expected to produce 16.05 MT in 2022–2023 compared to 15.76 MT in 2021–2022, an increase of about 1.78%.

India exported 1.73 million metric tons of seafood worth \$8.09 billion in FY 2022–2023, shattering previous records for both volume and value. During the first nine months of the current fiscal year, there was a 13.64% growth in the export of other grains. According to preliminary data from DGCIS, India's exports of other grains—aside from rice, wheat, maize, and millet—to the global market were valued \$404.30 million between April and October of 2023. The nation produced 9.29 MT of meat total in 2021–2022, expanding at a pace of 5.62% annually. Maharashtra (12.25%), Uttar Pradesh (12.14%), West Bengal (11.63%), Andhra Pradesh (11.04%), and Telangana (10.82%) are the five states that produce the most meat overall.

For 2022–2023, 135.75 MT of rice, 110.55 MT of wheat, and 57.31 MT of nutrient/coarse cereals are projected to be produced. UN COMTRADE statistics show that during the last few years, India's foodgrain exports have grown. The nation's share in foodgrain exports worldwide grew from 3.38% in 2010 to 7.79% in 2022. Among other agricultural items, India is a significant exporter of rice, spices, and marine products. Among the various agricultural and processed

food items included in the APEDA basket, non-basmati rice has emerged as India's largest export, with \$4,663 million exported in the first nine months of 2022–2023. By 2025–2026, India's food processing industry—which is now among the biggest in the world—is projected to reach US\$ 535 billion.

Structure and Composition of Indian Food Processing Industry

In India, a sizable portion of the economy is devoted to the processing of food, which includes farming, horticulture, plantations, animal husbandry, and fishing. It also covers other sectors of the economy that produce edible goods using agricultural inputs. Those who turn agricultural and livestock products into goods for intermediate or final consumption are part of the food processing or manufacturing sector. Foods classified as processed are those in which a raw material is converted into a processed good regardless.

Processing can range from minimal, like in the case of canned fruit, to more involved, like in the case of snack foods and Industry Outlook for Processed Food. Food processing extends the shelf life of food products and adds value to agricultural or horticultural goods through a range of techniques like grading, sorting, packaging, and so on. A robust and ever-evolving food processing industry is crucial to a nation's overall economic structure. The sector has been recognized as having immediate potential for economic growth and offers crucial connections and synergies between industry and agriculture. Processing contributes to the creation of rural employment, in addition to being a source of foreign exchange earnings through processed fruits and vegetables.

India's level of processing can be divided into the following categories:

Primary Processing: Agricultural produce is cleaned, graded, powdered, and refined (e.g., wheat is ground into flour).

Secondary Processing: Basic value addition, such as the processing of meat products, ground coffee, and tomato puree

Tertiary Processing: In this phase, high-value added products are created, including biscuits, sauces, jams, and other edible baked goods.

Factors Affecting Food Processing Industry in India:

1. Skill
2. Technology
3. Regulations
4. Capital
5. Structure

Government Initiatives

Pradhan Mantri Kisan Sampada Yojana (PMKSY)

The centrally financed Pradhan Mantri Kisan SAMPADA (Scheme for Agro-Marine Processing and Development of Agro-Processing Clusters) Yojana has been granted a total of US\$ 731.4 million (about Rs. 6,000 crore) for the period of 2016 to 20. The creation of contemporary infrastructure and effective supply chain management from the farm gate to the retail outlet will be the pinnacle of this all-inclusive solution. It will encourage the nation's food processing industry to grow. Furthermore, it will support increased farmer income returns, a significant rise in job prospects, particularly in rural regions, a reduction in agricultural waste, improved processing standards, and increased exports of processed foods. The PM Kisan SAMPADA Yojana will execute the following programs:

1. Infrastructure for Value Addition and Cold Chain Integration in Mega Food Parks
2. Creation/Expansion of Food Processing/Preservation Capabilities
3. Clusters of Agro-processing Infrastructure.
4. Establishing Forward and Backward Connections.
5. Assurance of Quality and Safety in Food Infrastructure.
6. Institutions and Human Resources

PM Formalization of Micro Food Processing Enterprises Scheme

The Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme was inaugurated on June 29, 2020, under the auspices of the centrally sponsored Aatma Nirbhar Bharat Abhiyaan scheme. This program is being conducted in 35 states and union territories with the goal of formalizing the food processing industry and improving the existing microenterprises in the unorganized sector. A further financial support of US\$ 487.61 (about Rs. 40,000) is provided to each member of the Self Help Group (SHG) involved in food processing operations to assist with small tool purchases and operating capital. A total of US\$ 24.74 million (Rs. 203 crore) in grants have been given to SHG members, of which there are currently over a million established.

Production Linked Incentive Scheme for Food Processing Industry (PLISFPI)

A budget of US\$ 1.32 billion (about Rs. 10,900 crore) has been allocated to the central sector initiative Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) for the fiscal years 2021–2022, 2026–2027. It seeks to help top food producers attain parity with India's abundance in natural resources and to promote Indian food product brands in foreign markets. By 2026–2027, the scheme's implementation will allow processing capacity to rise, creating over 2.5 lakh jobs and producing processed food valued at US\$ 4.07 billion (Rs. 33,494 crore).

Production Linked Incentive Scheme (PLI)

The PLI program was designed to increase employment and import substitution while also increasing domestic manufacturing capacity. When the program was first introduced in March 2020, it focused on industries like Transportable and related Component Production, Manufacturing of medical devices and electrical components. The production of medical equipment, automobiles and auto parts, specialty steel, pharmaceuticals, electronics, telecom and networking goods, white goods (ACs and LEDs), food items, textile goods, solar PV modules, advanced chemistry cell (ACC) batteries, drones and drone parts are just a few of the fourteen sectors that it subsequently expanded to include mobile manufacturing. Under the PLI

plan, both domestic and foreign enterprises receive financial rewards for manufacturing in India, based on a portion of their income over a maximum of five years. The incremental sales are taken into consideration while determining the incentives. A five-year period will be used to determine the incentive to be given out based on sales, performance, and local value addition in specific industries, such as advanced chemical cell batteries, textile products, and drones.

