




ಶಿವಮೊಗ್ಗ, ದಾವಣಗೆರೆ ಮತ್ತು ಚಿತ್ರದುರ್ಗ ಜಿಲ್ಲಾ ಸಹಕಾರ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿಯಮಿತ
SHIVAMOGGA, DAVANAGERE & CHITRADURGA DIST. CO-OP. MILK PRODUCERS SOCIETIES UNION LTD.,

ISO 22000 : 2005 ಪ್ರಮಾಣ ಪತ್ರ ಹೊಂದಿದೆ

NO/SDCMU/Admin-6/ P.C-12/  /2018-19

DATE: 21.04.2018

CERTIFICATE

This is to certify that Sri. DheeraJ S.N Studying MBA in Acharya Institute of Technology, Bangalore has attended and completed his project work on “Consumer Behaviour ” in Shivamogga, Davanagere and Chitradurga District Co-operative Milk Union Ltd., as part of his course curriculum during the period from 16.01.2018 to 24.03.2018

This Certificate is issued only for academic Purpose.


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Shivamogga, Davanagere & Chitradurga
District Co-op. Milk Producers
Societies Union Ltd.,
Shivamogga,


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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Dheeraj S N** bearing USN **11A16MBA15** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Consumer Behaviour at Shivamogga, Davanagere and Chitradurga, Co-operative Milk Union Limited (SHIMUL)**” is prepared by him under the guidance of **Prof. Om Prakash C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

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PRINCIPAL

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DECLARATION

I, DHEERAJ S N hereby declare that the Internship report entitled Study on Consumer behaviour on Shivamogga, Davangere, and Chitradurga, Co-operative Milk Union Limited (SHIMUL) at Shivamogga prepared by me under the guidance of Prof. Om Prakash C faculty, Department of MBA Acharya Institute of technology/ and external assistance by Anitha Assistant Manager (Marketing) at Shivamogga, Davangere, and Chitradurga, Co-operative Milk Union Limited (SHIMUL).

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 29-05-2018

Signature of the student



ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my external guide Anitha Assistant Manager (Marketing)., and my internal research Guide, Prof. Om Prakash C, Faculty of for their research guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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Executive Summary

The project conducted on “A STUDY ON CONSUMER BEHAVIOUR ON SHIMUL PRODUCT” which was done for the period of 10 weeks at SHIMUL, SHIVAMOGGA . the project was done under the guidance of external guide of SHIMUL

Shivamogga, Davanagere and Chitradurga Co-operative Milk Union Limited SHIMUL began its working on 16-03-1988. The Union embraced crafted by association of Milk Co-agents in 'AMUL Pattern' with the fundamental goal of financial transformation of the ranchers, Agriculture works and all such other destitute people in the provincial territories through dairying as auxiliary occupation and supply quality drain and drain items to purchasers of the association zone

This examination is unmistakable sort of research where information is gathered through the assistance of survey where the reaction has been gathered from 100 respondents. The information

Subsequent to dissecting the information of the investigation I infer that the Toned drain is likewise in the line with 46% of mindfulness and the Double Toned Milk is indicating extremely poor mindfulness with just 15% of respondents know about it 29% felt divider canvases were more informatory. Radio promotions, magazines, and crusades were felt less informatory to around 15%, 16% and 10% individually. Second and third significance was given to accessibility and taste by 32% and 29%. Quality 07%, Fat substance (11%), thickness (07%) and limited time exercises (11%) are not central point which averts them for not being the clients.

CHAPTER: 1 INTRODUCTION

1.1 Introduction

On considering the dairy business in India has created and creating as expansive industry and according to the confirmation of the International Dairy Industry India is the world's biggest drain maker and extensive quantities of enterprises are occupied with routine business generation of purified drain and drain items.

Beginning of the Milk Industry:

Drain is the nature's concept of sustenance for newborn children and developing youngsters in our nation, with the exception of in uncommon instances of lactose bigotry. The significance of drain involves in our eating regimen has been perceived since Vedic time, and all cutting edge look into has just bolstered and strengthened this view. Truth be told, drain is presently considered attractive as well as particularly fundamental to individual from his adolescence.

In early days the family need to create their drain by keeping up their family dairy animals or wild oxen or they should secure from their neighbors. As the urbanization grows just couple of family units can keep a dairy animals for private utilize. The high generation cost, issue of sanitation and so forth..., confined the training, bit by bit the family dairy animals in the city was wiped out and cows were sent back to the provincial regions, subsequently ranchers started to convey drain over defeats in the urban areas. This was the start of the liquid drain sheds which are encompassing the huge urban areas now daily.

As we probably am aware drain is having limited capacity to focus time in ordinary condition after that which isn't conceivable to expend, notwithstanding this absence of reasonable transportation and refrigeration offices were real disadvantages for the drain makers of early days. In the interim the quickly expanding populace caused an unevenness between the request and supply of drain. The creation and promoting of drain has been considered as a productive business.

To use the above natural and promoting conditions, the preparing and upkeep units were built up by the name of MILK DAIRIES to connect the s lopsidedness between popularity and less supply.

In this manner dairying began in India, where the creation of drain and its items happens. The way toward Collecting, Chilling, Pasteurizing the drain and keeping it from the small scale microbes and pressing is called dairying. The Indian dairy industry has developed after 1960's then the vast number of current drain plants and industrial facilities has been built up. India is the world's biggest drain delivering nation.

After the freedom dairy and creature cultivation taken crucial significance. For this parcel of improvement programs made by the administration through Five year designs. This prompts arrangement of National dairy Development Board in 1965 and consequently in 1970 chose to bring a White Revolution all through the nation. Mr.Vergheese Kurien is called as Father of White Revolution. .

Goals of National Dairy Development Board

To support, advance, oversee, get, develop control any plant or work which advances or advances the undertakings of overall population utility responses to dairying.

1. To make accessible on ask for, data administrations to build generation advancement to discharged to creation and advertising of horticultural and nourishment items.
2. To furnish worldwide contact with other national dairy sheets and global offices keeping in mind the end goal to encourage trade of data and work force and also to aid advancement of dairying in different nations.

1.2 INDUSTRY PROFILE AND COMPANY PROFILE:

"Shivamogga Co-operative Milk Producers Societies Union Limited".

SHIMUL began its working on 16-03-1988. The Union embraced crafted by association of Milk Co-agents in 'AMUL Pattern' with the primary target of financial reorganization of the ranchers, Agriculture works and all such other destitute people in the country territories through dairying as auxiliary occupation and supply quality drain and drain items to buyers of the association region. The drain those gathered from Societies is to be pooled conveyed to Dairy and handled before being pressed to ask for stuffed sizes. Furthermore, additionally Routed to urban territories to pitch it to destitute shoppers thought its retailer organize. As on 31-04-2016 association has 1061 utilitarian Dairy co-agents in 3 regions. Association has 1,38,444 selected maker individuals through DCS. By and by 58,577 drain makers are pouring milk to DCS. Association pay profitable cost to makers for drain and give different specialized administrations at sponsored rates. Association has retailer base of 1160 spread more than 3 Dists, who assist us with selling 1.9 lakhs ltrs of drain and drain items every day. Under the aegis of GOK(Government of Karnataka) the program "Ksheera bhagya" to give Milk to the School Children is in effect Successfully channelized by the Union. Shimul timed a turnover of Rs.431.88 Cr in the year 2014-15 with the benefit of Rs 1.02 Cr (PAT).

The source of Keladi tradition, an intersection of timberland and dry season zones covers 3 Districts - Shivamogga, Davanagere and Chitradurga. Here in the region of the well known Jog Falls is arranged, in excess of 1090 working DCSs in 19 taluks.

Shivamogga Dairy was built up amid 1991 to empower handling 150000 liters of drain for every day. The Davanagere Dairy has a preparing limit of 60 TLPD..

The association gets on an Average 4.35 lakh kg/day of drain and offers 1.89 lakh liters/every day. The Union likewise creates Butter, Ghee, SMP, Paneer, Khova, Peda and Mysore Pak.

Perfection: Pioneer in advancing developing natural restorative plants by ladies ranchers.

1.3.1 Promoters

NAME	ROLE
Vidyadhara	President
H C Nagarajappa	Vice president
Parameshwarappa	Director
Jagadishappa B	Director

1.3.2 VISION AND MISSION STATEMENTS:

"Shivamogga Co-agent Milk Union is resolved to give greatest conceivable cost to the drain provided by its individuals and give vital contributions to improve drain creation while guaranteeing financial feasibility of the association and is likewise dedicated to give quality drain and drain items to shoppers and rise as one of the best most drain associations of the co-agent dairy industry in the nation".

VALUES

- Total quality
- Honesty
- Discipline
- Cleanliness
- Transparency
- Sincerity and Dedication
- Co-activity free of governmental issues
- Sovereignty
- Respecting every others Opinions, Ideas and Feelings

Quality Policy

"SHIMUL is Committed to creators welfare through customers please by getting constant change and ensures unadulterated and clean deplete and deplete things."

Quality is signify obligation of customer devotion, security and movement of condition, achievable headway of accomplices and advancement to promote activity. Here in Shivamogga Co-Operative Milk Union at different periods of age the officer from the quality control office keeps checking the idea of things frequently."To ensure unadulterated, clean deplete and deplete things through persevering difference in esteem measures.

QUALITY CONTROL

Shivamogga Co-Operative Milk Union is getting 3.5 lakh kgs drain for every day. The quality examination of this gigantic amount of drain is being done at various levels like at MPCPS, BMC, CC, and at DAIRY level before it is taken for preparing. Considering the wellbeing purpose of purchasers the FSSAI rules are being consented to the Union. The strategy includes the fundamental idea of giving quality MILK to purchaser. It has inbuilt instrument to guarantee quality conveyance according to law of Land.

The Quality of drain is being kept up by utilizing best in class Technology and testing Mechanisms. The Union has Laboratory with required offices for the investigation of drain and items, Ingredients according to the strategy. The Laboratory is likewise outfitted with pressing materials utilized for drain and drain items. The Union guarantees to conform to GMP and GHP hones pertinent to the Industry at various level of handling empower us to reinforce the Quality administration framework.

QUALITY OF MILK

Drain is the typical mammary discharge got from finish draining of sound drain creatures. It ought to be free from colostrums. The nearness of the considerable number of supplements in the drain makes it a perfect and finish sustenance. Significant constituent of drain are water, lipids, sugars, proteins and minerals. The other are available in low fixation yet are fundamental to individuals.

EXAMINING OF MILK:

After intensive blending a delegate of the whole group of drain is taken for examination. The technique for blending of drain is contrasts relying upon the holder from which drain is taken for examination.

STAGE TEST

ORGANOLEPTIC TEST:

This is the fundamental device test for drain at the phase of accepting at Dairy/CC. The human organ – Nose and Eye is utilized to investigate any distinction in shade of drain, nearness of incidental issue. In the event that there is no issue then the drain is passed for acknowledgment generally i.e Milk having foul or irregular smell or season and any strange will be strayed as rejected or COB according to the accuracy.

CLUSTER ON BOILING

This is a brisk test to decide on possibility and the appropriateness of drain for preparing. Thickening of drain on the sides of the test tube or at the base demonstrates poor keeping quality and created corrosiveness over 0.17%. Such drain won't withstand purification where drain is warmed to 72.6°C and held at that temperature for 15 sec.

SILT TEST

Silt test is utilized as a quantitative measure of showing the tidiness of drain as for imperceptible soil and tidy particles in drain.

LIQUOR TEST

This test is utilized for fast evaluation of strength of drain for cutting edge warm preparing, especially for buildup and cleansing. The test helps in distinguishing strange drain, for example, colostrums, late lactation drain, drain from creatures experiencing mastitis and drain in which the mineral adjust has been aggravated.

ACRIDITY

Albeit titrable acidity isn't a genuine measure of lactic corrosive present in the drain, it mirrors the sharpness created in the drain because of bacterial activity. Consequently, titrable causticity is utilized to determine the keeping quality and reasonableness of drain for warm preparing.

ASSURANCE OF ADULTERANTS

The modus of operand of conscientious components among items/disjoins are numerous to cheat the Dairy Co-Operative Society, overall population on the loose. The Union has all around prepared research facility to attachment such inflows to Union by having appropriate testing instruments at Dairy Co-Operatives levels, BMC, CC and all handling units. By having this office it endeavors to supply quality drain and Dairy items to the best fulfillment of overall population everywhere and NANDINI shoppers.

ASSURANCE OF FAT

Business estimation of drain is generally in view of its fat substance. Along these lines, assurance of fat substance of the drain has exceptional importance in the assessment of nature of drain. Butyrometric techniques are utilized for the fast and routine assurance of fat in drain. The ordinarily utilized Gerber Butyrometric technique relying upon the freedom of the fat by the activity of sulphuric corrosive on drain in butyrometer which are then centrifuged to help the detachment of fat.

