



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-12/630/2018-19

DATE: 21.04.2018

CERTIFICATE

This is to certify that Sri. Subiksha Hegde Studying MBA in Acharya Institute of Technoly, Bangalore has attended and completed his project work on "Consumer awareness " 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.


Managing Director
Shivamogga, Davanagere & Chitradurga
District Co-operative 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: 19/05/2018

CERTIFICATE

This is to certify that **Mr. Subiksha Hegde** bearing USN **1AZ16MBA68** 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 Awareness on Shivamogga Co-operative Milk Union Ltd. (SHIMUL)**” at **SHIMUL, Shivamogga** is prepared by him under the guidance of **Prof. Swarupa Ranjan Panigrahi** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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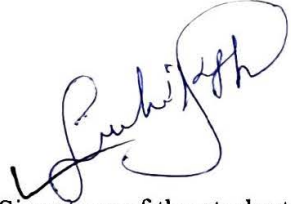
DECLARATION

I, SUBIKSHA HEGDE hereby declare that the project report entitled Study on consumer awareness on Shivamogga, Davanagere and Chitradurga Co-operative Milk Union Limited (SHIMUL) products at Shivamogga prepared by me under the guidance of Prof. Swarupa Ranjan Panigrahi faculty, Department of MBA Acharya Institute of Technology/ and external assistance by Anitha Asst Manager (marketing) at Shivamogga, Davanagere 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: 29/05/18


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 Asst marketing manager at Shivamogga, Davanagere and Chitradurga Co-operative Milk Union Limited(SHIMUL)., and my internal research Guide Prof.Swarupa Ranjan Panigrahi faculty 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 AWARENESS 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

India has a rich custom in dairying since the season of Lord Krishna. Dairying has been inalienable in Indian culture, for quite a long time. Drain and drain items have dependably been a vital piece of our utilization propensities. In the tremendous field of creature farming, the commitment of dairying has been most critical, as far as work, and also salary age. In post-freedom India, co-agent dairying has been one of our significant examples of overcoming adversity, profoundly affecting financial advancement of country regions.

Today, India is the biggest drain maker on the planet with record generation of 91.5 million tons. India stands first in world drain creation with an offer of around 14 for every penny in world drain generation. Drain has accomplished extraordinary status as far as its yield esteem surpassing Rs. 1,00,000 corers and has made quick walks both as far as number of drain makers and amount of drain created.

In India, dairying is the second imperative auxiliary occupation in rustic regions, alongside the primary control of farming. Animals sub-division alone added to 25 for each penny of the aggregate estimation of rural GDP. The advancement of dairy industry in India is notable everywhere throughout the world as a standout amongst the best improvement program in the globe. Dairy cultivating is envisioned by the ranchers in India as a component of a coordinated rural framework where dairy and horticulture supplement each other.

Between 1950 and 51, India's displacement was 17 million tons. For every penny of local demand, this may only be \$25, and the rest of the \$75 for each penny is met by introducing drainage solids. Until 1970, twenty years have passed since the creation. The rate of development of each penny has been one generation. In 1970, due to Dr. Kurien's vision and premonition, the NDDDB launched the "Operational Flood Plan." The goal is to complete the hunger for water and vacancies across the country, and to convert the common agency of agricultural partners into a true drain manufacturer on India. Strong driving force. In addition, by providing profitable costs to milk manufacturers throughout the year, India's displacement has reached 74 million tons since 1997. By the year 2000, India has become the largest producer of dairy products - by outperforming the marketthe USA – with an expected

generation of 86 million tons. This is because of India's —White Revolution‖ in drain creation.

Karnataka ranks sixth in the U.S. drainage pipeline rankings and ranks third in the nation's common agency drainage pipeline rankings. In 2001-02, the displacement was about 4.5 million tons. KMF covers 27 regions, with 7,000 dairy agency social orders; about 17,000 towns, of which 1.5 million ranchers collect about 200,000 barrels of garbage per day.

According to the World Bank expert report, there is potential speculation about the rupee. In the "Operation Flood III", Rs 200 crore, the annual net income to provincial economies is Rs. 2.4 trillion rupees. There are no other major improvement programs around the world that coordinate this information output ratio.

The fundamental elements of any dairy venture are obtainment, handling and promoting. This sort of task is known as "Anand example of dairying". The administration of dairy endeavor ought to be exceptionally watchful in these exercises. The acquisition of drain incorporate drain accumulation focus' (dairy co-agent social orders). The other imperative choice in drain acquisition is evaluating of drain. The two hub arrangement of drain evaluating is ordinarily utilized i.e., in view of Fat and SNF substance of drain. Occasional vacillation is the another vital perspective which require satisfactory thoughtfulness regarding guarantee general and adequate drain consistently.

Since, drain is perishable product, it must be prepared (chilling or purifying) quickly after acquisition, else, it gets ruined. The handling movement can't be ignored as it make the drain in consumable frame with more esteem expansion.