SWOT analysis

Strength

- 1) Value Addition
- 2) Large Domestic Market
- 3) Diverse Products
- 4) support from the government.
- 5) Source of employment generation

Weakness

- 1) Supply Chain Challenges
- 2) Quality Issues
- 3) Health & Wellness Trends

Opportunity

- 1) Growing Demand
- 2) Export Potential
- 3) Can tap on increasing demand and higher fuel prices

Threat

- 1) Competition
- 2) Price Volatility
- 3) Consumer Preference

Road Ahead

The Covid-19 pandemic has increased acceptance of processed foods due to social media and digital knowledge, and consumer demand for more morally and environmentally sound products is rising. India's economy is centered on agriculture and associated sectors. For over fifty percent of Indians, it is their main source of income. Therefore, improving the nation's socioeconomic conditions would largely depend on increasing the gross value addition of the agriculture sector. Following COVID-19, India may increase its export proportion and assume global leadership in the food supply. To remain competitive, the sector needs large-scale, high-quality, and reasonably priced export capabilities that meet international certification requirements. Food product value addition is expected to increase from the current 8 percent to 35 percent by the end of 2025. Fruit and vegetable processing, which currently makes up around 2% of total production, is expected to rise to 25% by 2025.

Establishing smart food processing hubs with cutting-edge features like blockchain, artificial intelligence (AI), and the Internet of Things (IoT). From farm to table, these hubs can keep an eye on the whole food supply chain, guaranteeing efficiency, quality, and traceability. The creation of a variety of functional and nutraceutical foods suited to particular health requirements is known as nutraceutical innovation. These could include foods that have been fortified with probiotics, vital nutrients, and bioactive compounds to address common health issues that the Indian population faces. **Zero-Waste Processing:** Using methods of processing that make full use of all of the raw material. For example, turning food waste into biofuels or producing new goods like bio-plastics or animal feed out of food leftovers. Establishing community-based food processing facilities in rural areas is known as community-based processing centers. By acting as hubs for nearby farmers to process their produce, these facilities can lower post-harvest losses and generate jobs in rural areas.

India's huge and growing population, increasing urbanization, and rising disposable incomes all point to a bright future for the food processing business there. The food processing sector receives a wide range of raw materials from the extensive agricultural basis. The Indian government has identified the food processing industry as one of the main growth drivers and given it high priority due to its enormous potential for creating revenue and job opportunities. Even though the Indian sector is still quite young, progress in recent years has been positive. By 2024, nine million extra employment in this industry are projected. Between April 2014 and March 2020, foreign direct investments in India's food industry amounted to \$4.18 billion. India's yearly household consumption is predicted to treble by 2030, placing it as the world's fifth-largest consumer. The industry is expected to be valued roughly US\$322 billion and is expected to reach US\$543 billion in the future. Within the next five to ten years, the food processing industry should aim to increase its present 8% GDP contribution to 20%. This can be achieved through highlighting the development of backward and forward links, increasing the share of processed foods in the country's total food intake, and expanding the industry's footprint in the northeastern and eastern regions. The industry should endeavor to better utilize the trash and byproducts generated during food processing in addition to reducing food waste. The sector should focus on developing innovative, fresh products in order to adjust to changing consumer demands, especially in the organic and health food categories. The farming sector should focus on applying modern farming practices and creating additional raw materials suitable for food processing in order to improve the quality of the produce.

COMPANY PROFILE OF MOTHER DAIRY

The National Dairy Development Board (NDDB) was in charge of Mother Dairy when it was founded in 1974. Giving farmers in the National Capital Region (NCR) of Delhi a reliable location to sell their extra milk was its primary objective. It was established in response to the need for coordinated dairy processing and distribution to provide customers with premium dairy products and ensure fair revenues for milk producers.

Mother Dairy is owned by the National Dairy Development Board (NDDB), a division of the Indian government. As its stakeholders are dairy farmers, it functions similarly to a cooperative. Mother Dairy is a highly recognized brand in the Indian market, particularly in the NCR region where it enjoys a loyal customer base. Many retail channels, including supermarkets, company-owned stores, and online merchants, make its items broadly available. Mother Dairy India Limited, popularly referred to as "Mother Dairy," is the largest liquid milk brand in Asia. It began as a part of the National Dairy Development Board's Operation Flood effort. One of the biggest dairy development papers in the world is Operation Flood. Mother Dairy, based in Delhi, is an establishment that possesses IS/ISO-9002 & IS-15000 (HACCP) certifications. Mother Dairy is the largest milk brand in Asia, with daily sales of around 2.8 million liters of milk in Delhi, India. Mother Dairy commands a strong 66% market share in the organized sector in and around Delhi thanks to its consistent quality and dependable service. Mother Dairy offers full cream, standardized, double-toned, and toned milk in addition to toned milk sold in bulk. Mother Dairy is a Delhi-based company certified in IS/ISO-9001:2000, IS-14001:1996 Environmental Management System (EMS), and Hazard Analysis Critical Control Points (HACCP). Mother Dairy was the first industry in the country to adopt the ISO-14031 (Environment Performance Evaluation) paper. Customers can now be certain of the high caliber and security of the products Mother Dairy manufactures and distributes. Mother Dairy was implemented in 1974 by the National Dairy Development Board (NDDB) as part of Operation Flood's first phase. In response to the rise of the dairy business, NDDB established Fruit & Vegetable Paper in Delhi in 1988, using "SAFAL" as its umbrella brand. In April 2000, the NDDB combined Mother Dairy and Fruit & Vegetable paper into a single, fully owned company called Mother Dairy Fruit & Vegetable Ltd (MDFVPL), with the goal of separating the commercial from the developmental activities. This eventually became the parent firm of the marketing company Mother Dairy India Ltd (MDIL) and the processing company Mother Dairy Foods Processing Ltd (MDFPL). The company is a well-known and trustworthy household name, offering a wide range of milk products such as Table Butter, Dairy Whitener, Ghee, Ice Cream, Dahi, Lassi, and Flavored Milk. Mother Dairy provides a stable and fair market for dairy farmers' milk products, particularly those who are small and marginal farmers, enabling them to maintain their means of subsistence. Additionally, it improves the nutritional welfare of consumers by offering high-quality dairy products at competitive prices.