ESTIMATION OF SNF

Despite the fact that gravimetric strategy is the standard technique for estimation of aggregate solids and solids not fat it isn't conceivable to take after this considering the time utilization on routine premise. Where number of tests to be broke down are many. The estimation of aggregate solids and SNF are for the most part done by deciding the particular gravity of drain with a lactometer, the fat by Gerber technique and utilizing an equation including particular gravity, fat and consistent factor. Directly we at SHIMUL representatives IInd

arrange BIS equation went for evaluating SNF/TS substance closer to gravimetric technique for estimation. The recipe is

$$\text{SNF} = (\text{CLR}/4) + 0.25 \times \text{Fat}\% + 0.35$$

It is KMF arrange which is depending on this technique essentially went for straightforward quality appraisal in all phases of task.

MICROBIOLOGICAL ANALYSIS OF MILK

METHYLENE BLUE REDUCTION TEST

This test is completed for both crude and purified drain. The time required to lessen the shade of the color methylene blue by the drain test shows the microbial load display in that example. The adjustment in the shading shows up in light of the fact that the microorganisms display in the drain age the drain sugar.

PHOSPHATASE TEST


This test is completed for sanitized drain to see the proficiency of sanitization. This test is done to decide the drain has been warmed satisfactorily amid the purification procedure or not? It depends on the idea that phosphatase is a chemical which frees inorganic phosphate from natural mixes which contains phosphates in an ester linkage.

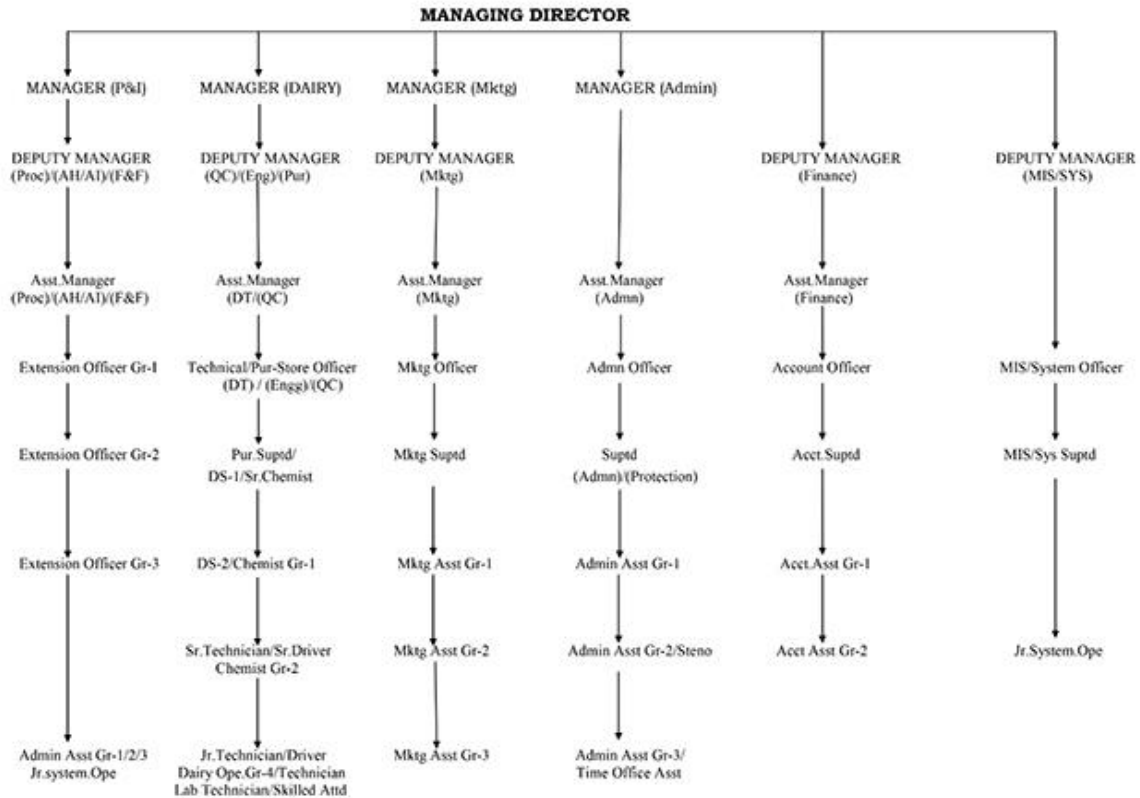
STANDARD PLATE COUNT

Bacterial check of the drain test can be evaluated by standard plate tally method, this empower us the quantity of province framing unit per ml of drain. The spotless drain will have low microbial tally than that of gathered or dealt with under unsanitary conditions or despicably refrigerated.

1.3.3 Product/Service profile:

Product Name	Product Image	Quantity Available in
Nandini Toned Milk		520ml, 1 ltr
Nandini Shubham Milk		1 ltr
Nandini Homogenized Shubham Milk		500ml, 1 ltr
Nandini Homogenized Cow Milk		250ml
Nandini Curd		200g, 500g
Nandini Flavoured milk		200ml
Nandini Mango lassi		180ml

Nandini Peda		25gms, 100gms, 250gms
Nandini Khova		Bulk
Nandini Ghee		200ml, 500ml, 1 ltr, 15kg
Nandini Mysore Pak		250gms
Nandini Paneer		200gms, 1 kg



Objectives

- To create quality cognizance among every one of the makers/representatives of the association.
- To execute cost lessening in each phase of accumulation, preparing and conveyance.
- Make everybody mindful of vitality preservation in Dairy.
- To limit clients protests and accomplish clients fulfillment.
- To set objectives/focuses at all levels to accomplish persistent change.
- To prepare all laborers every once in a while for presentation to propel innovation for effective activities.
- To give satisfactory foundation office to enhancing the workplace.

Awards & Achievements

1. Best NGO grant for executing smokeless chulla by service of Non-Conventional Energy in the year 1995-96 and furthermore in the year 1996-97.
2. Magnificence grant by the Institute of Economic Studies, New Delhi in the year 1998.
3. National Energy Conservation grant.

SHIMUL got "National Energy Conservation Award" for the year 2010 by the association serve Mr.Sushil Kumar Shinde on the event of "National Energy Conservation Day" in New Delhi on fourteenth December 2010.

4. KREDAL-Karnataka Renewable Energy Award – 2010.

Milestones

1. STEP (Support to Training and Employment Program for Women), a pilot Project was begun amid Oct-1997 and it was financed by Women and Child Development Dept., GOI(Government of India) .
2. The establishment of Liquid Nitrogen to dissemination framework Oct 1999.
3. Launch of Toned Milk in 200ml sachet in 2000.
4. GOK (Government of Karnataka) reported a motivating force of Rs 2per liter of Milk for Farmers pitching it to MPCS and Union acquires there On, same was improved to Rs 4 for each liter in May 2013.
5. GOI (Government of India) agreed saction of Rs 236.5 lakh for venture incorporated dairy advancement in the Dists of Chitradurga in the year 2011-12.
6. Union level Welfare trust for helping every one of its makers shaped in year 2011-12.
7. Release of Mango Lassi to advertise on the Eve of "World Milk Day" on 01-06-2013.

8. On 01.06.2013 rather than Toned Milk - 500ML sachet Shubham Standard-515 ML sachet discharged to the market to dodge change issue and be buyer benevolent.
9. NDP-1 was propelled on 2013-14 with an undertaking cost of Rs 738.16 lakh for Shivamogga Co-agent Milk Union.
10. GOK(Government of Karnataka) driven "Ksheerabhagya Scheme" to furnish with glass of Milk to all School Children propelled on 01-08-2013 at Ambedkar Bhavan, Shivamogga.

1.3.4 Areas of operation:

Anandapura:-



Anandapura Chilling Center is located about 61Kms away from Shivamogga Dairy and it is situated at Shivamogga-Honnavaara Highway SH-206. It was commenced during the year 1991 with the capacity of 10TLPD and expanded to 30TLPD during the year 2014 in its new location new facilities yadehalli. Milk from societies of Sagar, Hosanagar, Thirthahalli Taluks supply milk through milk Procurement routes.

Honnali:-



Honnali Chilling Center is located about 53Kms away from Shivamogga Dairy and it is situated at Shivamogga-Harihara-Hospete Highway SH-76. It was commenced during the year 1991. Chilling Capacity is 40TLPD and expanded to 60TLPD during the year 2015. Milk from societies of Honnali, Harihara, Channagiri Taluks supply milk through milk Procurement routes.



Thadagani:-

Thadagani Chilling Center is located about 82Kms away from Shivamogga Dairy and it is situated at Shikaripura-Shiralakoppa Highway SH-48. It was commenced during the year 1999. Chilling Capacity is 20TLPD and expanded to 50TLPD during the year 2015. Milk from societies of Shikaripura, Soraba, Sagar Taluks supply milk through milk Procurement routes.



Hosadurga:-

Hosadurga Chilling Center is located about 83Kms away from Shivamogga Dairy and it is situated at Karnataka State Highway SH-47. It was commenced during the year 2001. Chilling Capacity is 60TLPD it collects Milk from societies of Hollakere, Hiriya Taluks supply milk through milk Procurement routes.



Davangere:-

Davangere Chilling Center is located about 100Kms away from Shivamogga Dairy and it is situated at Karnataka State Highway SH-76. It was commenced during the year 1969. Chilling Capacity is 60TLPD during the year 2014. Milk from societies of Harihara, Harapanahalli, Davangere, Chanagiri Taluks, Jagalur supply milk through milk Procurement routes.



Chitradurga:-

Chitradurga Chilling Center is located about 107Kms away from Shivamogga Dairy and it is situated at National Highway NH-4. It was commenced during the year 1984. Chilling Capacity is 50TLPD during the year 2014. Milk from societies of Chitradurga Taluk, Challakere, Hollakere, Hiriya Taluks supply milk through milk Procurement routes.



B.G.Kere:-

B.G.Kere Chilling Center is located about 170Kms away from Shivamogga Dairy and it is situated at Ballari-Harihara Highway SH-65. It was commenced during the year 2004. Chilling Capacity is 5TLPD it collects Milk from societies of Challakere, Molakalmuru Taluks supply milk through milk Procurement routes.

Procurement

To acquire the surplus drain accessible in the towns through essential drain makers' Co-agent social orders of the association locale region.

Arranging essential dairy co-agent social orders at town level.

Arranging milk acquirement course to obtain drain.

All the dairy co-agent social orders in the association ward will be an investor to the partnered government body where in the dairy co-agent social orders will be helped with getting milk in the two moves and giving specialized info support to the maker individuals. To pay profitable cost to the drain pourers of essential dairy co-agent social orders on the quality parameter.

Technical Input activities

It is one of the crucial targets of SHIMUL to do exercises for improving Milk generation in its Milk shed territory. In perspective of this, different specialized information administrations like veterinary medicinal services, manual sperm injection administrations, inoculation, supply of adjusted steers nourish and quality grub seed, endowment for draining machine, slash shaper, mineral blend and so on are accommodated improving milk creation and financial improvement of cultivating group.

Creature Health and Emergency administrations

The association is taking extraordinary care to advance the wellbeing of the dairy cattle of part drain makers. Veterinary social insurance offices have been reached out to every one of the DCS through wellbeing camp and Emergency veterinary courses, Mass deworming program is completed twice in a year at all DCS. There is additionally a reinforcement of Veterinary First Aid Services to poor milch creatures through prepared DCS staff. Association sorts out workshop on clean drain generation and creature wellbeing.

Manual sperm injection exercises

Manual sperm injection (AI) has been the principle utilitarian instrument in directing this upsurge of advancement of Dairying in SHIMUL. To enhance the hereditary possibility and Milk generation of the dairy cattle, association has gone for group AI idea since 1994, and has been fruitful to achieve greater part makers at their entryway steps.

Grub improvement supporting Activity

The Union has created 5 cultivates in which assortments of perpetual grain root slips are delivered to cook the requirements of the makers. These enduring grain root slips and regular grub seeds are disseminated to makers at sponsored rates. To upgrade the profitability of creatures, adjusted cows nourish and mineral blends are being provided through the DCS against indent.

The agriculturists are likewise taught for advancement of dry feed with urea for better use. To lessen the generation cost of drain, the ranchers are being instructed to build up silage making units.

The agriculturists are being taught to develop azolla which is rich in protein. To maintain a strategic distance from wastage of grub Chaff cutters will be given to the intrigued agriculturists at financed rate.