The showcasing incorporates item blend, evaluating arrangement, dispersion courses and deals advancement and so forth. The drain items are advertised by both Karnataka Milk Federation and Private Milk Units.

1.2 INDUSTRY PROFILE AND COMPANY PROFILE

KARNATAKA MILK FEDERATION

Karnataka's main dairy stores opened in 1975 in Kudige, Kodagu. Encouraged in June 1974; Karnataka promotes the post-merger restructuring and transformation of the dairy business and establishes a framework for another area of dairy advancement.

In 1975, the World Bank supported the start of the dairy reform work. Today's Karnataka Milk Federation (KMF) appeared in 1984 due to Karnataka's Dairy Development Cooperative Mission, the integration of small joint agents and the development of milk production in Karnataka and free-market vendors. .

By the end of March 1998, the 8023 Journal Common Agents Association (DCS) system had been established. In each of the 27 regions of Karnataka, the total number of such systems exceeded 166 in total to 175 individuals. There are 13 milk leagues and the Dharwad Dairy League (DMU) is one of them.

There are 35 refrigerated concentration points, 3 farm coolers, 15 liquid discharge devices and 2 product breasts for cooling, preparation, preservation and display drainage. In order to provide cows encouragement, 4 cows support the plants.

In order to ensure the supply of valuable germ plasma, bull farms and solidified semen banks are also available.

The Karnataka Cooperative Milk Producers Federation (KMF) is the pinnacle of negotiations between Karnataka and the mountain cooperatives. It is the third largest dairy cooperative agency among national dairy cooperatives.

The Alliance gives dairy companies such as the newly innovated and delicate elements, and publishes "Ksheer Sagar" magazine every month.

Prologue TO SHIMUL

"Shivamogga Co-agent 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 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. The drain those gathered from Societies is to be pooled conveyed to Dairy and prepared before being stuffed to ask for pressed sizes. What's more, additionally Routed to urban zones to pitch it to poor buyers 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 gainful cost to makers for drain and give different specialized administrations at financed rates. Association has retailer base of 1160 spread more than 3 Districts, who assist us with selling 1.9 lakhs liters of drain and drain items day by day. Under the aegis of GOK(Government of Karnataka) the program "Ksheerabhagya" to give Milk to the School Children is as a rule Successfully channelized by the Union. Shimul timed a turnover of Rs.431.88 Crore in the year 2014-15 with the benefit of Rs 1.02 Crore (PAT).

The beginning of Keladi line, an intersection of timberland and dry season territories covers 3 Districts - Shivamogga, Davanagere and Chitradurga. Here in the region of the popular Jog Falls is arranged, in excess of 1090 working DCSs in 19 taluks.

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

It has chilling focuses at Honnali-50 TLPD, Tadagani-40 TLPD, Anandapura-30 TLPD, Chitradurga-50 TLPD, Hosadurga-20 TLPD, B.G.Kere-05 TLPD,Challakere-10 TLPD .Total chilling limit 205 TLPD. There is 64 Bulk Milk Coolers , 275 Automatic Milk Collection Units in the association.

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

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

"Shivamogga Co-agent Milk Union is resolved to give greatest conceivable cost to the drain provided by its individuals and give essential contributions to upgrade 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".

1.3.1 Promoters

Name	Role
Vidyadhara	President
H C Nagarajappa	Vice president
Parameshwarappa	Director
Jagadisshappa B	Director

1.3.2 Vision and mission

Vision : "SHIMUL is Committed to makers welfare through clients please by embracing constant change and guarantees unadulterated and sterile drain and drain items."

Mission :

Total quality

Honesty

Discipline

Cleanliness

Transparency

Sincerity and Dedication

Qualities

- Total quality
- Honesty
- Discipline
- Cleanliness
- Transparency
- Sincerity and Dedication

Quality Policy

"SHIMUL is Committed to makers welfare through clients please by embracing constant change and guarantees unadulterated and sterile drain and drain items."

Quality is add up to responsibility of consumer loyalty, assurance and headway of condition, reasonable advancement of partners and development to advertise administration. Here in Shivamogga Co-Operative Milk Union at various phases of generation the officer from the quality control office continues confirming the nature of items habitually. "To guarantee unadulterated, sterile drain and drain items through consistent change of value principles.

QUALITY CONTROL

Shivamogga Co-Operative Milk Union is getting 3.5 lakh kgs drain for each day. The quality investigation of this colossal amount of drain is being done at various levels like at MPCSC, BMC, CC, and at DAIRY level before it is taken for handling. Considering the wellbeing purpose of shoppers the FSSAI rules are being consented to the Union. The strategy includes the essential idea of giving quality MILK to shopper. 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 examination 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 consent to GMP and GHP hones significant to the Industry at various level of handling empower us to reinforce the Quality administration framework.

Concoction QUALITY OF MILK

Drain is the typical mammary emission got from finish draining of sound drain creatures. It ought to be free from colostrum's. The nearness of the considerable number of supplements in the drain makes it a perfect and finish sustenance. Real constituent of drain are water, lipids, starches, proteins and minerals. The other are available in low focus yet are indispensable to individuals.