Vision & Mission

Vision:

Deliver high-quality food and drinks to customers at reasonable costs while making sure farmers receive just compensation..

Mission:

The cooperative movement in India is inextricably related to Mother Dairy's legacy. We shall persevere in providing for our farmers, rural India, and customers with tenacity and pride. Our beliefs and identity are reflected in our values.

Products and Services:

Mother Dairy provides a large selection of food items and dairy products to meet the varied tastes and preferences of customers.

1) Liquid Milk: Full cream, toned, double-toned, and skimmed milk are among the pasteurized and homogenized milk varieties that Mother Dairy is well-known for.

2) Yogurt and Curd: To accommodate a range of consumer preferences, the brand provides a selection of plain and flavoured yogurts in addition to traditional curd.

3) Butter & Ghee: Mother Dairy is the producer of butter and ghee, two staples of Indian cooking that are renowned for their purity and flavour.

Ice Cream: Serving customers of all ages, Mother Dairy provides a variety of ice cream flavors and forms, such as cones, cups, and family packs.

Cheese and Paneer: This brand makes cheese and paneer, or cottage cheese, which are staples in a lot of Indian and foreign recipes.

Fruits and Vegetables: Mother Dairy not only produces dairy products but also purchases, prepares, and distributes fresh fruits and vegetables under the Safal brand.

Upcoming Plans

In the upcoming years, it plans to expand retail chain distribution five times in order to increase its market share in the organised ghee segment, which is estimated to be worth Rs 40,000 crore. Mother Dairy currently distributes ghee in 150 towns through 10,000 retail outlets. In the coming years, the company intends to increase its footprint to 50,000 retail locations and 200 towns, according to a statement from the company. Mother Dairy intends to surpass the industry growth rate in the next three years by increasing its focus on the ghee category. In contrast to the industry's growth rate of 13%, our efforts are focused on achieving a growth rate of more than 20%. In addition to its native Delhi-NCR, the company intends to expand its footprint in other ghee-consuming states, such as Uttar Pradesh, Maharashtra, and Haryana.

Nonetheless, the market for organized ghee was estimated to be worth over Rs 400 billion in 2019 and is predicted to grow at a robust CAGR of about 12% between 2020 and 2026. Additionally, ghee will be more widely available through a number of top e-commerce platforms. In response to growing consumer demand, Mother Dairy plans to expand its business by investing Rs 650 crore to establish two new plants for the processing of fruits and vegetables in addition to milk. Leading milk supplier in Delhi-NCR Mother Dairy plans to invest an additional Rs 100 crore to increase the capacity of its current plants. To improve our dairy and food and beverage offerings, we plan to invest more than Rs 750 crore in capital expenditures (capex) in order to reach a wider audience. Mother Dairy plans to invest approximately Rs 525 crore to build a large dairy plant in Nagpur, Maharashtra.

The new factory has the capacity to process up to 10 lakh litres of milk a day, in addition to the current 6 lakh litres. This new factory will supply the markets in the central and southern areas. With an investment of more than Rs 125 crore, we also want to open a new fruit processing facility in Karnataka under the Safal brand. In addition to these new greenfield factories, we are also improving our capabilities in our existing facilities with an investment of approximately Rs 100 crore.

With a total daily milk processing capacity of more than 50 lakh litres, Mother Dairy now owns nine dairy processing facilities. It also processes at facilities that are owned by other people. The business owns four horticultural (fruit and vegetable) plants.

SWOT Analysis of Mother Dairy

Strength

- 1) High product quality
- 2) Committed Human Capital
- 3) Product line
- 4) Cost-Effective Supply Chain
- 5) Strong Financial Position

Weakness

- 1) Diversification for sustenance
- 2) Difficulty in maintaining Competitive pricing.
- 3) High Packaging Cost
- 4) Poor waste management practices
- 5) Inefficient Inventory Management

Opportunity

- 1) Expanding the adjacent markets
- 2) Greater Consumer Disposable Income
- 3) Increasing Quality and Standards
- 4) Access to Global Markets

Threats

- 1) Barriers to Entry
- 2) Big Competitors
- 3) Environmental Issues
- 4) Labor Face

COMPANY PROFILE OF AMUL

In Anand, Gujarat, India, Anand Milk Union Limited—abbreviated Amul—was founded in 1946. The cooperative movement that gave rise to Amul was led by visionary figures like Tribhuvandas Patel and Verghese Kurien, with the primary objectives being the fair remuneration of milk produce and the empowerment of dairy farmers. Millions of Gujarati dairy farmers own and operate the cooperative company Amul. It is managed and the collection, processing, and marketing of milk are coordinated by the Gujarat Cooperative Milk Marketing Federation (GCMMF), which functions as a representative body for many dairy cooperatives. The Gujarat Cooperative Milk Marketing Federation (GCMMF) is India's largest food product marketing organization. At the state level, it is the highest authority in Gujarat for milk cooperatives. Its objectives are to address consumer needs by providing premium, cost-effective products and to fairly compensate farmers. 1955 saw the founding of AMUL. In 1946, the organization was renamed the KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION. This union chose the AMUL brand name in 1955. Amul is a brand that represents "AMULYA". This word originates from the Sanskrit word "AMULYA". One quality control professional working in Anand had suggested the brand name "AMUL". Amul products have been a mainstay in millions of homes since 1946. Thanks to its goods, which include Amul Butter, Amul Milk Powder, Amul Ghee, Amul Spray, Amul Cheese, Amul Munch Times, Amul Shrikhand, Amul Ice Cream, Amul Milk, Amul Milk Drinks, and Amulya, Amul is a well-known food brand in India. Amul is today linked to many things, such as the provision of high-quality products at reasonable prices, the development of a vast cooperative network, the accomplishment of domestic technology, and the clever marketing strategies of a farmers' association. and have a well-established model for dairy development.