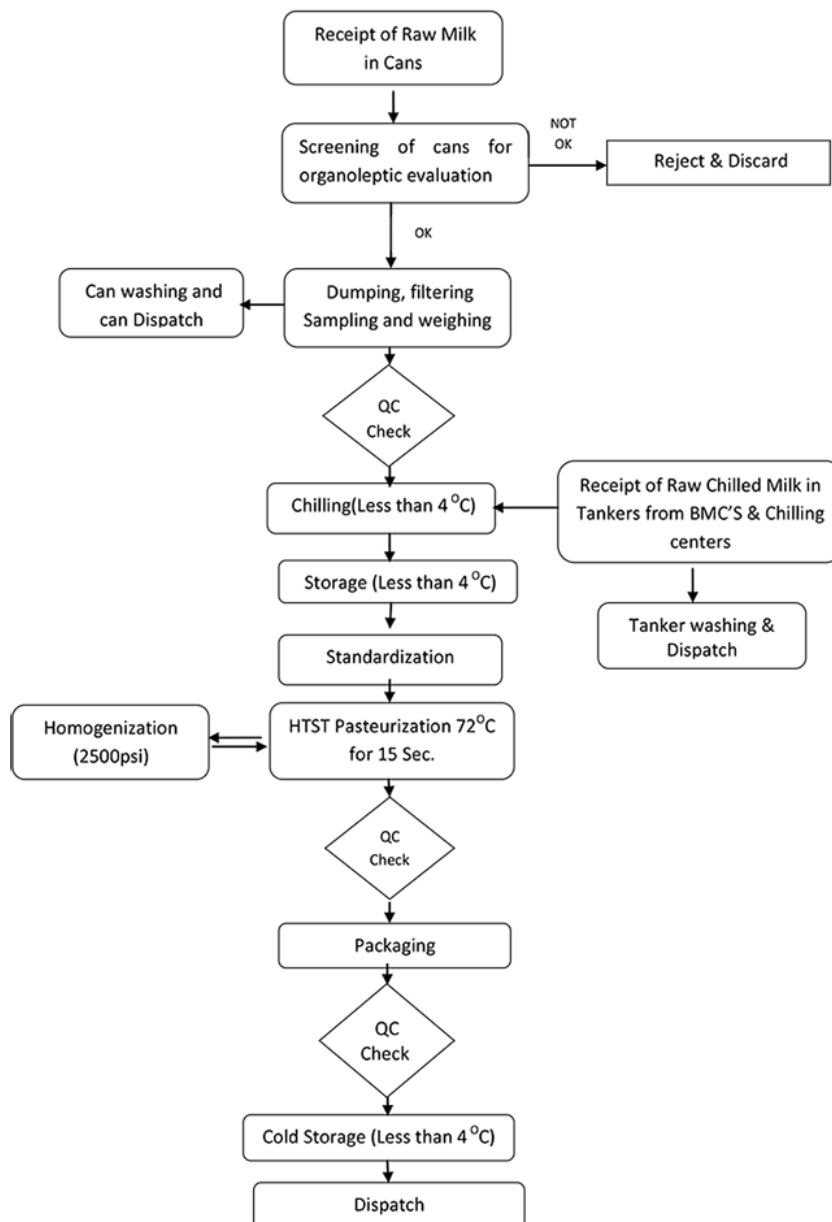
Preparing projects to improve grub advancement has been taken up at association level for world class makers.

Clean Milk Production(CMP)

For enhancing the nature of crude drain , appropriate from drain maker's level, a program called "CMP" has been propelled under which 46 Bulk Milk Coolers have been introduced at with the help of Govt SCHEMES. DCS and numerous more are in the pipe line. 226 Automatic Milk Collection units havebeen gave to the social orders to acquiring effectiveness and aggregate straightforwardness the framework.

Processing and Production Activities

Manufacture, Packaging and storage of Pasteurized Milk



Drain, a characteristic fluid nourishment, is one of our most healthfully total sustenances, including amazing protein, fat, drain sugar, basic minerals, and vitamins to our eating regimen. In any case, drain contains microorganisms that— when disgracefully handled— may make conditions where microscopic organisms can increase. The greater part of the microbes in new drain from a sound creature are either safe or helpful. Be that as it may, quick changes in the soundness of a creature, or the drain handler, or contaminants from contaminated water, earth, excrement, vermin, air, cuts, and wounds can make crude drain defenseless for deterioration. Emptying Milk brought either in jars or in tankers is emptied.

Drain jars: As soon as vehicle conveying milk in jars touches base at the gathering dock, the jars are emptied physically and by and large set on the transports. In the event that the level of the truck surface is in accordance with the stage, the emptying of jars requires minimum exertion.

Street/Rail tankers: Tanker, in the wake of evaluating and testing, is associated with the pump and funneling and drain is pumped through a stream meter where the volume of drain is naturally recorded.

Drain jars are put on gravity roller or power chain transport. The covers are expelled and each can is subjected to quick tangible assessment and some preparatory tests to choose the acknowledgment or dismissal of the drain.

Transports: Conveying frameworks and related gadgets must be considered regarding proficient materials taking care of to give immediate and ceaseless spill out of a state of beginning to a definitive goal. The transport framework ought to be straightforward, immediate, adaptable, and free from inconvenience spots. It ought to have legitimate height at all focuses, and simple to clean, grease up and keep up. Sharp bends, sudden changes of height exchanging of different size bundles and different undertakings can be taken care of without trouble.

Pipelines: In a drain plant, fluids are passed on from point to point by methods for funnels that are combined and connected to gear by sterile pipe fittings. Extraordinary metals are required for the development of pipe fittings interacting with dairy items keeping in mind the end goal to secure flavor and immaculateness. Stainless steel sterile pipe is currently utilized all through the business. The size, length and joints of channeling must be enhanced in light of amount of item to be pumped to wanted goal in a given timeframe.

Reason: Milk got is additionally subjected to a type of handling including heat preparing for assembling items, lastly advertised to shoppers. A decent quality item can't be produced using terrible quality crude fixings. Along these lines, quality and piece of crude drain must be checked for freshness, cleanliness and adjustment to the lawful gauges. These can be expert by examination of crude drain through stage and other lab tests. In like manner, the fundamental motivations behind examination of crude drain at gathering dock are appraisal of (I) freshness, (ii) clean quality, and (iii) organization.

Smell or scent: Just subsequent to opening the cover of the compartment, sniffing will distinguish the odor/smell of the drain. Ordinary drain ought not have any off-or unnatural smell in it. In the event that the scent is marginally sharp, the drain may have experienced microbial disintegration.

Appearance: After the scent test, drain in each can is watched for any coasting unessential issues, disagreeable, or somewhat agitated drain. Typical drain ought to be free from these. Nearness of obvious earth, straw or fertilizer shows that drain has been dealt with in an unhygienic way. The shade of drain of cows and sheep ought to be somewhat yellowish-white, that of bison and goat completely white. In the event that the shading is rosy, the drain may contain blood; on the off chance that it is yellowish, it might contain discharge, such drain might be emitted from tainted udder (mastitis) and ought not be acknowledged.

Preparatory tests: Preliminary tests as examined beneath. These are basic and quick physical-compound tests which can be performed effectively on the gathering dock:

Cluster On-Boiling (C.O.B.): A little bit of drain is warmed to breaking point in a test tube for checking whether it withstands warm treatment without thickening. On the off chance that the drain coagulations on bubbling it is acrid or irregular. This drain can't be handled any more and subsequently it ought to be rejected.

Liquor test: Milk with expanded acidity or of anomalous salt adjust or mastitis flocculates after expansion of liquor. This test is utilized to decide warm solidness of drain. In the event that no flocculation happens after expansion of liquor, the drain is crisp or its corrosiveness is just marginally expanded. In the event that drain flocculates with liquor, the drain is warm unsteady and it ought to be rejected.

Lactometer Reading: Lactometer is utilized for assurance of particular gravity. However, test result acquired can be deluding because of variety in temperature and fat substance in drain and so on. This strategy is right just when done at the predefined temperature of drain.

Residue test: The silt test is utilized to check the noticeable remote issue contained in the drain. Off the base silt analyzer or barrel write residue analyzer might be utilized. Test is completed by permitting a deliberate amount of drain (generally 500 ml) to go through a settled territory of a channel circle and contrasting the dregs left and the readied standard (Table). Any hair flies, bits of feed or straw or any extensive particles of soil are excluded in evaluating residue. Nearness of apparent silt shows imprudent or insanitary dairy cultivate hone. Anyway absence of silt isn't generally demonstrative of perfect conditions, since obvious residue might be promptly expelled by resisting the dairy cultivate. It might have bacterial tainting.

Crude Milk Reception Dock (RMRD) is the essential section purpose of fluid drain passage in dairies in India. It is particularly implied for the gathering of drain acquired jars from towns situated over a wide zone. It is not the same as the mass drain accumulation framework, which are additionally in task in these dairies. The accumulation procedure begins from the towns, gatherings of which are doled out to particular Milk Truck Routes. The jars of individual towns from numerous such courses are emptied at the RMRD, after

which their drain is weighed and tried independently to issue a drain receipt proclamation as per the deliberate parameters amid the every day move.

Alizarin-liquor test: Incorporation of alizarin in liquor decides both warmth steadiness and estimated level of sharpness in drain. Drain demonstrating poor warmth security is rejected.

Tilting/Emptying of Milk Cans:

Adequate drain in jars are lifted physically from the transport, laid on floor mounted can tipping cross bar cushioned with elastic and tilted to deplete the drain into measure bowl. At the point when the can tipping gadget is utilized, the administrator must hold the can until the point when the drain channels from it and afterward pass on the purged can by hand to the washer by means of dribble saver. For fast, simple and rapid, a dump network, suspended over the measure tank, is utilized on which the can depletes and is consequently moved to the can washer.

From capacity tanks/rail/street tankers: Method of inspecting is represented by capacity/transport conditions. In this way, no inflexible system of inspecting can be recommended. Be that as it may, a prescribed technique depicted beneath might be taken after.

Examining of Milk

Tests might be drawn amid gathering of drain for substance and microbiological examination in the research facility. Just illustrative example, with no kind of corruption, weakening and pollution ought to be drawn utilizing right method and proper gadget. While strict safety measures in regards to sterility of the stirrer,sampler, holder, and so on are required for getting a microbiological test and dryness and neatness of the above apparatuses should get the job done for a synthetic example. Test can't be precise unless the test is genuinely illustrative of the item to be tried. Tests from drain compartments might be drawn with the assistance of an appropriate gadget. The qualities of different gadgets have been recorded in Table.

The crude drain is poured onto a pre-channel keeping in mind the end goal to dispense with the biggest of any strong particles. The drain is put away in a tank extraordinarily intended for this reason which has a limit of 150 liters. This store tank has tests introduced to recognize both most extreme and least levels. At the point when the base level is distinguished the machine will begin working. Another channel arranged in the lower some portion of the unit embraces a moment end of strong particles, this time better ones.

How do microorganisms enter the drain supply?

Our condition contains a wealth of microorganisms that discover their way to the hair, udder, and nipples of dairy bovines and can climb the nipple waterway. A portion of these germs cause a fiery infection of the udder known as mastitis while others enter the drain without causing any sickness indications in the creature. What's more, living beings can enter the drain supply amid the draining procedure when gear utilized as a part of draining, transporting, and putting away the crude drain isn't appropriately cleaned and sterilized. All drain and drain items can possibly transmit pathogenic (malady causing) creatures to people. The healthful segments that make drain and drain items a vital piece of the human eating routine likewise bolster the development of the life forms. Drinking crude drain causes foodborne ailment, and dairy makers offering or giving crude drain to companions and relatives are putting them in danger. What are basic pathogens in drain? Diseases from tainted drain and drain items have happened worldwide since dairy animals have been drained. In the 1900s it was found that drain can transmit tuberculosis, brucellosis, diphtheria, red fever, and Q-fever (a mellow ailment described by high fever, chills, and strong agonies) to people. Luckily, the risk of these sicknesses and the occurrence of flare-ups including milk and drain items has been extraordinarily diminished throughout the decades because of enhanced clean drain generation practices and sanitization. Fast and proficient drain cooling is fundamental for safeguarding milk quality. Drain leaves the udder at roughly 35°C and the warmth in new drain must be immediately evacuated. Drain holds a characteristic protection from microbes quickly after extraction, yet just fast cooling to a capacity temperature of around 4°C to 6°C, averts or limits assist smaller scale creature development.

What is purification?

Purification pulverizes most sickness delivering life forms and points of confinement maturation in drain, lager, and different fluids by incomplete or finish disinfection. The sanitization procedure warms drain to 161 degrees Fahrenheit (63 degrees centigrade) for 15 seconds, inactivating or killing life forms that develop quickly in drain. Sanitization does not obliterate life forms that develop gradually or create spores. While purification pulverizes numerous microorganisms in drain, dishonorable taking care of after sanitization can recontaminate drain. Numerous dairy ranches utilize a home-sanitizing machine to purify little measures of drain for individual utilize. Crude drain can likewise be sanitized on the stovetop. Microwaving crude drain isn't a viable methods for sanitization as a result of uneven warmth dissemination. For more data on buying and tending to home sanitization machines, contact your province Extension specialist.