1.3.3 Our Own Products

Product Name	Product Image	Quantity Available in
Nandini Toned Milk		520ml, 1 ltr
Nandini Shubham Milk		1 ltr
Nandini Homoginized Shubham Milk		500ml, 1 ltr

Nandini Homoginized Cow Milk		250ml
Nandini Curd		200g, 500g
Nandini Flavoured milk		200ml
Nandini Mango lassi		180ml
Nandini Pedas		25gms, 100gms, 250gms
Nandini Khova		Bulk
Nandini Ghee		200ml, 500ml, 1 ltr, 15kg
Nandini Mysore Pak		250gms

Nandini Paneer		200gms, 1 kg
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Cooperatives in union jurisdictions.

Primary dairy cooperatives are organized at the village level.

Organize milk procurement routes to purchase milk.

All dairy cooperatives within the jurisdiction of the union will become shareholders of the affiliated federal agency. In this institution, the dairy cooperative society assists in the procurement of milk in two shifts and provides technical input to the producer members. Remuneration for milk fillers of major dairy cooperatives for quality parameters.

Animal Health and Emergency Services

Trade unions are paying particular attention to promoting the health of members' dairy cows. Veterinary health care facilities have been extended to all DCS through health camps and emergency veterinary routes, and large-scale deworming programs are conducted twice a year in all DCS. Veterinary emergency services also provide support to dairy animals in need through well-trained DCS staff. Alliance organization seminar on clean milk production and animal health.

Artificial insemination activities

Artificial insemination (AI) has been the main functional tool to determine the development boom of SHIMUL Dairy. In order to increase the genetic potential of cows and milk production, unions have been working on cluster artificial intelligence concepts since 1994 and have successfully reached most producers during the portal phase.

Feed development supporting activities

The consortium has developed five farms that produce a variety of perennial feed pellets to meet the needs of producers. These perennial feed roots and seasonal feed seeds are distributed to producers at subsidized prices. In order to increase animal productivity, DCS provides balanced cattle feed and mineral mixtures to offset indentation.

Farmers have also received urea-concentrated dry feed education to increase utilization. In order to reduce the cost of milk production, farmers are being educated to establish silage manufacturing units.

Farmers are being educated to cultivate protein-rich Mangosteen. In order to avoid feed wastage, weeders will be provided to interested farmers at a subsidy rate.

At the trade union level, training programs for strengthening feed development were conducted for elite producers.

Clean Milk Production(CMP)

For improving the quality of raw milk , right from milk producer's level, a programme called "CMP" has been launched under which 46 Bulk Milk Coolers have been installed at with the assistance of Govt SCHEMES. DCS and many more are in the pipe line. 226 Automatic Milk Collection units have been provided to the societies for bringing efficiency and total transparency in the system.

Other Activities

Various training programs, such as CMP training, MCM training, president training for producer ANG management committees, secretaries, testers, single and cluster employees, AMCU, first-aid training, etc. will be conducted through the KMF training center. Union officials are also receiving training in different disciplines.

Government plans such as the Yashaswini health insurance plan cover all medical surgical costs. The implementation of Amrutha Yojana, the government of the State of Karnataka, aims to provide subsidy rates for milk animals to widows and the poorest of poor women.

Rs.4 / - The per-liter milk incentive program provided by the manufacturer announced by the Karnataka government is effectively implemented through the Shivamogga Partnership Milk Alliance.

STEP (supports women's training and education programs)

STEP's plan aims to

- Organize exclusive women's dairy cooperatives and carry out employment and income-generating activities.
- Provide training based on demand and extensive skills improvement.
- Mobilize women to form self-help groups as a tool for income-generating activities and easy access to credit.

1.3.4 Infrastructural offices:

SHIMUL has its corporate office at Machenahalli, Shivamogga. Its assembling unit is situated behind the workplace premises. The aggregate zone of SHIMUL is 21,09,542 sq.ft being 11,26,026 sq. 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 extensive with various divisions in it. Specifically Milk division, Butter division, Peda making division, Ghee influencing division, To spread drain division. It has two autos for office utilize.

Infrastructural offices:

SHIMUL has its corporate office at Machenahalli, Shivamogga. Its assembling unit is situated behind the workplace premises. The aggregate zone of SHIMUL is 21,09,542 sq.ft being 11,26,026 sq. 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 extensive with various divisions in it. Specifically Milk division, Butter division, Peda making division, Ghee influencing division, To spread drain division. It has two autos for office utilize.

Objectives

- To develop quality consciousness among all the producers/employees of the union.
- To implement cost reduction in each stage of collection, processing and distribution.
- Make everyone aware of energy conservation in Dairy.
- To minimize customers complaints and achieve customers satisfaction.
- To set goals/targets at all levels to achieve continuous improvement.
- To train all workers from time to time for exposure to advance technology for efficient operations.
- To provide adequate infrastructure facility for improving the work environment.