The creation of "Anand pattern cooperatives," or cooperative societies, transformed India's dairy sector. By allowing farmers to jointly own and operate dairy processing facilities, these cooperatives gave farmers more power by guaranteeing higher prices for their milk and doing away with middlemen. Amul was essential to the White Revolution in India, which sought to achieve dairy product self-sufficiency and boost milk production through Operation Flood. When Operation Flood was started in the 1970s, India went from being a country that lacked milk to being the world's biggest producer of milk.

Amul has established a solid reputation for its dedication to value, quality, and innovation. The company consistently allocates resources towards research and development in order to enhance product formulations, launch novel variations, and accommodate evolving consumer inclinations. By giving millions of dairy farmers, especially small and marginal farmers, a stable income and market access, Amul's cooperative model has had a huge positive social impact. Through dairy entrepreneurship, it has helped with rural development, poverty alleviation, and women's empowerment. Although Amul's primary market is the domestic one, it has also dabbled in foreign markets by exporting its goods to a number of different nations. Its products are well-liked in international markets, particularly by consumers looking for high-quality dairy products and the Indian diaspora. Amul has won various honors and distinctions for its services to the dairy sector, the cooperative movement, and social development. For its superiority in marketing, corporate governance, and product quality, it has received recognition both domestically and worldwide. GCMMF was a finalist in the World Beverage Innovation Awards in 2014; For the past 16 years, GCMMF has been the beneficiary of APEDA Awards. Furthermore, in 2014, GCMMF received a Bronze Trophy at the Indian Marketing Awards. The 2014 World Dairy Innovation Awards are won by Amul. Additionally, the business receives the Srishti Good Green Governance Award. GCMMF received the esteemed CNN-IBN Innovating for a Better Tomorrow Award in 2013.

The 2013 AIMA High Performance Brand Award went to Amul. Amul Shri R S Sodhi, MD-GCMMF, receives the prestigious QIMPRO GOLD STANDARD Quality Award. 2013: GCMMF

wins the "Best Run Award in Finance" category of the SAP Award for Customer Excellence (SAPACE).
The 2010–11 ET–Corporate Citizen Award is also given to GCMMF. Amul receives the Green Globe Foundation Award .

Vision & Mission

Amul's commitment to empowering dairy farmers, offering consumers high-quality dairy products, and advancing the socioeconomic development of India is reflected in its vision and mission statements. Amul's vision and mission are as follows:

Vision: "To provide remunerative returns to the farmers and serve the interests of consumers by providing quality products which are good value for money."

Points emphasized in Amul's vision statement: Amul wants to empower farmers by making sure they get just compensation for the milk they produce. With the help of the cooperative model, farmers can jointly own and run dairy processing facilities, giving them a stake in the industry and the opportunity to share in the profits. Amul is dedicated to offering its customers dairy products that are both high-quality and reasonably priced. The brand is committed to providing high-quality products that are reasonably priced and easily attainable by a diverse array of customers.

Mission

"To make the entire dairy industry value-driven, self-reliant, and capable of ensuring significant economic growth and prosperity to the dairy farmers and other stakeholders."

Amul's mission statement describes the company's overarching goals and ambitions:

Value-Driven Dairy Industry: Amul wants to make the dairy industry a sector where people are dedicated to sustainability, ethical behavior, and providing high-quality products and services. Amul aims to encourage self-reliance in the dairy sector by giving farmers and other stakeholders the tools they need to take charge of their companies, become less reliant on outside sources of income, and spur long-term, sustainable growth. **Economic Growth and Prosperity:** Amul hopes to make a major contribution to substantial economic growth and prosperity, both in the dairy industry and in the overall economy, by advancing the interests of dairy farmers and other stakeholders.

Overall, the empowerment, quality, value, and socioeconomic development that are Amul's core values are reflected in its vision and mission statements. The brand is still dedicated to achieving these goals while keeping up with innovation, adjusting to shifting market conditions, and attending to stakeholders' and customers' changing needs.

Amul Products

To satisfy the wide range of tastes and preferences of its customers, Amul provides a variety of dairy products. These are a few of the main items that Amul sells:

Milk: Amul offers a range of milk alternatives, such as:

Full cream, toned, double-toned, and skim milk are examples of fresh milk.

Milk with flavors include chocolate, kesar (saffron), elaichi (cardamom), and coffee. Milk with a long shelf life: Tetra Pak packaged milk.

Butter:

Amul is well-known for its butter, which comes in several varieties:

Amul Butter: It is renowned for its rich flavour and smooth texture, and it is made from pure milk cream. Salted butter: It is butter that has been salted and is good for cooking or spreading on bread.

Garlic Butter: Garlic flavouring added to butter, perfect for boosting meal flavors.

Ghee: Pure cow's milk is used to make Amul ghee, which is a mainstay in Indian homes for both religious ceremonies and cooking. It is renowned for having a strong flavor and scent.

Cheese: Amul provides a large selection of cheese options, such as:

Processed Cheese: This type of cheese comes in slices, cubes, and blocks that are great for pizzas, sandwiches, and snacks.

Cheese Spreads: A variety of flavors, including plain, garlic, and pepper, are available for these cream spreads.

Amul paneer, also referred to as cottage cheese, is a widely used ingredient in Indian cooking, praised for its mild flavor and adaptability in a variety of recipes such as paneer tikka, mattar paneer, and paneer butter masala.

Yogurt (Curd): Amul provides flavored and plain yogurt selections, such as:

Fresh Curd: Available in different pack sizes, this plain yogurt is made from fermented milk.