Purification –

The way toward warming every particle of drain and drain items to the base required temperature (for that particular drain or

Human Resource

HR Department

Principle elements of the HR Department

- To accomplish and keep up great human relationship inside the association (Union).
- Enable every individual to make his most extreme staff commitment to compelling working of the association.
- Welfare viewpoint (Provide flask, outfits, medical coverage and other fundamental courtesies)
- Personnel viewpoints (enrollment, situation, compensation, advancement and Incentives)

1.3.5 Infrastructural facilities:

SHIMUL has its corporate office at Machenahalli, Shivamogga. Its manufacturing unit is situated behind the workplace premises. The aggregate zone of SHIMUL is 21,09,542 sq.ft being 11,26,026 sq.ft in Machenahalli, 52,272 sq.ft in Jedikatte, 2,17,800 sq.ft in Honnali, 1,43,740 sq.ft in Davangere, 1,30,680 sq.ft in Chitradurga, 2,17,800 sq.ft in Anandapur, 3424 sq.ft in Sagar and 2,17,800 sq.ft in Shikaripur. Manufacturing plant is very roomy with various divisions in it. To be specific Milk division, Butter division, Peda making division, Ghee influencing division, To margarine drain division. It has two autos for office utilize.

1.4 Competitors information:

Sri Krishna Milks Private Limited:

Arranged at: Kirwatti, Yellapur Taluk, Karnataka.

Set up: 1989.

Claim Funds: Rs. 18.80 millions (as on 31.03.2004).

Net Block: Rs. 56.03 millions (as on 31.03.2004).

Turnover: Rs. 211.27 millions (amid the year 2003-04)

Items: Branded sachet drain, Ghee, Flavored drain, Butter, Lassi, Curds, Butter Milk

Market: North Kanara, Hubli-Dharwad, Belgaum, Bagalkot, Hospet, Davangere and Goa.

Generation limit: This plant handles around 50000 liters drain for each day

Arokya milk:

Hatsun Company, India's largest private dairy.

Hatsun started marketing fresh milk in pouches from 1993.

Hatsun is a USD 250 million company, listed in the Mumbai Stock Exchange.

It started as a creamy dream in 1970:

Arun ice-creams in Chennai.

Hatsun handles a total 1.8 million litre a day.

Arokya milk is fortified with 4.5% butterfat.

Distribution Stockists/Agents. They have a network of 30 Distribution Stockists and over 1500 Agents in Tamilnadu / Bangalore

Loose milk sale:

Market share is next to Nandini.

Sale in union junction 60 TLPD.

Majority of the milk is heavily adulterated and no uniform quality.

Flexible payment system

1.5 SWOT ANALYSIS OF INDIAN DAIRY INDUSTRY:**SWOT Analysis with reference to SHIMUL:****Strength:**

Good procurement potential.

Nandini products have a good brand in the market.

Better quality of raw milk.

Geographical location of co-operatives/ Dairies.

ISO 9001:2008 & MMPO certified dairy.

Wide range of operation - 19 taluks covered in 3 districts of milk shed area.

Insulated distribution vehicles.

Varied climatic conditions

Weakness:

Wide gap between procurement and sales.

Absence of separate product block.

Poor advertisement and promotion.

Lacking in training and development programs.

Initiatives to open a separate Milk Union in Davangere district.

Has not up to World Trade Organization standards.

Opportunities:

Trapping

loose milk sales.

Growing demand for full cream milk.

The Milk Union can produce still more products of KMF.

Milk Union can go for technological advancements.

Threats:

Private dairy competition in Procurement and Sales.

Increased local loose milk sales

1.6 Future growth and prospectus for the company:

The long term objective- 2015 i.e., for the five years from 2010-11 to 2014-15 is to increase the milk procurement by 10.97% and milk sales by 11.2%.

Goals by 2010-11:

- To construct 922 co-agent social orders toward the finish of the year.
- To contribute Rs. 18.94 lakhs in STEP program-a preparation program for ladies.
- Training program for 666 applicants with a cost of Rs.12.47 lakhs.
- Provide cross-breed cows at 25% conclusion and steers protection worth Rs.5.18 lakhs.
- To increment the counterfeit creature rearing to 1,13,300 amid the year.
- To give creature bolstering of 24000 metric tons.
- Under the Fodder Development Program 350 units of urea is planned to deliver supplement dry grain.
- To enhance handling and nature of creation it has intended to burn through Rs.1483.50lakhs.
- Planned to extend the Davangere dairy limit by 1TLPD with a use of 10crores and different projects with Rs. 1109 lakhs.
- Aimed to expand the business: Milk to 152,000 LPD, Curds to 12000 Kg for every day, Peda to 210 Kg for every day, Butter drain to 1100 LPD.
- Aimed at setting up drain parlors in Shivamogga and Bhadravathi Railway stations.
- Aimed to expand drain merchants to 169, franchisee parlors to 15and day counters to560

CHAPTER 2 CONCEPTUAL BACKGROUND AND LITERATURE

2.1 Theoretical background of the study

Drainage is a necessary use for individuals. People and lost creatures live nearby, and their relationship can be traced back to the beginning of human progress. Before urbanization, the standard practice was to consume new shapes or basic treatments. Extra drains have been replaced here, and now items or puddings are consumed in phases and comfort. In any case, urbanization makes the distance between advanced people and draining creatures far away, which will lead to the need for drainage preparation and binding. Drainage plays an important role in the human diet. Shoppers have taken an essential part in promoting the loss of dairy products. The loss of promotional liquids is quite varied compared to other buyer goods. Some factors influence shoppers to purchase drains.

It is very attractive to investigate the applicable words and deal with exploration issues at the same time. The written audit puts exploration review in the proper perspective by showing the work measures that have been done so far in the survey related fields. Followed by a survey, authorized experts to carry out this inspection. It is not enough to focus the shoppers' mindfulness on the liquid loss in India alone. Since then, quick inspections of drainage and drainage projects in India and abroad have been conducted here.

2.2 Literature review with research gap

Nargunde A. Satish (2013) featured the part of dairy industry in elevating the weaker segments of the general public viz. little landholders, landless workers and ladies. It is evaluated that up to 60-65 percent of the wage of this gathering (minor and little scale ranchers) now originates from dairying. Studies have demonstrated that dairying in country zones outperformed trim creation as far as benefit in peripheral, little and medium-sized property. For little scale agriculturists with inundated land, dairying and harvest creation together, were more beneficial than trim cultivating alone. Over the period, dairying has additionally obtained the shapes of a completely fledged industry in the nation and has emphatically enhanced the life of those occupied with this business, straightforwardly or in a roundabout way, bringing noteworthy financial changes.

Dakurah A. Henry (2005) considered the mentality towards, and fulfillment of occupants of Alberta to their cooperatives. Aftereffects of the investigation likewise demonstrate a populace that has a general inspirational disposition towards and is happy with their cooperatives as is reflected in evaluating the execution of their cooperatives as great. Advance examination utilizing the hypothesis of arranged conduct demonstrate that respondents' state of mind towards their cooperatives is the absolute most imperative and noteworthy indicator of their patronization conduct.

Rathod Prakashkumar et al (2012) directed in Western Maharashtra area to know the conduct of agriculturists towards domesticated animals promoting administrations conveyed by dairy cooperatives with respect to auspicious accessibility, sum paid and fulfillment level of the ranchers towards the administrations. The ranchers saw that they were profited by promoting administrations of the dairy agreeable, as it were, with respect to credit offices, getting more pay and access to showcase offices. The investigation inferred that Gokul Dairy Cooperative gave different domesticated animals promoting administrations to the ranchers for the most part on time at free or ostensible rates. There is a dire need to enhance the nature of advertising administrations so agriculturists would be more substance and happy with the administrations of dairy cooperatives.

Ashok, D. (2012) tosses light on the use design and the explanations for low affectability of bundled dairy items. It uncovers data concerning purchasers' inclinations and information of handling natural/dairy items. It likewise distinguishes those buyers who are well on the way to get prepared natural/dairy items.

Ramanjaneyalu. N (2012) contemplated customers' conduct and merchants' conduct towards Nandini mark in contrast and other contenders' brands. To exceed expectations in the exceptionally focused business the organization needs to advance their creation, showcasing and estimating systems adequately. For doing this an unmistakable conduct about shopper inclination with respect to item and administration quality and cost is of most extreme significance.

Dinesh Kumar Bharati, Chandra Sen. have examined state astute subtle elements of essential drain providing social orders in India, They discovered amazing advancement in those social orders. They close, the steady endeavors are expected to accomplish the feasible development in drain creation. The agriculturist began drain creation on business base because of endeavors taken by the dairy co-agents. They found that there is a more noteworthy extension to create dairy industry as second essential endeavor of our nation.

H.S.K.Tangirala drew out the significance of co-agents in giving chances to ladies especially in country region and their financial change. Anyway he found that ladies are not deprived of a few advantages. Noticeable among them are sex separation in the volume of workload, wage hole, cooperation and power sharing. Subsequently, the creator proposed change in ladies access to assets and authority, sparing and credit offices and urging more ladies to partake in the working of co-agents.

D.Narayana - brought up that substantial number of families having a place with the retrogressive stations, being less taught and little holding are not ready to partake in dairying based on late investigation of two dairy co-agents in Gujarat, he contended that imbalance in arrive proprietorship standing, Illiteracy and undemocratic working of dairy co-agents are obstructions to section, ignorance won't not be the factor in Kerala but rather arrive possession could be one of the elements affecting the passage of the rancher in dairying. He uncovered that ladies have given significant time on dairying regardless of whether they are accounted for as working or non-working. It demonstrates incredible part of ladies in keeping cows.

The activities embraced, for example, Malbar Rural Development Foundation for enhancing the dairy cultivate are welcome as they go past dealing with dairy creatures however they can't address the issues of poor and landless as their cooperation in dairying is significantly low. This should be remembered while arranging welfare intercessions.

L.Mahalingaiah, B.V.Venkate Shaiah, H.Arun kumar, K.Jayraj Rao

has contemplated the "Ecological Management in Dairy Industry". They deduce in this article squander introduction has been a dynamic worry of dairy part, The impetus for managing waste diminishment in dairy plants can be accomplished in "financial picks up in term of drain solids protection, less demanding consistence with enactment and great promoting

points of interest". The ESM is a progressing intuitive process, The structure, duties, rehearses, systems, assets for execution of ecological strategies, goal and target can be coordinated,with advancement of a natural administration program, The EMS underlined audit of its destinations for ceaseless change.

N.Periyansami he has composed article on "Co-agent Dairy - An aid to Indian formers" This paper intends to give a photo of co-agent dairying in India. India has turned out to be number one drain maker on the planet. The expansion in the amount of drain creation over the period is mostly because of the task surge program (white unrest) which goes under co-agent ambit, the quantity of co-agent drain social orders, number of individuals and drain generation have expanded with the execution of this program.

He closed execution of drain makers, co-agents, their part in co-agent advancement of provincial economy and the advantages, examination of these social orders at miniaturized scale level has turned out to be matter of an impressive intrigue, dairy co-agents have various linkages being developed of farming, business, salary, wellbeing and sterile conditions, sustenance and training level in the rustic India. The primary goal of provincial maker co-agent social orders is to defend and secure the enthusiasm of drain makers, arrange advertising offices for individuals and bring them gainful costs for drain. Presently every town in India presumably has drain makers co-agent society.

In this way dairy co-agent are more reasonable for provincial improvement in creating nations like India.

M.S.Ramananda, S Mahendra Kumar have attempted investigation of Karnataka Co-agent Milk Producers Federation Ltd.(KMF).He expressed KMF is an Apex dairy in Karnataka speaking to dairy formers co-agent. It is third biggest journal co-agent in the nation. In south India it stands first as far as acquirement and also deals. The brand "Nandini" is a commonly recognized name for unadulterated and new drain and drain items.

Creator examined the development of dairy co-agents in Karnataka. Accentuation of the paper is on working of ladies dairy co-agent social orders situated in southern Karnataka, chose society recorded great outcome amid the examination time frame.

Dr.A.M.Gurav, features the "Difficulties Before Dairy Co-agent". He calls attention to the difficulties about cost of drain acquirement, process cost, Labor cost, Lack of expert administration and so on. He discovered deferral in choice, not giving much consideration towards net course level PDCS. He recommended that dairy co-agent should keep aside political impedance and expert administration ought to be received, all cost ought to be decreased and the faithfulness of individuals to dairy co-agents ought to be created.

Narendra Singh, D. S. Sohi, Samar Singh-write in their article "E-augmentation in dairy cultivating An approach towards its Revitalizations" Dairy agriculturists should be bolstered with the intuitive data, learning and expertise to receive enhanced advancements that brought about benefit situated dairying. Attributes that are profitability upgrading, for that Radio, Television, PC and Internet, Telephone and versatile, call focuses are extremely valuable.

They inferred that over the globe, nations have perceived data innovation (IT) as a powerful apparatus in catalyzing the monetary exercises in productive administration in creating HR. The dairy augmentation framework will give a capable apparatus to the expansion functionaries and dairy ranchers for correct, quick, precise, financially savvy, and effective two-way correspondence essential for the general change in dairy cultivating business. The proposed e-dairy augmentation demonstrate has horizontal combination of new and old innovations . accordingly it is relied upon to convey better outcomes.