Awards & Achievements

1. Best **NGO** award for implementing smokeless chulla by ministry of Non-Conventional Energy in the year 1995-96 and also in the year 1996-97.
2. **Excellence** award by the Institute of Economic Studies, New Delhi in the year 1998.
3. **National Energy Conservation** award.

SHIMUL won the "National Energy Conservation Award" by Minister of Trade Union Mr.Sushil Kumar Shinde on "National Energy Conservation Day" held in New Delhi on December 14, 2010..

4. **KREDAL**-Karnataka Renewable Energy Award – 2010.

Milestones

1. STEP (Support to Training & Employment Programme for Women), a pilot Project was started during Oct-1997 and it was funded by Women & Child Development Dept., GOI(Government of India) .
2. The installation of Liquid Nitrogen to distribution system- Oct 1999.
3. Launch of Toned Milk in 200ml sachet in 2000.

-
4. GOK (Government of Karnataka) announced an incentive of Rs 2per litre of Milk for Farmers selling it to MPCS & Union procures there On, same was enhanced to Rs 4 per litre in May 2013.
 5. GOI (Government of India) accorded section of Rs 236.5 lakh for project integrated dairy development in the Districts of Chitradurga in the year 2011-12.
 6. Union level Welfare trust for helping all its producers formed in year 2011-12.
 7. Release of Mango Lassi to market on the Eve of “World Milk Day” on 01-06-2013.
 8. On 01.06.2013 instead of Toned Milk -500ML sachet Shubham Standard-515 ML sachet released to the market to avoid change problem and be consumer friendly.
 9. NDP-1 was launched on 2013-14 with a project outlay of Rs 738.16 lakh for Shivamogga Co-operative Milk Union.
 10. GOK(Government of Karnataka) ambitious “Ksheerabhagya Scheme” to provide with glass of Milk to all School Children launched on 01-08-2013 at Ambedkar Bhavan, Shivamogga.

1.3.5 Area of operation

Dairies/Chilling Centres



Anandapura:-

Anandapura Chilling Centre is located about 61Kms away from Shivamogga Dairy and it is situated at Shivamogga-Honnagara 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 Centre 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 Centre 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, Hiriyr Taluks supply milk through milk Procurement routes.



Davangere:-

Davangere Chilling Centre 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, Hiriyr Taluks supply milk through milk Procurement routes.



B.G.Kere:-

B.G.Kere Chilling Centre 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.

1.4 Competitors data:

Sri Krishna Milks Private Limited:

Arranged at: Kirwatti, Yellapur Taluk, Karnataka.

Built up: 1989.

Possess 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.

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

Arogya drain:

Hatsun Company, India's biggest private dairy.

Hatsun began promoting new drain in pockets from 1993.

Hatsun is a USD 250 million organization, recorded in the Mumbai Stock Exchange.

It began as a smooth dream in 1970:

Arun frozen yogurts in Chennai.

Hatsun handles an aggregate 1.8 million liter daily.

Arogya drain is strengthened with 4.5% butterfat.

Circulation Stockists/Agents. They have a system of 30 circulation Stockists and more than 1500 Agents in Tamilnadu/Bangalore

1.5 SWOT Analysis with reference to SHIMUL:

Quality:

Great acquisition potential.

Nandini items have a decent brand in the market.

Better nature of crude drain.

Topographical area of co-agents/Dairies.

ISO 9001:2008 and MMPO ensured dairy.

Extensive variety of activity - 19 taluks canvassed in 3 regions of drain shed region.

Protected appropriation vehicles.

Differed climatic conditions

Shortcoming:

Wide hole amongst obtainment and deals.

Nonappearance of discrete item piece.

Poor ad and advancement.

Ailing in preparing and advancement programs.

Activities to open a different Milk Union in Davangere locale.

Has not up to World Trade Organization norms.

Openings:

Catching

free drain deals.

Developing interest for full cream drain.

The Milk Union can create still more results of KMF.

Drain Union can go for mechanical progressions.

Dangers:

Private dairy rivalry in Procurement and Sales.

Expanded nearby free drain deals

Buyer mindfulness towards KMF towards KMF towards Nandini Milk

The Indian dairy industry, following its relicensing, has been pulling in countless. Their achievement in dairying relies upon components, for example, a productive yet efficient acquirement arrange, clean and savvy preparing offices and inventiveness in the commercial center. Every one of that should be done is: to improve, change over items into economically exploitable thoughts. All the time continue reminding yourself: Benjamin Franklin found power, however it was the man who created the meter that extremely profited

1.6 Future development and outline for the organization:

The long haul objective-2015 i.e., for the five years from 2010-11 to 2014-15 is to build the drain acquirement by 10.97% and drain deals by 11.2%.

Objectives by 2010-11:

- To manufacture 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 cows protection worth Rs.5.18 lakhs.
- To increment the fake creature reproducing to 1,13,300 amid the year.
- To give creature encouraging of 24000 metric tons.
- Under the Fodder Development Program 350 units of urea is planned to create supplement dry feed.
- To enhance handling and nature of generation it has wanted to burn through Rs.1483.50lakhs.