Fruit-flavored yogurt comes in a variety of flavors, including mango, strawberry, and pineapple.

Ice Cream: Amul offers a variety of flavors and formats for their ice cream, such as:

Cups and Cones: Individually portioned cups and cones available in flavors such as butterscotch, chocolate, and vanilla.

Family Packs: larger, shareable packets in a variety of combinations and flavors. Bars and Sticks: Nut- or chocolate-coated ice cream bars and sticks.

Milk Powders: Amul provides a variety of milk powders, such as:

Full Cream Milk Powder: This powdered milk is perfect for making drinks and desserts because it contains all of the cream.

Skimmed milk powder is a lower fat powder that is used in baking and cooking.

Dairy Beverages: Amul makes a range of dairy-based drinks, including ready-to-drink milk-based drinks, flavored milkshakes, and lassi (buttermilk).

Amul Butter Girl



With the help of its well-known Amul Girl mascot, Amul has gained widespread recognition in more than 50 countries outside of India. Not only has this dairy cooperative transformed rural India, but it has also kept a competitive advantage through smart branding. In 1967, the Amul Girl was created as a playful response to a competitor's butter-girl, complete with blue hair and a polka-dot dress. This mascot, which has become an iconic representation of India's dairy success, has broken the record for the longest-running advertising campaign in the world. Since its launch 53 years ago, Amul Girl has been entertaining audiences with her own special brand of humor and unique style for more than 50 years. Her commercials, which make unique commentary on popular culture, went viral right away. Surprisingly, in all that time, the campaign's approach and style haven't altered all that much.

Dr. Verghese Kurien, who nearly single-handedly made India the world's largest milk producer, was looking for an advertisement campaign for Amul butter, which was produced by the Amul dairy co-op he had founded ten years earlier. This is how the tale of India's most adored advertising icon began in 1966. The Amul Girl is well-known for her clever one-liners and cartoons that make commentary on Indian popular culture, social issues, and current events. These commercials, which are frequently seen on hoardings (billboards) in India's largest cities, have played a crucial role in the country's advertising heritage. The character is regarded as one of India's most iconic and enduring advertising mascots, having survived for decades. She is praised for her ability to sense the mood of the country and offer witty and perceptive commentary on a broad variety of subjects.

The Indian dairy cooperative Amul uses a cartoon character called the Amul Butter Girl, or Amul Girl, in a number of their commercials. The trademark image of the Amul Girl holding a piece of buttered bread is usually present along with a clever tagline and a topical message or commentary on current affairs in the ads. Since they began airing in the 1960s, these commercials have grown to be a staple of Indian popular culture. The campaign is well-known for its timely and humorous commentary on a range of social, political, and cultural issues, which greatly appeals to the Indian audience.

The Amul Butter Girl, who simultaneously promotes the brand's butter and other dairy products and serves as an enduring symbol of the company's communication strategy, is adept at communicating ideas. The popularity and longevity of the campaign have made a big difference in Amul's recall and brand recognition in the Indian market.

Future Plans

In order to achieve its goal of growing by more than 20 percent over the next few years, Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells milk products under the Amul brand, has identified six to eight new categories. These categories cover some of its more recent ventures, including probiotics, protein, and organic food items.

Amul places a lot of emphasis on the protein market since it has a significant competitive advantage. Whey protein, a raw material for protein, is currently imported into India for more than Rs 10,000–15,000 crore. GCMMF, the country's largest producer of cheese and paneer, has access to about 25–30 lakh litres of cheese whey per day. This will be used by the company to create high-protein goods. Although it currently sells protein buttermilk and lassi, it also intends to start selling high-protein shakes, yogurt, milk, chocolates, cookies, and ice cream. Therefore, you can affordably consume everything you eat throughout the day in a high-protein format.

Another market segment on which the company is betting is probiotics; it has already introduced probiotic ice creams, yogurts, and other products, and it has recently converted all of its buttermilk pouches—38 lakh litres per day produced throughout its dairy plants—into probiotic buttermilk to make it available as a mass market product. Mehta also notes that Amul is heavily focused on organic food products, having entered the market last year and initially producing and selling only in Gujarat. Currently, the company offers 8–10 products in this category, including organic atta, pulses, rice, etc., spread across 6–8 states. These days, it's extending to include organic tea, sugar, jaggery, and spices. The goal is to offer almost every product found in a consumer's kitchen under the Amul brand in an organic form.

The company has identified several other high-growth categories, such as energy drinks, seltzers, Indian sweets, and frozen foods, where it is increasing its capacity and product range. Amul is keeping an eye on this market and developing a recipe to produce ice cream cones using certified millets in response to the government's push for millets. The overarching plan is to fortify Amul's position as an FMCG brand, expand at a rate of more than 20%, and reach a revenue of Rs 1 lakh crore by 2025, with a target of Rs 66,000 crore for FY24. The shift that India has witnessed, particularly since the pandemic, from unorganised to organised and branded products is the reason for the confidence in Amul's growth.

There is a chance to service an additional 3 crore customers in the organized sector, even if only 5% of Indians switch from loose to packaged branded dairy. This is the sector's biggest tailwind right now. And that's the course we're taking. Amul intends to leverage this by expanding its production to over 500 liters per day in the next year or two, from its current production of about 270 lakh liters per day, which is about 450 lakh liters per day at capacity. Thus, there is a huge expansion occurring in every category and product. And we want to take advantage of these tailwinds, which may present us with a chance to potentially double our business at a rate we have never experienced before.

SWOT Analysis of Amul

Strength

- 1) Brand Equity
- 2) Distribution network
- 3) Cooperative structure
- 4) Wide Range of products

Weakness

- 1) Limited International presence
- 2) Supply chain challenges
- 3) Too much dependency on dairy.

Opportunity

- 1) Diversification
- 2) International expansion
- 3) Health and wellness trends

Threat

- 1) Competition
- 2) Price Volatility
- 3) Regulatory challenges
- 4) Changing consumer preferences

1.2 PROBLEM STATEMENT

The project report's problem statement, "Comparative analysis on Mother Dairy vs Amul" calls for a thorough examination of numerous factors pertaining to the sales and consumer preferences of the products produced by both Mother Dairy and Amul.