Harish Damodaran says in his article "Unadulterated Dairy cultivating: A thought whose time has come". Drain is number one type of item in India other than wheat, rice, sugarcane, cotton or oilseeds. Drain energizes neither policymaker nor corporate. The organizer considers dairying to be essentially backup action to horticulture yet drain maker don't get sensible cost for their item. In India little makers get drain and offer it in advertise however there isn't unadulterated dairying ranch simply like Soudi Arebia, Denmark, Switzarland and so forth so he recommends to open unadulterated dairy cultivating yet no one can be fruitful unless he cherishes his work.

Dr.P.A.Koli says in his article "Dairy Development in India and Challenges" about difficulties in the idea of passage of private dairies. Low characteristics of drain, more uninvolvement participation in social orders in towns, low interest in Research and Development, unfortunate governmental issues and so on. He proposed amalgamation of dairy social orders

in town; build up a self money related model, mark advancement and quality control and so forth. He reasons that the dairy co-agents in India are confronting a few difficulties. Anyway the assembled endeavors will assist them with servicing in future. They have to apply logical and proficient administration.

Shri. U.R.Gotkhindikar - He writes in his article on "Drain and Milk Products and Prevention of nourishment contaminated Act." according to his data number of sustenance maker or drain and drain item administrator were found not mindful of fundamental aversion of nourishment laws, so he give essential data about counteractive action of sustenance defilement act. In the event that any nourishment article is produced and sold in contradiction of the arrangements of area 7. It is an offense deserving of court of law, disabled people rely on the degree of corruption and nature of offense. In this manner it is important to recognize what is implied by a contaminated sustenance, with the goal that the nourishment business and exchange will satisfy commitments toward the purchasers by giving them healthy unadulterated nourishment and dealing with their own particular wellbeing, and ultimately he encourages to dairy to remember consistence of arrangements in doing every one of the activities concerning milk and drain items.

Dr.B.S. Benni writes in his article "Assets utilize effectiveness and individuals from MPCSSs in Karnataka" The scientist chose 20 MPCSSs and 160 individuals from MPCSSs in Dharwad and Uttar Kanada region. He think of some as essential assets in connection with MPCSSs i.e. drain creature assets arrive assets work assets, HR usage and so on. He watched that generally, per family drain creature possessed in Dharwad region are higher (4.25 creatures). The land assets are very lopsidedly disseminated among various classes of test individuals. The training level of agriculturists is high in huge ranchers in the Dharwad area (up to secondary school or more). Enlistment of male and female in dairying is high . It demonstrates that relatively female individuals are more associated with dairying exercises. He inferred that, the individuals from MPCSSs of Dharwad area are ahead in every one of the assets and its use than the individual from Uttar Kanada locale.

Dr.Vivek kshirsagar he called attention to in his article "Issues of Dairy Co-agent Societies and Unions" a few issues i.e. number of dairies in a single town, drain and drain business arrange 1992, troubles in speculation, arranging, showcasing of drain and drain items, drain

rate and so forth. He additionally recommended solutions for take care of the issues, those are one town one dairy, arranging of venture, Co-task among co-agents, advertising arrangement of drain and drain item and Clean drain program and so on.

K. R. Rao, K. Swaroopa Rani according to their article, The joblessness issue expands step by step. It is enormous test looked by the country. The rate of business development tumbled from 2.70 percent to 1.07 percent for every annum between 1993-94 and 1999-2000, the primary reasons are visit drafts and varieties in agribusiness, development, movement of agrarian cultivators to urban zones, back off in interest in horticulture and unified exercises however dairying is assuming an essential part in agriculturists life by giving supplementary pay, Dairying can tackle the issues of joblessness to some degree. Animals division gives work to 18 million individuals (1993-1994) and about 70 percent of them are ladies. The dairy segment underpins around 1.23 crore individuals/ranchers through 1.13 need co-agent social orders existing in the nation. Aside from work created by raising of creature, the acquirement of drain and its handling likewise gives generous business.

The Indian dairy industry is confronting challenges from customers who have mindfulness about the quality and wellbeing of the item devoured by them. The purchasers are additionally eager to pay premium for the quality. India is lingering behind because of absence of value measures bringing about the item with nearness of high microscopic organisms check and dangerous impacts of leftover pesticides. To defeat the current circumstance the accompanying zones require quick therapeutic activity with respect to dairy business visionaries.

1. Management of creatures and encompassing
2. Personnel Management
3. Hygienic draining and creature mind.
4. Collection, cooling and capacity at accumulation point and transportation.

R.D.Biradar has examined the effect of dairy advancement on the rustic family units in regards to wage, work, resources change and drain utilization and it was discovered that dairy co-agent have had constructive outcome on the individual from ranchers and additionally non individuals agriculturists likewise, in this manner the nonmember formers ought to embrace dairy occupations.

Deepak Shah writes in his article the distinctive value structure of drain. The offer costs of promoting offices both for bovine and wild ox drain were high in expansion territory when contrasted with control territories in all seasons. It is clear in advertise study. It was business viewpoint of makers that assistance them to rehearse dairy calling on productive line. The cost offered by the go between in charge zone was most minimal, even through the drain maker keep pitching milk to mediator, It is a direct result of propel cash they pay and drain is gathered at the doorstep of makers.

It is discovered that value vacillation is connected with the seasons. In the sorted out part drain costs variance was not all that wide. Drain co-agent positively affected generation and also on showcase excess. This is more showed in the blustery and the winter season than that in the late spring.

Rolly Kanchan and Pawan Shukla: He write in his article. The improvement is the advance of man, as a social being and consequently financial advance of rustic regions is of urgent significance in creating nation like India which is overwhelmingly provincial. It relies upon individuals' interest in financial movement by expanding the yield, value in sharing, advantage of development and independence. A bound together approach at town level need not be multi dimensional complex undertaking but rather can be exceptionally straightforward action. This article enthusiasm around to examine the effect of yearly dairy on the financial improvement of the villagers in Anand taluka.

Amul dairy appear on December 14, 1946 under the standard of Kaira Co-agent Milk Producers Union Limited. Dairy has done the errand of sorting out the towns financially coming about even to social combination, Prior to happening to Amul dairy, ranchers of the region relied upon the occasional yields, and villagers provided drain to private drain merchants yet after foundation of this dairy, it made essential advancements in the rustic regions. The achievement of Amul, which roused the "Activity surge" and proclaimed the

"White Revolution" in the region as well as in the nation. Amul gave number of offices to the drain makers.

In conclusion he closed dairy lays part of accentuation on live stock, quality drain generation, however less on instruction and soundness of villagers. It has been proposed by the villagers that free essential instruction offices ought to be given by these Societies and National Dairy Development Board. The co-operative society, which investigate the instruction and welfare and the villagers, should take mind in this association and female education rate should made strides. The social insurance conveyance framework for the villagers ought to likewise be advanced, at long last we can state Amul dairy has gone about as a development focus in the taluka and has given the villagers offices like veterinary dispensaries, credit and managing an account offices and physical foundation.

Kurien V. In this conference address at Dharam singh Derat Institute of Technology; Nadiad, laid more accentuation on the utilization of cutting edge innovation for the advancement of humanity, alongside the improvement of foundation. Utilize and headway of innovation in the urban areas are found on each walk, However, our agriculturist deliver every day vital things to our lives, utilizing device and innovation that are hundreds of years old. He additionally focuses on the need of making rustic individuals mindful of the cutting edge innovation with a specific end goal to pick up its advantages to them and get the genuine advancement reality. This should be possible through country co-operative where, he communicates, this innovation can be managed and utilized for all concerned.

Dr.U.M.Shah: said in his key note address in the two day national workshop on "Difficulties Before Dairy Co-agent in India". Composed by the Department of Economics; Shivaji University, Kolhapur.

Under Anand co-agent design, a coordinated approach connecting creation, acquirement, preparing and showcasing of drain through co-operative channels have speeded white insurgency as well as has fundamentally produced wage and work open doors for provincial families. Dairy co-operatives have offered chance to weaker areas and ladies to connect with dairy cultivating, The dairy co-agent structure increments per creature and per thousand efficiency . Presently co-agent are influencing their brands on the planet drain to advertise.

He expressed, the future for dairy co-agent is brilliant just when the researcher, technologists and experts cooperate. Indian ranchers and government should focus to prepare new age best HR.

The errand before Indian dairy industry isn't just to remain the greatest yet additionally to the best.

N. K. Kole, B. G. Bourude : have under taken investigation of dairy co-operatives to inspect the money related position and the operational effectiveness. They found that the dairy co-agent have less number of part delivering milk. Subsequently, accumulation of drain stayed low. The dairy co-agents in the locale have gained ground in regard of participation, share capital, save subsidize, getting, turnover and net benefit amid the mid eighties. In this manner they suggested that more accentuation ought to be given on drain gathering and drain handling. This will give extra business and wage to the rustic populace and encourage upliftment of country economy.

Dipak B.Bhamare: uncovered that the dairy advancement movement indicate expanding pattern all through Maharashtra state. Nonetheless, he discovered lopsidedness in the locale in dairy improvement. In this manner, he proposed the usage of some uncommon bundle in the area in which dairy improvement action is at bring down level (eg. Amaravati, Nagpur and Mumbai areas) that will adjust advancement through dairy co-agent.

CHAPTER 3 RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

Taking in the conduct of purchasers stays basic for advertisers to devise promoting techniques. Shopper's state of mind, inclinations and fulfillment is an undermined human brain science that denotes a specific human conduct. In India, dairy industry is a fast growing a prospering in FMCG segment. The pretended by the cooperatives in cooking the requirements of provincial individuals and giving them employment are especially basic. Concentrates on customer's conduct and fulfillment on different brands of drain advertised by the agreeable dairies will guarantee advancement in the field of helpful dairies that eventually comes about into country improvemen

3.1 Need for the study:

Trying to understand the purpose of the Dandin transaction reduction, despite the fact that in the market has a large brand name, and to understand the buyer's changing purchasing behavior, this may help the organization to promote its trading through new and powerful methods, This will reposition the milk and outflow projects and redefine the competent authorities in the market.

3.3 Objectives of the study:

1. To study the consumer behaviour about Nandini Milk and Milk products.
2. To study the whole product range of Nandini Milk and Milk products.
3. To study the customer expectations in packaged Milk and Milk products.
4. To evaluate the impact of those activities on customer mind.
5. To study the promotional activities adopted by the company.

3.4 Scope of the study:

- The scope of the joint venture is to understand the buyer's behavior towards Nandini in a late manner.
- The study will help organizations understand the behavior of individuals when they get milk.
- Research will help organizations understand the organization's wishes.

- The study will help the organization develop technology to strengthen its management to meet customer wishes.
- Scope of my examination is confined just to Shimoga city

3.5 Research Methodology:

Subject Of the investigation: "Buyers' conduct towards Nandini drain" . Research Objectives:

- To decide Consumers' conduct towards Nandini drain.
- To Study the viability of administration offered by Nandini. (Quality, Price, Door conveyance)
- To know the mindfulness level of Nandini
- To comprehend buyer purchasing conduct of buyers.
- To comprehend and examine the effect of contenders on clients of Nandini drain.

Data collection methods:

The information necessary for this research study is collected by tapping primary and secondary sources. The sources are as follows:

Primary Sources:

1. Questionnaire
2. Personal interaction

Secondary Sources:

1. Company websites.
2. Related information from internet.
3. Company reports.
4. Consumer behaviour towards KMF towards KMF towards Nandini Milk

SAMPLING PROCESS:

1. Population: Customers from the Shivamogga city.
2. Sampling frame: Nijalingappa colony, Venkateshwar colony, Mouleshwar chowk areas in Shimoga.
3. Sampling unit: House wives, Professionals.
4. Sampling size: 100 units.
5. Sampling method: Convenience sampling.

3.6 Limitations of the study:

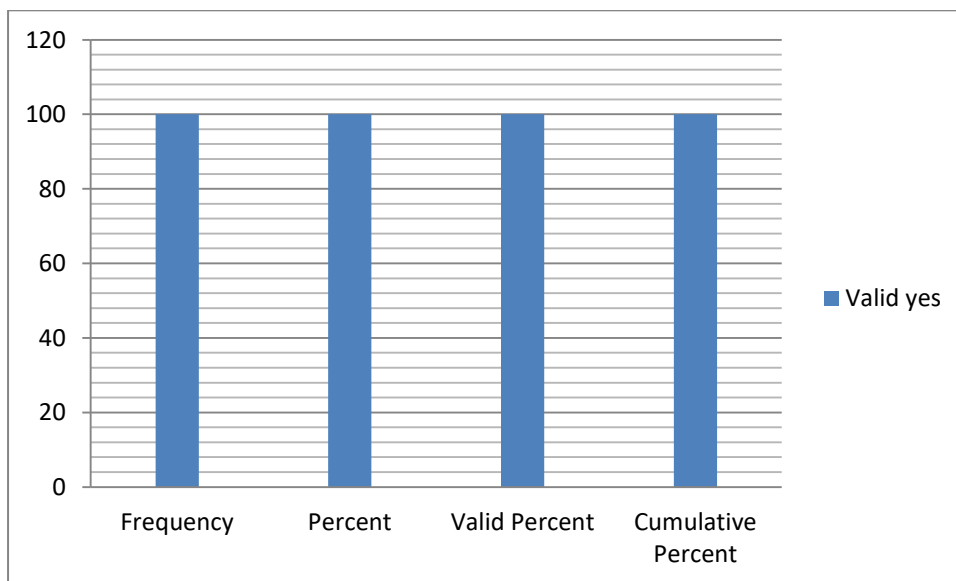
- Time impediment of 3 weeks.
- Limited region of overview.
- Customers' absence of intrigue while giving genuine input.