-
- Planned to extend the Davangere dairy limit by 1TLPD with a consumption of 10crores and different projects with Rs. 1109 lakhs.
 - Aimed to build the business: Milk to 152,000 LPD, Curds to 12000 Kg for each day, Peda to 210 Kg for each day, Butter drain to 1100 LPD.
 - Aimed at setting up drain parlors in Shivamogga and Bhadravathi Railway stations.
 - Aimed to build drain merchants to 169, franchisee parlors to 15 and day counters to 560

Progressing PROJECTS

- The establishment of 100 MTPD new super large milk powder plant costs Rs. The Kannamangala village of Channapatna Taluk in Kanalapatna Taluk was visualized at Rs 300 crore to meet the preconditions for the change of the remaining displacement of Karnataka in southern Karnataka
 - 10 TLPD limit for Hassan Ice Cream Factory, estimated cost of Rs 47
 - Koppala Dairy's 60-100 TLPD limit expands to 8 LLPD and the estimated cost is Rs 38
- Mysore's Giant Dairy 6 LLPD limit expands to 8 LLPD and is expected to cost INR 12.4 billion
- New 3 LLPD to 5 LLPD limit Dairy and 2 LLPD UHT plants at Chamarajanagara, estimated cost is Rs 125
 - Chikkaballapura Dairy, which owns the UHT plant, is expected to cost Rs. 100 kg
 - Establishment of new dairy products in Bagalkot with a limit of 50 TLPD - 1 LLPD and an estimated cost of Rs 29

Uppoor Dairy of the Udupi District limits 1.5 - 2 LLPD. Rs - 80 Crores

-
- New Super Dairy and Dairy Plant in Kanakapura - R.447 kg
 - The establishment of a 300,000-ton/year milk powder factory in Darwad will cost Rs. 27 million
 - Mandya's Super Dairy, with a limit of 8 to 12 LLPD, is expected to cost Rs. 180 kg
 - The construction of a dormitory in the KMF central office building is expected to cost 800 million rupees

Tasks under PPP:

1. Build a deep freezer at an estimated cost of Rs 12
2. Establish 300 MTPD new cattle breeding plant in Arakalagoodu, estimated cost is Rs. 58 kg
3. Establish new dairy products in Davanagere, limit 3LLPD to 5LLPD, estimated cost is Rs 85
4. The bull mother advances at Nandini Sperm Satation, Hesaraghatta, and the estimated cost is Rs 4
5. The establishment of a new 300-ton feed-restricted cattle feed factory in Darwad is expected to cost 23 rupees

FUTURE PROJECTS

1. The cost of establishing a corrugated box production unit in Challaghatta does not exceed Rs 25
2. The cost of New South Denny's packaging film factory is less than Rs.80 Rs. 23 Rs. to 5 LLPD. Production Davanagere Dairy is expected to cost Rs. 85 kg

3. The new product factory of Shivamogga Dairy Factory is estimated to cost Rs. 25 kg

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Drain is an imperative thing of utilization for individuals. Man and drain creature lived in vicinity and their relationship goes back to the beginning of human progress. Before urbanization, the standard practice was to devour drain in its new shape or after basic handling. The additional drain was changed over into here and now rationed items or puddings that were expended in a staged and comfortable way. In any case, the urbanization distanced the advanced man from the drain creature far from each other bringing about the requirement for preparing and bundling of drain. Drain gets a vital place in the human dietary framework. The shoppers assume an imperative part in the promoting of dairy drain. Promoting of liquid drain is diverse when contrasted with other buyer merchandise. A few elements impact the shoppers in purchasing the drain.

It is attractive to survey the applicable writing while at the same time dealing with an exploration issue. An audit of writing places an exploration examine in its appropriate point of view by demonstrating the measure of work as of now did in the related territories of the investigation. The accompanying are the investigations, which empowered the specialist to attempt this examination. Concentrates on shopper mindfulness only in liquid drain in Indian setting are inadequate. Henceforth, thinks about on drain and drain items in India and furthermore in abroad are quickly checked on here.

- Consumption Pattern of Fluid Milk.
- Awareness, Preference and Perception of Fluid Milk and
- Brand Preferences for Fluid Milk.

Utilization PATTERN OF FLUID MILK

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. It was discovered that the normal month to month utilization

expanded with pay for all drain items. Drain items delivered by every one of the areas sorted out, sloppy and home made demonstrated a strength of the composed division in all pay gatherings.