Beginning of the Issue:

The leading national dairy firms of India, Indian, Mother Dairy and Amul is a prominent player in the dairy industry. Although there are other brands as well like Ananda, Nandini, Milma but both Mother Dairy and Amul have more users because they have wider range of products, Prominent supply chain etc. which makes them market leaders.

Significant Elements of the Problem Statement

- **Evaluation of Sales Trends and Performance:** This project's assessment of the sales trends and performance of both Mother Dairy and Amul. Understanding how these products are doing on the market, including their market share, demand, and appeal at certain retail locations, is crucial.
- **Customer Awareness and Preferences:** Understanding customer awareness and preferences is essential for marketing the products successfully. This includes knowing how customers are aware of the products, what they think of them, and what influences their decision between branded and conventional brands.
- **Impact of Pricing:** Consumer behavior is significantly influenced by pricing. The purpose of this experiment is to determine whether the cost of the products serves as a substantial impediment to adoption. Developing pricing and promotional tactics requires an understanding of how price differences impact consumer choices.
- **Customer Retention and Loyalty:** Maintaining customer retention and loyalty is essential for the long-term success of the company. The initiative focuses on developing ways to keep customers who choose the company products continue doing the same thing.
- **Salespeople in retail establishments** have a significant impact on the decisions that customers make. The research looks at methods for inspiring and educating salespeople. This calls for education, rewards, and communication tactics.

1.3) OBJECTIVES

- To ascertain the Mother Dairy & Amul dairy product preferences of the consumer using a few criteria, such as quality, taste, cost, and packing design.
- To determine the different driving forces behind the use of Mother & Amul dairy products.
- To ascertain the primary cause behind consumers switching from Mother dairy to Amul dairy products.

1.4) SCOPE OF STUDY

An examination of Mother Dairy and Amul dairy products in comparison covers a range of aspects concerning their product lines, market share, customer attitudes, and competitive standing in the Indiandairy sector. This is a summary of the scope:

Comparison of Product Portfolios:

Compare the assortment of dairy products that Mother Dairy and Amul provide, such as ice cream, yogurt, cheese, butter, and other dairy products with added value. Examine the range of flavors, product variations, and packaging styles that both brands have to offer. Analyze Mother Dairy and Amul dairy products for consistency, quality, freshness, and nutritional value.

Distribution and Market Presence:

Evaluate Mother Dairy and Amul's geographic reach and distribution systems, taking into account the products' accessibility in urban, rural, and semi-urban regions. Analyze the brands' penetration, market share, and retail presence in important areas and demographic groups. Examine the efficacy of Mother Dairy's and Amul's marketing and distribution strategies in reaching consumers through various channels.

Customer Attitudes and Preferences: To find out what consumers think, prefer, and do when it comes to Mother Dairy and Amul dairy products, conduct surveys or focus groups. Examine what influences consumer happiness with both brands' products overall, trust, and brand loyalty. Examine customer comments and reviews to determine Mother Dairy and Amul's strong points and areas for development.

Differentiation and Product Innovation:

Examine Mother Dairy's and Amul's dairy products' levels of innovation and product differentiation, taking into account new product introductions, flavor variations, and innovative packaging. Examine how well-responsive both brands are to changing consumer demands, dietary restrictions, and market trends. Analyze how well branding and product positioning have worked to increase customer loyalty and engagement.

Strategies for Pricing and Value Proposition:

Examine Mother Dairy's and Amul's pricing strategies for their dairy products, taking into account factors like affordability, perceived value for money, and pricing competitiveness. Examine how pricing relates to target consumer segments, brand image, and product quality. Examine the marketing campaigns, sales, and deals that both brands are using to strengthen their value proposition and draw in customers.

Prospects for the Future and Suggestions:

Based on the results of the comparative analysis, Mother Dairy and Amul should receive strategic recommendations that emphasize areas for development, market expansion, product innovation, and brand differentiation. Provide an analysis of the opportunities, problems, and new trends facing the Indian dairy industry. Also, make recommendations for long-term success and sustainable growth.

In order to give stakeholders in the dairy industry practical insights and strategic recommendations, the comparative analysis of Mother Dairy and Amul dairy products covers a wide range of factors that impact their competitive positioning, consumer appeal, and market performance.

LITERATURE REVIEW

Srivastava and Patel (1989) provided proof of two other significant impediments to the growth of the Indian agro-industrial sector, namely the small market for many processed products and the challenges associated with securing sufficient funding. In India, the financial institutions are primarily oriented toward lending for fixed capital needs, whereas agro-industries, as the aforementioned analysis demonstrates, have a significant need for working capital. When banks lend money, it's usually for working capital and at a higher interest rate than other types of loans. Furthermore, processed and packaged goods are usually taxed heavily during production because the Indian government views them as luxury items. In addition, there are numerous unique rules and licenses. It also shows that the outdated processing technology, which produces low output quality and low efficiency, is another significant barrier. According to Boer and Pandey a major problem in improving technology is the very small size of the average agro-processing unit, indicating a glaring need for integration to reach a larger operational scale.

The issues surrounding the quality of raw milk, preventing milk adulteration, improving the quality of testing, food safety regulations, Quality Management Systems (QMS), Total Quality Management (TQM), ISO9000 series, and Environmental Management System (ISO: 14000). analytical work spaces. Bhalla (2001)

One of the main constraints, in addition to raw material quantity, is raw material quality. The raw materials that are readily available are frequently of inadequate quality, lack processing varieties, and have unstable and too short of a shelf life. Shows that the amount of fruits and vegetables that are commercially processed in India is only approximately 5%. The limitations on supply in terms of both quantity and quality show how important it is to strengthen the ties between small-scale farmers and the agro-industries. According to Gulati (1994) It is necessary to have creative and efficient institutional arrangements that would meet several goals.