CHAPTER 4:
ANALYSIS AND DATA INTERPRETATION

4.1 Are you aware of Nandini products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	100	100.0	100.0	100.0

Analysis: 100% of the respondents are aware of Nandini milk.

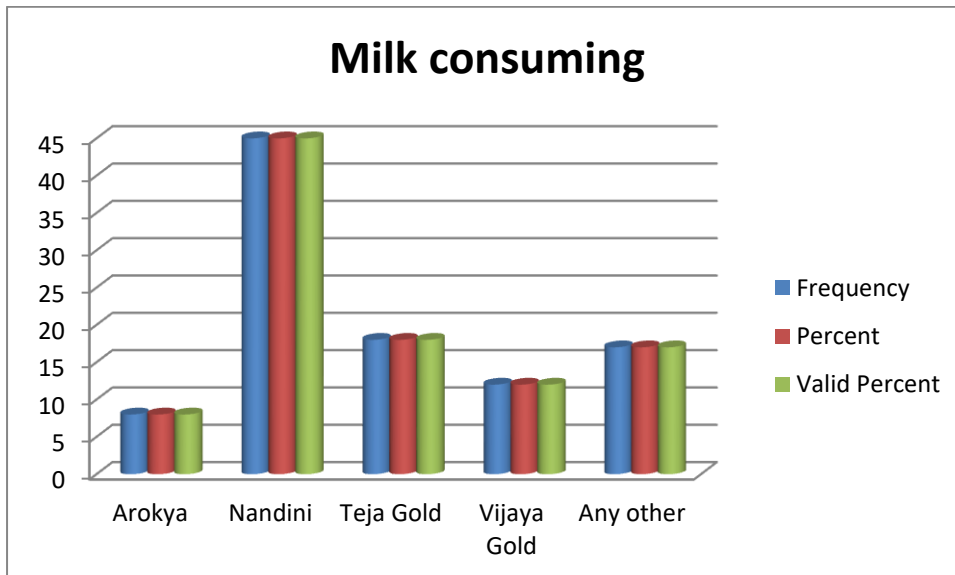


Interpretation: From the above data it can be said that almost all know about Nandini milk

4.2 Which brand of milk you are consuming

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Arokya	8	8.0	8.0	8.0
Nandini	45	45.0	45.0	53.0
Teja Gold	18	18.0	18.0	71.0
Vijaya Gold	12	12.0	12.0	83.0
Any other	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Analysis: Out of the 100 respondents 45 are consuming Nandini milk, remaining 55 are using other brands like Teja (18), Vijaya (12), Arokya (8) and 17 others.

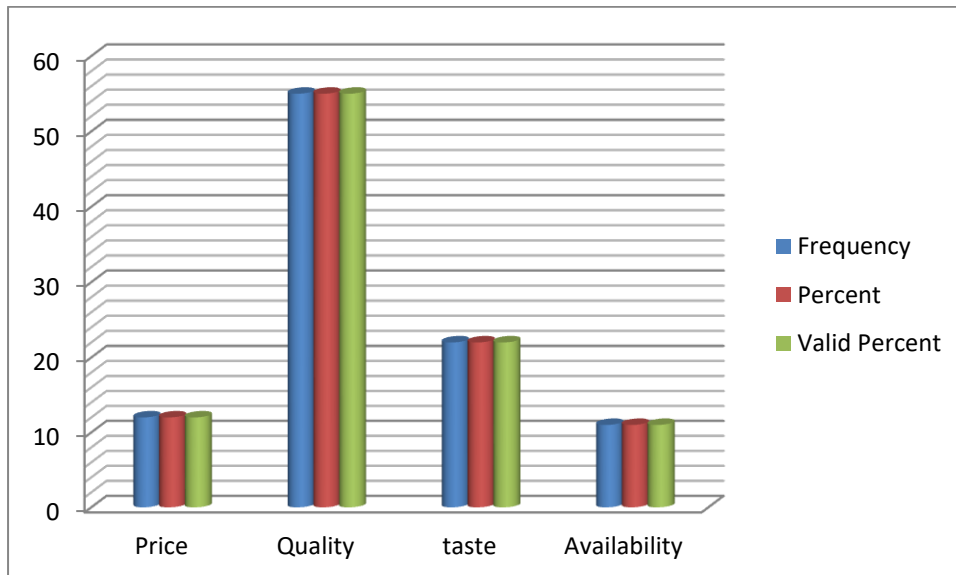


Interpretation: A major part respondents are using Nandini milk

4.3 Which of the following factors influences to choose the brand ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Price	12	12.0	12.0	12.0
Quality	55	55.0	55.0	67.0
taste	22	22.0	22.0	89.0
Availability	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Analysis: The quality factor of 55%, taste factor 22%, price 12% and availability 11% influences in choosing the brand

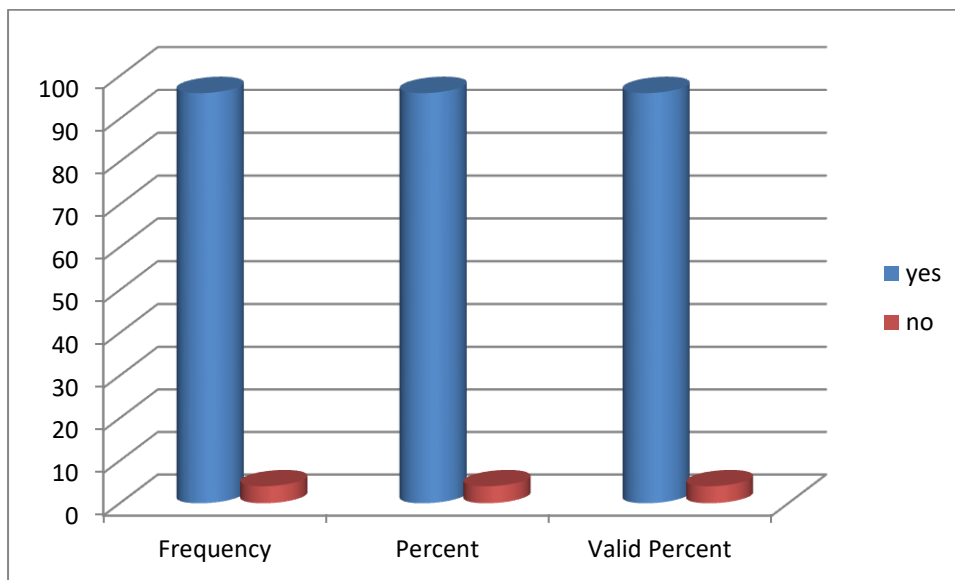


Interpretation: Quality and taste factors (77%) play the major role while choosing a brand

4.4 have you ever used nandini milk ?

				Cumulative
Valid	Frequency	Percent	Valid Percent	Percent
yes	96	96.0	96.0	96.0
no	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Analysis: 96% of respondents are used Nandini milk. Only 4% of them have not used Nandini yet.

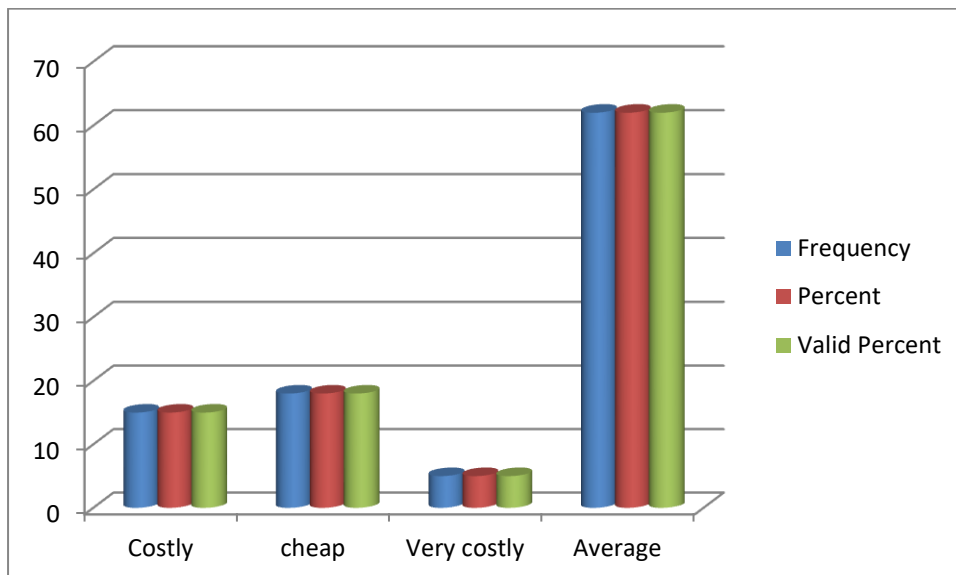


Interpretation: Out of 100 respondents 55 are not consuming Nandini milk, in that 55 more than 50 have used Nandini once.

4.5 What is your opinion about Nandini milk ?

				Cumulative
Valid	Frequency	Percent	Valid Percent	Percent
Costly	15	15.0	15.0	15.0
cheap	18	18.0	18.0	33.0
Very costly	5	5.0	5.0	38.0
Average	62	62.0	62.0	100.0
Total	100	100.0	100.0	

Analysis: 62% of respondents feel Nandini price is average, 18% feels it as cheap and remaining 20% feels it as a costly.

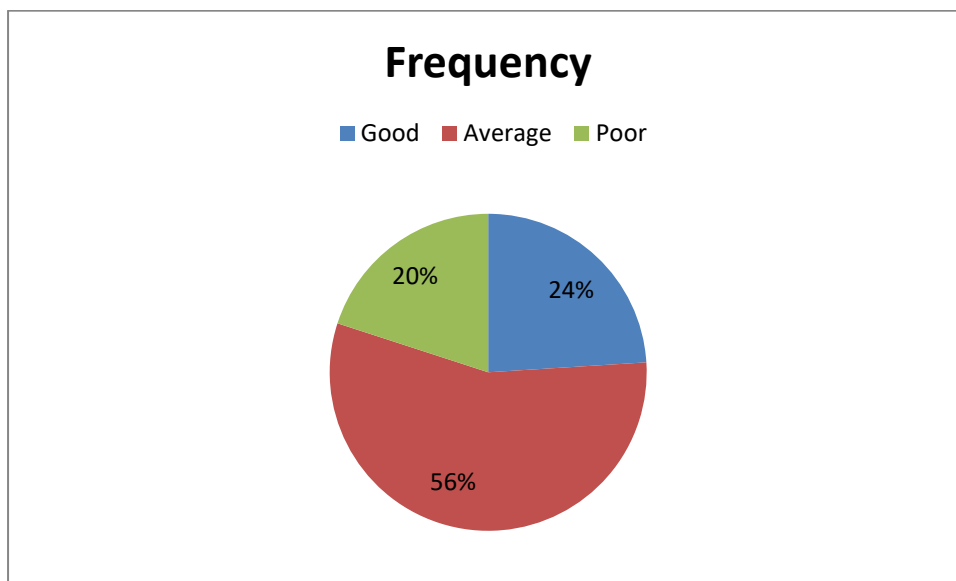


Interpretation: About 80% of respondents feel Nandini price is OK

4.6 Quality of Nandini

				Cumulative
Valid	Frequency	Percent	Valid Percent	Percent
Good	24	24.0	24.0	24.0
Average	56	56.0	56.0	80.0
Poor	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Analysis: 24% of respondents feel Quality of Nandini is good, 56% feel its average and 20% feel it's poor

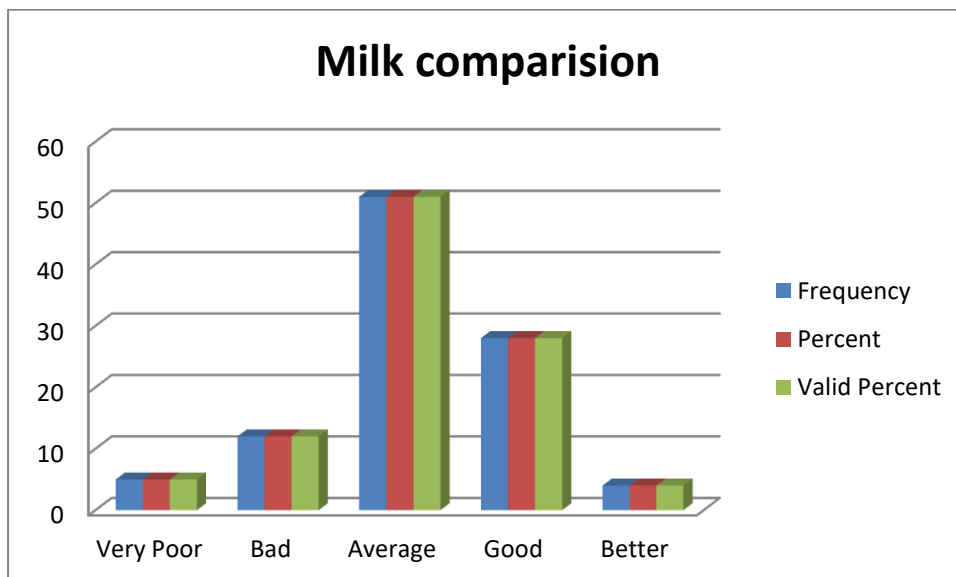


Interpretation: 56% of respondents feel it's not bad

4.7 How do you rate Nandini milk in comparison with other brands ?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very Poor	5	5.0	5.0	5.0
Bad	12	12.0	12.0	17.0
Average	51	51.0	51.0	68.0
Good	28	28.0	28.0	96.0
Better	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Analysis: 51% says its average, 32% feel well and 17% says it's not up to the mark.