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. The log-straight different relapse examination was utilized to quantify the commitment of different variables influencing use on drain and drain items. The significant discoveries of the examination uncovered that the normal per capita add up to consumption was twofold in the urban territories when contrasted with rustic zones. In urban regions, the per capita use was most astounding in the business class took after by agriculturist and administration class. Per capita add up to consumption was most astounding if there should arise an occurrence of non-business drain maker families both in urban and in addition country zones took after by business drain maker and per capita add up to use was least for non-maker buyer families. The normal aggregate month to month consumption on drain and drain items was of higher request in non-veggie lover bunches when contrasted with vegan bunches both in rustic and urban regions. The nourishment propensities for the buyers did not have any critical effect over the capita use on drain and drain items. The investigation inferred that the autonomous variable to be specific per capita month to month add up to use, family measure, training status of the relatives and sustenance propensity for the families to a great extent impact for each capita use on drain and drain items.

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. An arbitrary example of 195 families were drawn from every classification of weaker area families to be specific, landless workers, peripheral agriculturists and little ranchers as per likelihood extent to measure model. Imbalances in circulation of utilization use, use and pay versatilities in

different seasons were evaluated from Gini focus proportion and Engel capacities. Use flexibility in various seasons were in the request summer > stormy > winter for ghee and summer > winter > blustery for drain and drain items. Consumption versatility had a tendency to be more prominent for drain and drain items, unadulterated ghee and non-nourishment things than for add up to sustenance things.

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. Among the different drain things, per capita use was most extreme on liquid drain for all the pay gatherings. Direct, semi-log and log-straight types of Engel work were observed to be best fit for clarifying the purchaser consciousness of different wage bunches as for drain and drain items utilization. It was discovered that a wide variety was recognizable in the utilization example of drain and drain items crosswise over various salary gatherings. As a rule, wage aggregate above rupees 4000 ended up being overwhelming wage bunches in regard of normal per unit consumption on different drain things, while salary gather underneath rupees 1000 announced slightest use on these things. The interest for different drain things was seen to be consumption flexible for all the salary gatherings. All respondents declared spread and ghee and other drain items as extravagance things.

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. The rate offer of residential utilization was higher in summer season when contrasted with winter season both in urban and provincial regions.

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. The Engel condition of twofold log shape was fitted for evaluating the use versatility.

The fixation bend strategy was utilized to think about the disparities in the utilization of drain and drain items for various word related gatherings.

8. Daisy Rani (1995) inspected the utilization design for the chose domesticated animals items (drain, meat and eggs) among various wage bunches in Madras city by choosing arbitrary example of 300 families from 12 divisions of Madras city. It was watched that the amount of drain used per utilization unit every day expanded as pay expanded. The consciousness of the customers about different drain items like institutionalized drain, conditioned drain and twofold conditioned drain, yogurt and skim drain powder expanded as the pay expanded. The inclination of the family units was more for conditioned drain in all pay gatherings. Semi log practical examination uncovered that family measure, month to month salary and instructive level of the leader of the families essentially impacted the drain utilization. The vegan propensity additionally altogether affected the drain utilization levels.

9. Borah and Saikia¹¹ (1996) considered the shopper's inclination to drain and drain items in Greater Guwahati. The investigation uncovered that the private segment filled in as the greatest provider of drain. A base level of buyers never bought drain for utilization. Inclination for morning milk was higher than that for night drain.

10. At-home utilization example of drain and drain items had been examined widely additionally by Ganguli (1960); Iyengar, Jain and Srinivasan (1968); Sound and Lai (1969) ; Jain and Tendulkar (1973) ; Inder Mohini (1981) and Saverland (1987), both in urban and country groups. These examinations demonstrated that the example of drain utilization was diverse for various salary, instructive and word related gatherings. Increment in wage brought about increment in the sum spent on drain. Per capita consumption on drain was higher in urban than in provincial family units.

11. Prabakaran and Patel (1980) led an investigation on purchaser mindfulness and inclination for drain in Madras city with arbitrary example of 300 family units, chose in light of the likelihood extent to the quantity of shoppers in each zone. The investigation intended to dissect the attention to the purchasers identifying with dairy preparing administrations; inclination for bovine and wild ox drain; inclination for fat substance among conditioned and institutionalized drain and furthermore the inclination for the span of bundle of drain. The examination uncovered that greater part of the respondents never found out about the

sanitization procedure and inclination for dairy animals drain was more than the bison drain. It was because of that dairy animals drain because attractive with less fat substance averting absorbable clutters. More level of family units was purchasing institutionalized drain. About a level of family units communicated their longing for conditioned drain with less fat substance than what was accessible. This kind of inclination was principally communicated in moderately bring down wage bunches in light of an inclination that decrease in fat rate would additionally bring about a lower cost for conditioned drain.

1. Ganguly and Gopal¹³ (1981) in their examination on metropolitan drain markets of India uncovered that in Bombay and Calcutta 75 for each penny of drain was purchased by families with low or direct wage however in Delhi and Madras half of all drain was bought by high - pay families. In Delhi and Bombay the normal family unit committed 17 for each penny of its consumption to drain items. It gave the idea that drain and drain items were more imperative to the general population of Delhi and Bombay, as 95 for each penny of the considerable number of family units met in these urban areas purchased drain frequently. Of the family units in four urban communities that acquired drain frequently 45 for every penny purchased only from Modern dairies under the City Milk Scheme. The Modern dairies share in the fluid drain showcase had expanded apparently in light of the fact that the advanced dairies charged 40 for each penny not as much as the conventional division for their drain.