Compared to other industries, the agro-industries need more working capital and comparatively less fixed capital. For every Rs. 100,000 fixed investment, the agro-industries can, on average, create 31 jobs; in contrast, the number for other industries is substantially lower, at 11. According to Gandhi, Kumar and Marsh (2001) The additional jobs created by backward linkages in the input supply chain and agriculture are not included in these figures. Compared to other industries, which generate 53 percent value added annually, agro-industries generate 47 percent value added, or income, over invested fixed capital on average. In comparison to other industries, agro-industries can also take in a higher proportion of inputs from other sectors (like agriculture) as a percentage of output value. These characteristics show that the national strategy of development with employment should give the agro-industrial sector the priority it deserves.

The study examined the temporal expansion of high-value agriculture in India and assessed the factors impacting the country's emerging meat industry. High-value food commodities such as fruits, vegetables, dairy products, meat, eggs, and fish are in high demand and are developing rapidly as a result of a number of causes including rising per capita income, rising urbanization, and increased health and nutrition consciousness. The share of high-value commodities in total

agricultural output increased dramatically between 1980–1981 and 2003–2004. Meat and meat products, as well as eggs, are two of the most important high-value agriculture areas with significantly higher growth potential. Jabir Ali, Surendra P. Sing, and Safadar Muhammad (2007).

A number of factors, including as India's rapidly urbanizing population, steady economic and income growth, and the increasing integration of global agri-food markets, are driving up the country's demand for high-value food commodities. According to Birthal P.S. and Joshi P.K. (2007), there is an opportunity for Indian farmers, especially smallholder farmers, to boost their income and hire additional family members to produce labor-intensive, high-value food commodities. However, the transition to high-value agriculture is not going to be simple. One of the primary challenges is smallholders' incapacity to access high-value commodities markets. Local rural markets are scarce, and trading in far-off city markets is unprofitable due to high transaction and transportation costs. They also have difficulty obtaining loans, better inputs, and up-to-date information, technology, and services. By balancing supply and demand, close ties between farmers, processors, merchants, and retailers are essential to improving smallholders' access to markets. Organizations like as producers' groups, cooperatives, and contract farming are important in linking producers with markets, in addition to providing loans, inputs, technology, information, and services.

Local rural marketplaces are scarce, and trading in distant metropolitan markets is unprofitable due to high transaction and transit expenses. Furthermore, they encounter difficulties obtaining loans, better inputs, up-to-date technology, information, and services. Moreover, Bhuyan, A. (2010) said To balance supply and demand and improve smallholders' access to markets, close ties between farmers, processors, merchants, and retailers are essential. Organizations like as producers' groups, cooperatives, and contract farming are important in linking producers with markets, in addition to providing loans, inputs, technology, information, and services. There are concerns, meanwhile, that smallholders may not be part of value chains that are led by institutions.

In order to reduce the transaction costs associated with working with numerous smallholders, Y. Mohan Rao and V.K. Chopde (2010) stated agribusiness companies and found that agribusiness companies tend to work with a small number of large producers who can supply large volumes and meet food quality standards. Furthermore, there's a worry that agricultural firms could exploit smallholders by rigging contracts so they can collect monopsonistic rent in the output market. Still, an increasing amount of data suggests that institutional marketing has more advantages than disadvantages. In order to protect smallholders from institutional exclusion and dishonest trade practices, policymakers should, therefore, level the playing field for the development of the right kinds of market institutions, encourage competition among various market players and institutions, and provide them with services, technology, insurance, and credit in order to increase their competitiveness and ensure consumer food safety. Additionally, policy should concentrate on public infrastructure upgrades that offer significant economic advantages.

A study on high agriculture in India found that horticulture and other non-traditional high-value agriculture provide a significant area of potential income growth in rural regions. This is in line with the declining percentage of traditional agricultural commodities in production, consumption, and commerce. Moreover, the high-value agriculture-led growth approach presents a wealth of opportunities for expanding smallholder agriculture's commercialization. Despite the potential, the share of high-value agricultural exports is still very small but is increasing, according to Vijay Paul Sharma and Dinesh Jain (2011). This report examines the performance of high-value agriculture in the country as well as prospective challenges and opportunities.

RESEARCH METHODOLOGY

Sample Design

The study was carried out in Delhi NCR. The respondents to a structured questionnaire were retailers of local shops, Supermarket and customers that were located in retail locations.

Research Design:

The research was conducted using both quantitative and qualitative methods. The information was gathered using a paper survey.

Target Population

Since we conducted our survey in Delhi NCR, the entire population of Delhi NCR who sells or uses mother dairy or amul products will be the target demographic for this study.

Sampling Unit

The population as a whole is the sampling unit. The study's sampling unit is any Delhi NCR resident who sells or uses mother dairy or amul products.

Sampling Technique

A basic random sample approach and the convenience technique was being used to choose the respondents.

Sample Size

The size of the sample taken from the population that will accurately represent the research is referred to as the sample size. There were 100 responders total that were part of the study.

Data Collection

In order to gather data, we ask respondents to complete questionnaires at stores, markets, and other locations. For the survey, primary data were used.

A survey was conducted among the users of Mother Dairy or Amul in the location of Delhi NCR. A sample size of people were studied during the process via the construction of a standardized questionnaire measuring the responses on various parameters.

The sample of constituted of each category (Customer & Retailer) having an individual sample size of .

The data was thus collected on the primary basis to obtain the firsthand basis information from the users.

The Sampling Technique used in the research was Convenient Sampling for an easier and better reach of the respondents

The Sample Size thus consisted of the analysis of samples, catering to each category (Customer & Retailer) to study about the products respectively and their outcomes to the significant factors used in the research.

The data was collected by the means of questionnaire containing of both Independent and dependent variable.