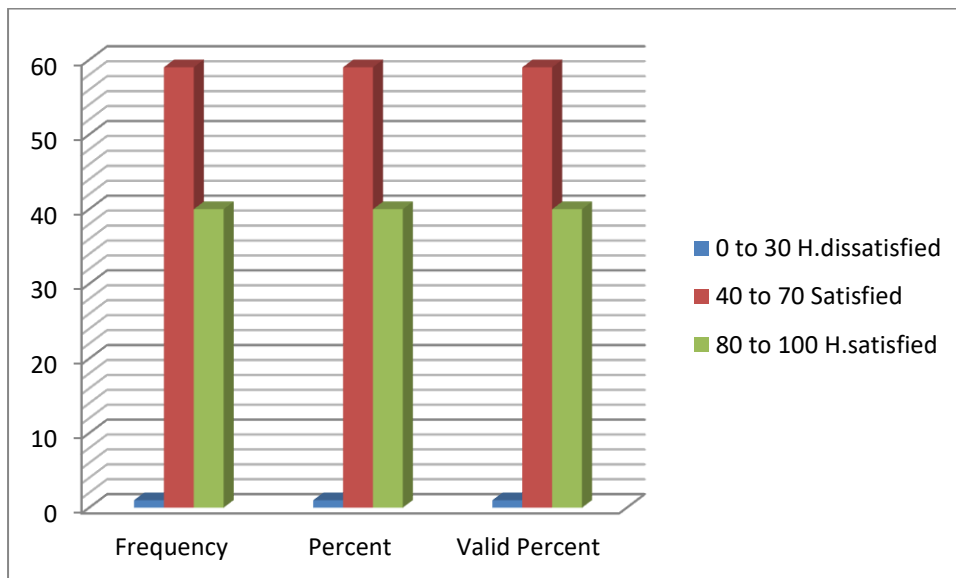


Interpretation: It shows that more than 65% of respondents not feels too good with comparing others

4.8 How much are you satisfied with the taste of Nandini milk ?

				Cumulative
Valid	Frequency	Percent	Valid Percent	Percent
0 to 30 H. dissatisfied	1	1.0	1.0	1.0
40 to 70 Satisfied	59	59.0	59.0	60.0
80 to 100 H. satisfied	40	40.0	40.0	100.0
Total	100	100.0	100.0	

Analysis: 40% of respondents are highly satisfied of Nandini and 59% feel its average

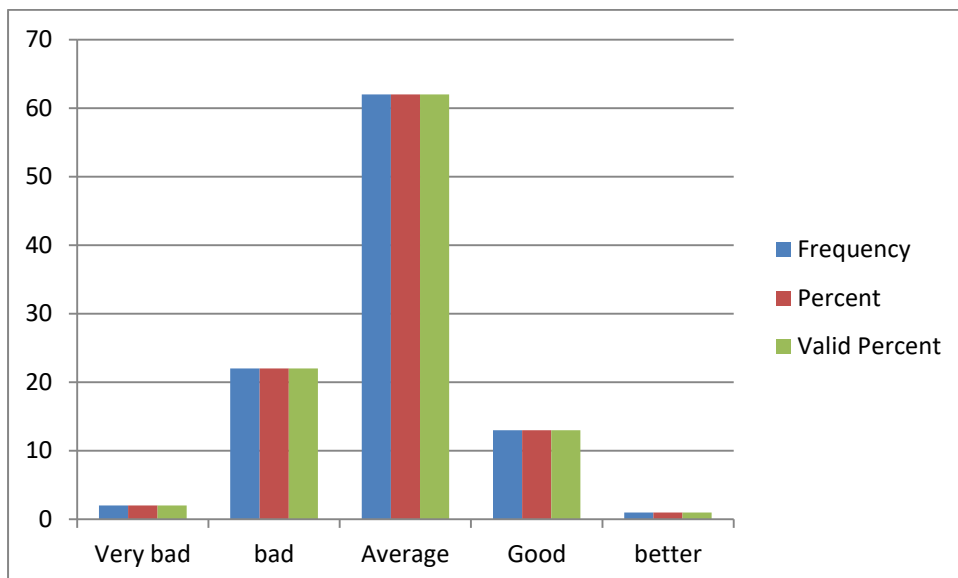


Interpretation: Most of responses fall within highly satisfied and satisfied range

4.9 Thickness

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very bad	2	2.0	2.0	2.0
bad	22	22.0	22.0	24.0
Average	62	62.0	62.0	86.0
Good	13	13.0	13.0	99.0
better	1	1.0	1.0	100.0
Total	100	100.0	100.0	

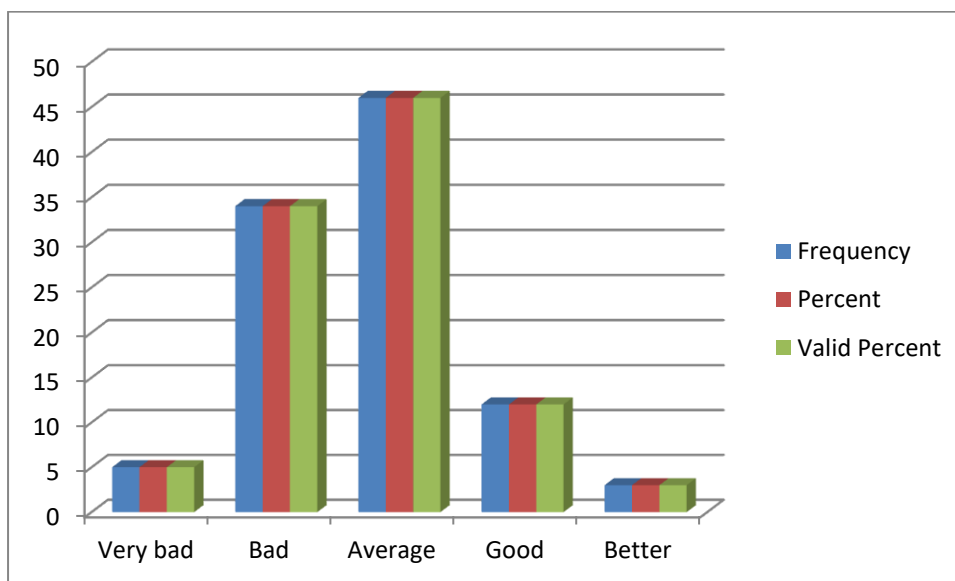
Analysis: 62% of respondents say thickness of Nandini milk is average, 22% of them says it's bad and 2% feels it's too bad



4.10 Smell

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very bad	5	5.0	5.0	5.0
Bad	34	34.0	34.0	39.0
Average	46	46.0	46.0	85.0
Good	12	12.0	12.0	97.0
Better	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Analysis: 46% feels smell of Nandini is average, 39% says its bad and only 15% feels it's good

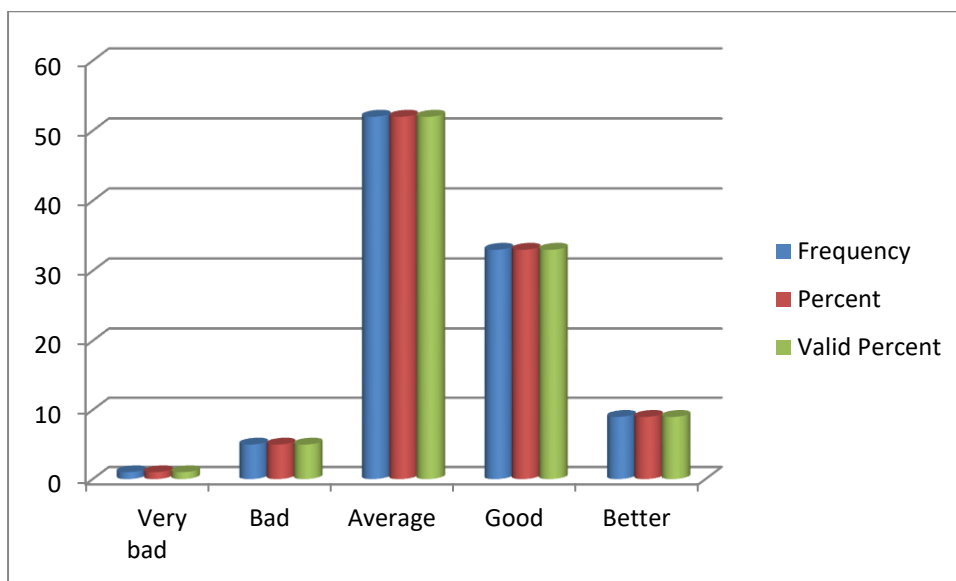


Interpretation: Most of the customers are not happy with the smell of the Nandini

4.11 Availability/Delivery

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Very bad	1	1.0	1.0	1.0
Bad	5	5.0	5.0	6.0
Average	52	52.0	52.0	58.0
Good	33	33.0	33.0	91.0
Better	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Interpretation: 52% of respondents say availability of Nandini is average, 33% feels its good 9% says better only 6% says it's poor.

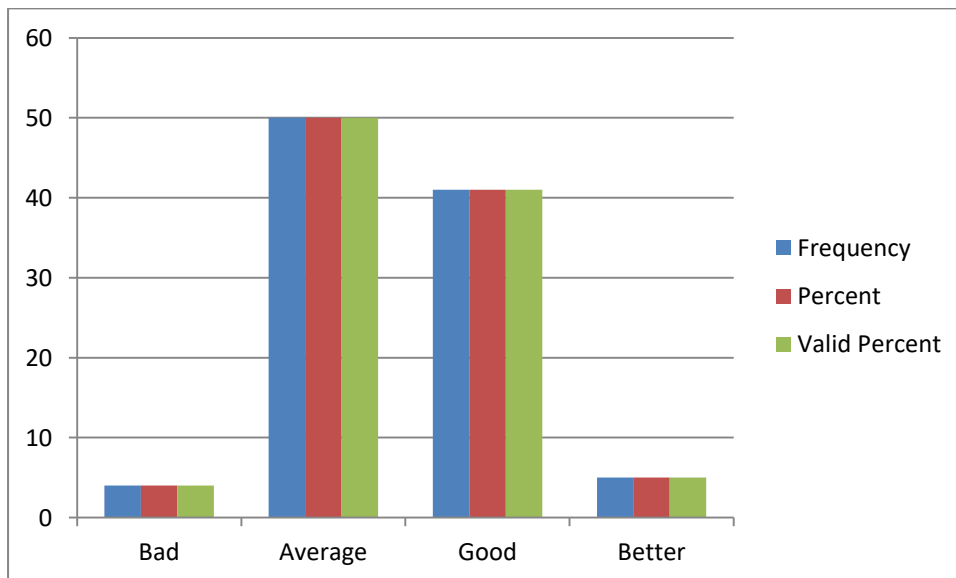


Analysis: the above data shows that availability factor is not a problem for Nandini

4.12 For health

				Cumulative
Valid	Frequency	Percent	Valid Percent	Percent
Bad	4	4.0	4.0	4.0
Average	50	50.0	50.0	54.0
Good	41	41.0	41.0	95.0
Better	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Analysis: 50% feels Nandini milk is average for health and 41% feels its good for health. 5% says its too good and only 4% not agree with it