2. Ackermann and Callier¹⁴ (1982) in their shopper overview of the drain advertise in OAE uncovered that Belgians are the least drain purchasers in Europe aside from the West Germans. Drain being an essential sustenance thing for most shoppers, it was and also an imperative monetary component in most Belgium ranches. The examination analyzed why drain utilization per capita in Belgium was so low and liable to decrease further. Patterns sought after and drain utilization by kind of bundling (glass, plastic, holder, container) and sort of finished results (cleaned, purified, ultra-warm treated (UHT)) were considered. A profile of regular Belgium shopper was created which demonstrated factors in demeanors towards items as per different criteria (age, religion, level of urbanization, occupation, social gathering, dispersion channel). The Belgium customer was unmistakably insufficiently educated about the item and subsequently viewed its buy as normal instead of including a decision. Numerous shoppers in this manner likely purchased a sort of drain, which did not answer their specific felt or unfelt needs. Showcasing arrangement should in this manner look

to advise the purchaser in order to breakdown their present negative states of mind and increment their advantage while trying to enhance the item's image picture.

3. Drews¹⁵ (1983) in his examination available for crisp drain and factors deciding the utilization slants in German Federal Republic uncovered the move towards UHT drain from sanitized drain having loosened off. Add up to utilization of fluid drain stayed stable. Elements deciding the size and creation of fluid drain deals were analyzed and comprehensively assembled in assessed (dropping) request of significance in the accompanying classes : season, value, wellbeing (counting both freshness and wellness) and accommodation. It was called attention to that advertising exercises which positively affected one factor may negatively affect another and since the relative significance of the different components for the shopper isn't exactly known, the accomplishment of promoting endeavors would never be anticipated with conviction.

4. Drews¹⁶ (1984) in his examination available for purified drain and factors influencing utilization inclines in German Federal Republic uncovered that of around 3.5 million tones of fluid drain delivered by dairies in the GFR in 1982, roughly 52 for every penny was sanitized. The expansion in the piece of the pie of UHT drain to the detriment of sanitized drain had turned out to be less set apart in most recent couple of years, despite the fact that the real section (53.4 for every penny) of drain sold in bundled frame is presently UHT drain. Components impacting the examples of drain deals were enhance, value, wellbeing thought and accommodation and so forth.

5. The target of Raghbir Singh¹⁷ (1986) contemplate on purchaser's impression of composed division dairy items was to inspect how customers see dairy items made by sorted out part in correlation with those delivered by disorderly segment and analyze whether there was any disparity, difference among the assessment of families having a place with various salary and instructive classifications in regards to their view of dairy items fabricated by sorted out areas as against those created by different segments. The invalid theory had been tried. The real finish of the investigation was that to the extent season, wholesome esteem, dampness substance and absorbability were concerned purchasers did not see much contrast between the sloppy and composed segment journal items.

6. Termorshwizen et al.¹⁸ (1986) in their investigation entitled "Shopper Awareness in regard of Milk in the Netherlands utilized Engel, Kollat and Blackwell (EKB) Model - an incorporated model of purchaser conduct" built up that fluid drain was seen as a nonpartisan drink; not common or extravagance, as a sustenance not a drink for joy and not as being invigorating. The most essential financial factors clarifying individual distinction in shopper convictions with respect to drain are age, level of training and local location. The outcomes proposed that observational model of EKB compose could add to the comprehension of purchaser conduct concerning non specific sustenance items.

7. Burmann¹⁹ (1987) in his investigation on purchaser states of mind and practices concerning fluid drain in the German Federal Republic uncovered that families expended drain oftentimes, an equivalent level of the buyers were utilizing purified drain and UHT drain and drain was utilized more to drink than for cooking. The prevailing highlights in the picture of sanitized drain were freshness and decent taste though the picture of UHT drain was overwhelmed by comfort and was preferred among outsider laborers over among Germans.

1. Singh²⁰ (1989) contemplated buyer's view of the sorted out part dairy items, by gathering information from 394 family units in Chandigarh. Shopper view of drain items fabricated by sorted out segments were contrasted and that of drain items made by disorderly divisions in India. The composed part included modern scale makers and items fabricated by state enterprises, co-agents and business entities. The disorderly area included little scale makers and home made items. The drain items from sorted out area were seen to be more "dependable in quality", "cleanly arranged", "neatly - bundled ", "heavenly in taste" and "offering great incentive for cash" contrasted and drain items from chaotic division. View of dampness content, edibility, wholesome esteem and flavor were evaluated comparably for sorted out and disorderly segments. Contrast in wage and instruction did not impact observation.