DATA ANALYSIS

In order to present and analyze the data, I have used Regression model and for that I have taken

Regression Model:

Regression Statistics									
Multiple R	0.18227884								
R Square	0.033225576								
Adjusted R Square	0.009354602								
Standard Error	9.13195912								
Observations	84								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	2	232.145514	116.072757	1.391881885	0.25448881				
Residual	81	6754.806867	83.39267737						
Total	83	6986.952381							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	31.36337625	4.644871584	6.752259064	2.0198E-09	22.12153879	40.60521372	22.12153879	40.60521372	
	2	1.984263233	1.393334991	1.424110674	0.158255551	-0.788036342	4.756562809	-0.788036342	4.756562809
	1	-2.068669528	1.839527672	-1.124565594	0.264094674	-5.728752578	1.591413522	-5.728752578	1.591413522

H0: There is a significant relationship between the age and frequency of buying the dairy products

H1: There is no significant relationship between the age and frequency of buying the dairy products

Interpretation: As the significance F-value is 0.25448881 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidenceto reject null hypothesis.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.141632528							
R Square	0.020059773							
Adjusted R Square	0.008109283							
Standard Error	28942.83365							
Observations	84							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	1406119979	1406119979	1.678573189	0.198749471			
Residual	82	68690384803	837687619.5					
Total	83	70096504782						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	93696.12049	9633.097646	9.726478848	2.59529E-15	74532.82058	112859.4204	74532.82058	112859.4204
Purchase of mother dairy when amul present as substitute	-3695.668363	2852.481596	-1.295597619	0.198749471	-9370.162935	1978.82621	-9370.162935	1978.82621

H0: There is a significant relationship between the monthly household income and preference of Mother Dairy being Amul present as a substitute

H1: There is no significant relationship between the monthly household income and preference of Mother Dairy being Amul present as a substitute

Interpretation: As the significance F-value is 0.198749471 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R		0.011400672						
R Square		0.000129975						
Adjusted R Square		-0.012063562						
Standard Error		29235.66857						
Observations		84						
<i>ANOVA</i>								
		<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>		
Regression		1	9110815.164	9110815.164	0.010659361	0.918021259		
Residual		82	70087393967	854724316.7				
Total		83	70096504782					
		<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i> <i>Upper 95.0%</i>
Intercept		80915.83886	10099.50639	8.01186075	6.6193E-12	60824.70337	101006.9743	60824.70337 101006.9743
Switch due to promotional offers		298.9371789	2895.438492	0.103244182	0.918021259	-5461.012344	6058.886701	-5461.012344 6058.886701

H0: There is a significant relationship between the monthly household income and consumers switching between Amul and Mother Dairy due to promotional offers

H1: There is no significant relationship between the monthly household income and consumers switching between Amul and Mother Dairy due to promotional offers

Interpretation: As the significance F-value is 0.918021259 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis.

Retailer

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.605172509							
R Square	0.366233766							
Adjusted R Square	0.207792208							
Standard Error	16.93221781							
Observations	6							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	662.7	662.7	2.31147541	0.203058539			
Residual	4	1146.8	286.7					
Total	5	1809.5						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	110001.6	22.71695402	4842.268902	1.09133E-14	109938.5276	110064.6724	109938.5276	110064.6724
brand with stronger brand image	28.2	18.54831529	1.520353712	0.203058539	-23.29837919	79.69837919	-23.29837919	79.69837919

H0: There is a significant relationship between the Location and Brand Presence

H1: There is no significant relationship between the Location and Brand Presence.

Interpretation: As the significance F-value is 0.203058539 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidenceto reject null hypothesis.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.202342411							
R Square	0.040942451							
Adjusted R Square	-0.198821936							
Standard Error	20.82915405							
Observations	6							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	74.08536585	74.08536585	0.170761187	0.70062858			
Residual	4	1735.414634	433.8536585					
Total	5	1809.5						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	110047.122	31.70600373	3470.86069	4.1343E-14	109959.092	110135.1519	109959.092	110135.1519
does amul generate higher sales than mother dairy	-3.292682927	7.968110146	-0.413232607	0.70062858	-25.41570334	18.83033749	-25.41570334	18.83033749

H0: There is a significant relationship between the Location and the Revenue of the brand.

H1: There is no significant relationship between the Location and the Revenue of the brand.

Interpretation: As the significance F-value is 0.70062858 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis.

FINDINGS

- The most sold product of Amul was milk and that of Mother Dairy was their icecreams.
- It was found that Amul uses more innovative strategies as compared to mother dairy.
- Customers found that Amul has a better packaging, quality and taste as compared to Mother Dairy.
- It was found that people have more trust on Amul
- Retailers persuaded people in buying Amul as the availability and profit margin was more of it.
- Retailers also Stocked Amul products as it has wider range of products

Impact of pricing

- According to consumer both Amul and Mother Dairy is equally affordable.
- The Sales volume of Amul was more as compared to mother dairy

RECOMMENDATIONS

- Both Amul and Mother Dairy should try to expand their business both domestically and internationally.
- The companies should try to enter in south India region and give a direct competition to their competitors so as to increase the market share.
- They should continue doing innovation and Research & Development of their products.
- Both the companies should opt for eco-friendly packaging and also find ways to reduce waste.
- They should support local dairy farmers so that it can enhance their CSR efforts.
- To improve the promotion of their products, it is advised that the companies form a collaboration relationship with certain companies or events.
- The companies ought to advertise their products on social media so as to increase their brand awareness and target audience.
- Form alliances with well-known food bloggers and chefs to promote their products.
- Both the companies should try to do more customer engagement so as to understand the customer choices and perception.

LIMITATIONS OF THE STUDY

Despite all the effort put into making this endeavor a success, there was always some restricting obstacle.

The following are the key constraints that were discovered:

- There were relatively few open-ended questions because of the time constraints and workload, which prevented many customers from providing accurate suggestions and feedback.
- There was a small sample size which limited the generalizability of the findings to a larger population.
- There were contextual limitations like there was a particular context, setting and time period was involved.
- It was challenging to control the possible variables that influenced the results and findings of the study.

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