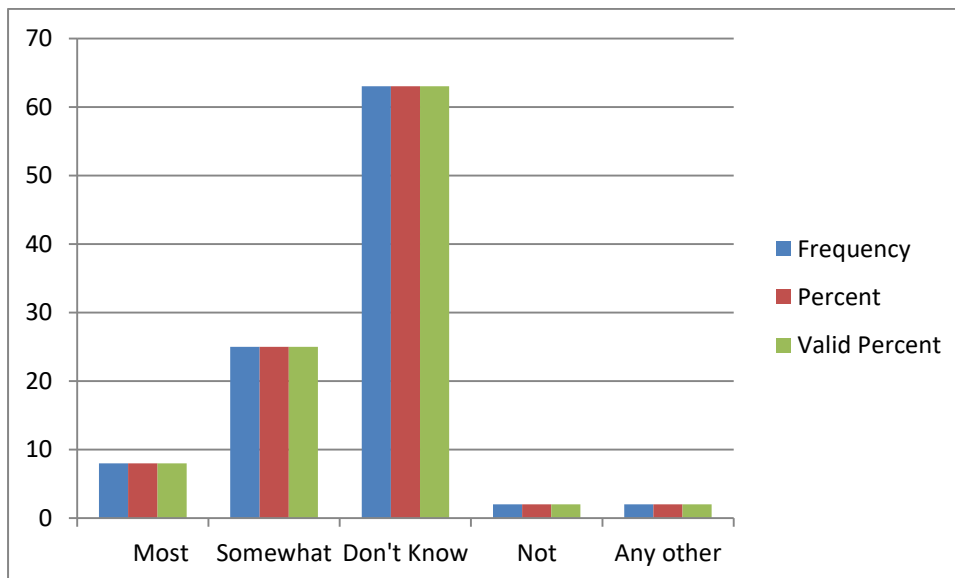


Interpretation: Only 4% of respondents completely not agreed that Nandini is good for health

4.13 At what extent the technology has influenced your buying behavior

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Most	8	8.0	8.0	8.0
Somewhat	25	25.0	25.0	33.0
Don't Know	63	63.0	63.0	96.0
Not	2	2.0	2.0	98.0
Any other	2	2.0	2.0	100.0
Total	100	100.0	100.0	

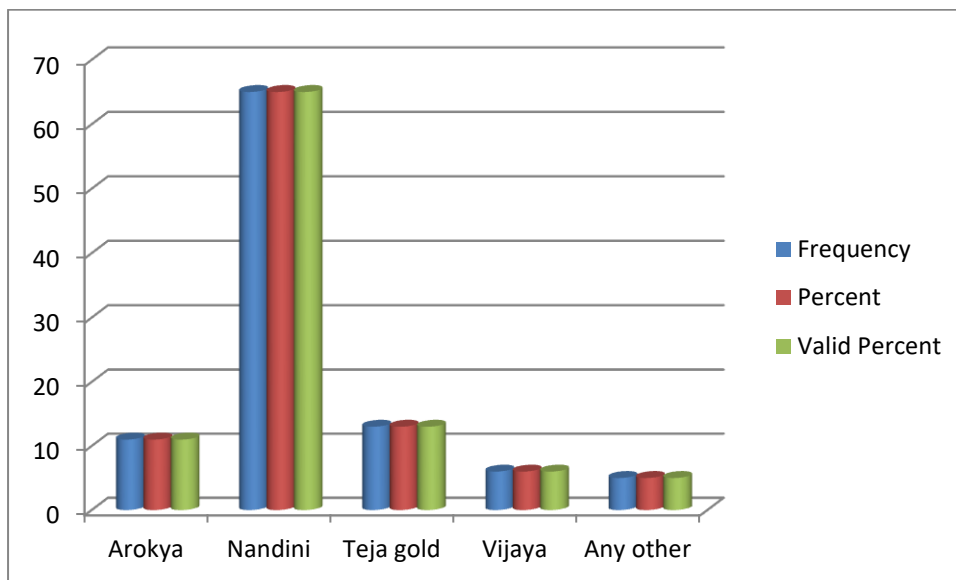
Analysis: 63% of respondents do not know whether technology has changed their buying behaviour, 25% feels some what it does and 8% says it influenced the most.



Interpretation: Technology has not influenced buying behavior of the most of the customers

4.14 Which brand comes to your mind when you think of milk ?

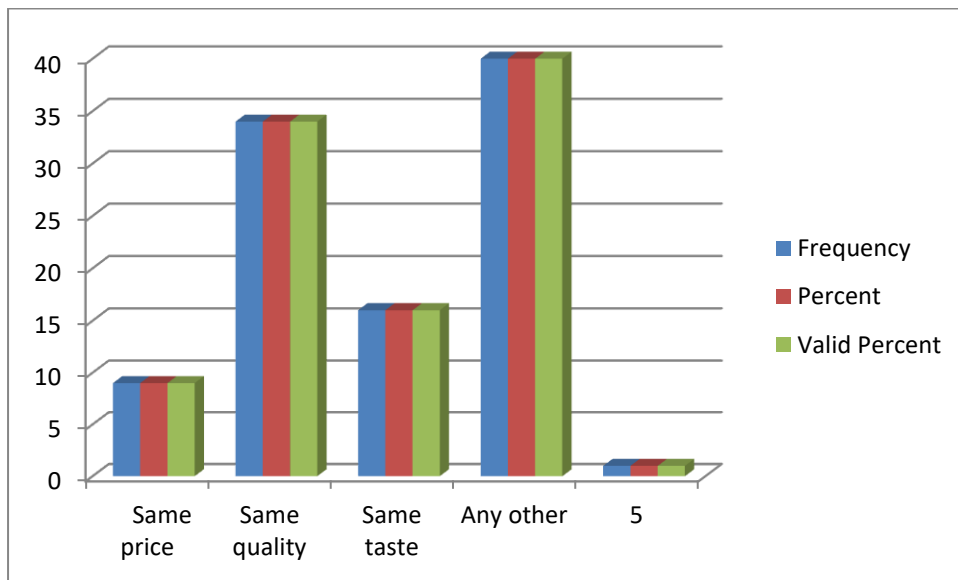
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Arokya	11	11.0	11.0	11.0
Nandini	65	65.0	65.0	76.0
Teja gold	13	13.0	13.0	89.0
Vijaya	6	6.0	6.0	95.0
Any other	5	5.0	5.0	100.0
Total	100	100.0	100.0	



Analysis: For 65% of respondents says Nandini brand comes to their mind when they think of milk.

4.15 Reasons for the alternative brand.

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Same price	9	9.0	9.0	9.0
Same quality	34	34.0	34.0	43.0
Same taste	16	16.0	16.0	59.0
Any other	40	40.0	40.0	99.0
5	1	1.0	1.0	100.0
Total	100	100.0	100.0	



Analysis: 34% respondents' reason for alternative brand other than Nandini is same quality, 16% is same taste and 40% are other reasons like thickness, availability etc.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTION

5.1 Findings:

- The client mindfulness level towards Nandini drain is magnificent in light of the fact that all the 100 respondents know about it.
- From the mindful respondents 45% of respondents are Nandini drain.
- Factors like Quality, taste and value impacts increasingly while picking a brand individually.
- Only 24% of respondent feels nature of Nandini drain is great where 56% of are in the middle of good and terrible.
- Only 32% of respondents say Nandini drain is better with examination of others.
- 47% of respondents don't consent to that Nandini will improve extravagance to Tea/espresso.
- 40% of respondents feels that Nandini taste is great where 59% feel its normal.
- Only 13% of respondents are completely happy with the thickness of Nandini.
- 39% of respondents feel Nandini drain is having terrible stench.
- More than 80% don't have any protestation in regards to bundling of Nandini.
- Only 4% feels Nandini isn't useful for wellbeing.
- Only 33% of respondents are completely happy with the execution of Nanidini drain.
- Most of the respondent incline toward 500 ml. size of bundling i.e. about 80%.
- 43% of respondent separate Nandini as wellbeing cognizant drain with different brands.
- Out of 100 Nandini strikes a chord when they consider drain.
- More thickness, same taste and accessibility are the key explanations behind elective brand other than Nandini.

5.2 Conclusion:

In the wake of communicating with the advertising officer and different workers of SHIMUL and the overview I made in Shimoga city, milk corruption, absence of steadfast retailers and exploitative contenders who utilize hurtful chemicals to build thickness and strength to advance deals are the huge danger to the Nandini drain. Albeit still Nandini is having great notoriety and brand picture at its components like less cost, wellbeing cognizant and experienced player in the market.

5.3 Suggestions/Recommendations:

The Nandini mark is having trust in the market where it works and still the market is open for procure, Company may exploit it through ads.

The organization may persuade clients that because of less fat thickness of Nandini is less and that is useful for wellbeing through ads/standards.

The organization may keep on worker as Customer Relationship Executive. Who will coordinate as amongst clients and friends and furthermore with retailers who may advance Nandini drain successfully on consistent premise.

Like Bangalore Union they may open Coin drain parlors at reasonable spots. It will be better if the organization takes some vital activities to lessen awful stench notwithstanding over these organization can have close watch on clients to know their changing needs and needs. And further more on contenders for benchmarking.

BOOKS REFERRED

Literature Reviews

1. Singh and Patel¹ (1986) examined the impact of financial parameters on the utilization example of drain and drain items. A study of 100 country and Satya Prakash Singh and Raghbir Singh² (1986) explored the connection amongst salary and utilization of drain items in Chandigarh region .
2. Swarnalatha Arya and Kuber Ram (1988) in their overview on factors influencing utilization example of drain and drain items in provincial and urban regions of the Kamal area of Haryana state with the example of 240 family units (140 from urban and 100 from country) post stratified the example families into word related gatherings, per capita use class, sort of buyers and veggie lover and non-vegan gatherings.
3. Sharma and Ram (1991) in their examination meant to look at the occasional varieties in utilization example of weaker segment of families with exceptional reference to drain and the drain items in Sharanpur locale with the goals in particular, to consider the utilization example of weaker segment families with uncommon reference to drain and drain items in various seasons ; to gauge disparities in the appropriation of buyer use in various seasons and to appraise use and pay flexibility of customer things in various seasons.
4. Rajendran and Prabhakaran⁶ (1993) contemplated the utilization of drain under various classifications of agriculturists in Pappireddipatty piece of Dharmapuri area. The investigation reasoned that the per capita utilization of drain every day was watched
5. Goswami (1994) analyzed the utilization example of drain and drain results of five particular pay bunches in Shillong town of Meghalaya state with an example of 200 family units drawn from 20 wards. It was watched that with the expansion in wage, the use on drain and drain items had additionally expanded.

6. Singh and Singh (1994) in their examination on the example of drain utilization in urban and provincial zones of Ludhiana region in Punjab, found that the immediate utilization of drain was more in country than in urban zones.
7. Patel et al.⁹ (1994) in light of the cross sectional information of 352 family units contemplated the occupation astute utilization example of drain and drain items in Karnal city. Michael V. P.; Welfare measure and management and human resources management and human relations Himalaya Publishing House, Mumbai, 2001, pp 612-616.

Annexures: Questionnaire

Questionnaire on Marketing Survey.

PERSONAL INFORMATION OF CUSTOMER

Name:

Age:

Gender: Male..... Female:.....

Qualification:

Occupation:

Income:

Family size:

No of Children below 12:

Address

Contact No:

1. Are you aware of Nandini milk?

Yes

No

If Yes

2. Which brand of milk are you consuming?

Arokya

Nandini

Teja gold

Vijaya gold

any other

3. Which of the following factors influences you to choose the brand?

Price

Quality

Taste

Availability

Packaging

Any other

4. Have you ever used Nandini milk?

Yes

No

5. What is your opinion about Nandini's price

Costly

Cheap

Very costly

Average

6. Quality of Nandini milk

Good

Average

Poor

7. How do you rate Nandini milk in comparison with other brands?

Very poor

Bad

Average

Good

Better

8. How much are you satisfied with the taste of Nandini Milk?

Thickness

Very bad

Bad

Average

Good

Better

9. Thickness

Very bad

Bad

Average

Good

Better

10. Smell

Very bad

Bad

Average

Good

Better

11. Availability/Delivery

Very bad

Bad

Average

Good

Better

12. For Health

Very bad

Bad

Average

Good

Better

13. At what extent the technology has influenced your buying behavior

Most

Somewhat

don't know

Not

Not at all

14. Which brand comes to your mind when you think of milk?

Arokya

Nandini

Teja Gold

Vijaya

Any other

15. Reasons for the Which will be your alternative brand of milk?

alternative brand.

Same price

same quality

same taste

any other

16. Any suggestions for Nandini milk?

... ..



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

Name of the student : DHEERAJ S N

Internal guide: Prof. Om Prakash C

USN No: 1IA16MBA15

Specialization: Finance and Marketing

Title of the project: Consumer behaviour on SHIMUL product

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGN	INTERNAL GUIDE SIGN
15-1-2018 to 20-1-2018	Introduction about Pattern effects labs and its operation		
22-1-2018 to 27-1-2018	Learning about different operation and products		
29-1-2018 to 3-2-2018	Orientation and Gathering information about growth of company		
5-2-2018 to 10-2-2018	Analysis of market position of the company		
12-2-2018 to 17-2-2018	Research problem identification		
19-2-2018 to 24-2-2018	Preparation of research instruments for the data collection		
26-2-2018 to 3-3-2018	Theoretical background of the study		
5-3-2018 to 10-3-2018	Data collection and data analysis		
12-3-2018 to 17-3-2018	Interpretation of the data gathered during the survey		
19-3-2018 to 24-3-2018	Final report preparation and submission		

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