2. Reynolds²¹ (1991) took a shot at displaying buyer decision of liquid drain. The investigation had made an endeavor to describe purchaser decision among standard and fat lessened drain in Canada. To accomplish this goal a more adaptable parameterization to the Tobit display, the Double Hurdle was utilized to show the family unit interest for standard, low fat and skim drain. The investigation was completed with family unit information created

from the Family Food Expenditure Survey. Results proposed that a portion of the included financial and statistic factors that impacted the interest for standard drain were unique in relation to the interest for low fat or skim drain. Besides in congruity with these outcome, a genuine decision demonstrate among family units decision of fat diminished drain and standard drain showed that salary, sex, conjugal status, training, beneficiaries of welfare help, urbanization, family unit age structure, cost of fat lessened liquid drain and family common area were found to have critical effect on family unit decision of fat decreased liquid drain and henceforth buyer inclination for a low-fat eating routine.

3. Brain W. Gould²² (1996) in his investigation on factors influencing U.S. interest for lessened fat liquid drain, utilized family unit board informational collection more than 4300 families that recorded liquid drain buys for at-home utilization over a year time frame. Given that a considerable lot of these families did not expend at least one of these sorts viz. entire drain, skim drain and low fat drain, the econometric model unequivocally fused the blue-penciled nature of these product requests. With a general wellbeing goal of diminishing the fat admission of people, the outcome gave some would like to continuation of moving of utilization far from entire and towards decreased fat assortments given that entire drain displays moderately high value flexibility; all drain composes were observed to be substitutes; and there were huge contrast in the impact of statistic attributes on drain request. The three drain composes examined uncovered the presence of an accomplice impact of age on entire drain request. Just entire drain request was influenced by the level of relatives more than 65 years old. In this way, entire drain request could be relied upon to keep on diminishing.

4. y Jain and Sharma²³ (1999) led an examination on shopper feeling for buy of drain and drain items by gathering information from 300 example family units in Chandigarh city, 150 of every a town of Rohtak region and 100 out of two towns of Rohtak locale (Northern India) and comparable information from city, town and town families in Bangalore and Mandya area (Southern India). Wellsprings of procurement for drain and drain items, buyers inclination for various sources, factors affecting buy decision and purpose behind not expending milk of the sorted out segment and its inclination by customer in the southern district than in the northern one, particularly in urban zone were inspected. Notwithstanding, the greater part of purchasers purchased drain and drain items from sloppy segments. In provincial regions shoppers relied on home made items and few customers purchased from the chaotic division. Part of the sorted out division was not critical in provincial zones in the two

locales. Cost was an imperative factor impacting buys in the southern district yet was less vital in the northern one in any case, buyers in the two locales did not buy costly items.

5. Suriya Murthi²⁴ (2001) in his article on drain promoting systems had recorded some fundamental parts of advertising methodologies, for example, adherence to administrative gauges of value; supply of clean and unadulterated drain. It was proposed that co-agents to frame business partnership with other co-agents and privately owned businesses to use operational cooperative energy and reasonable and impartial rivalry among dairy industry to make upper hand.

6. Prabhakar Sharma and Joglekar²⁵ (2002) in their examination on "Promoting of drain a feeling study of purchaser recognition in Rajamundry, A.P" incorporated a cross segment of customers covering the region of the Godavari Co-agent Dairy with the example size of 400 families. The investigation found that most of the families were obtaining milk from private sellers. The area of drain corners was either near living arrangement or situated inside a sensible separation. The supply of drain through polyethylene sachets by home conveyance was beneficial. The families communicated that the drain provided by the GCD's is of mid-range quality. The nature of the drain was basically judged based on level of fat substance in drain. Families having a place with bring down salary bunches unequivocally communicated their inclination to private sellers due to non-accessibility of drain in little pressing not as much as a large portion of a litter.

7. Paramashivaiah and Arvind Kulkarni²⁶ (2003) contemplated shopper demeanor towards purified drain among the general population dwelling at the country regions of Gulbarga area in light of essential information gathered with organized survey from an example size of 120 respondents chose aimlessly comprising of 60 each from Mudhol and Malkhed town individually. To examine the demeanor of purchasers of purified drain in provincial regions and to assess the inclination of country buyers for sanitized drain based on their age, sex, instruction and pay were the principle goals. The discoveries developed out of the investigation uncovered that most of the respondents utilized sanitized drain. The nature of drain was the central point considered in choosing a specific brand took after by taste and brand name of that purified drain. Rest of the respondents utilized unpasteurized drain due to non-accessibility and high cost of purified drain. Interest for purified drain in little packs under 500ml was more. More youthful and middle age aggregate favored sanitized drain than the age

bunch over 55 years. Instruction of the respondents had more noteworthy impact in leaning toward purified drain than the unskilled people who never utilized sanitized drain.

It was proposed that the providers of purified drain ought to present little packs (say 250 ml) in provincial zones and lower the cost of their best quality drain i.e. Full cream drain, to make it more moderate for the poor rustic customers on the grounds that non-clients of purified drain recognized cost as a major block in their buys.

The majority of these examinations had concentrated essentially on the purchaser consciousness of drain composes and its fat substance, inclination and recognition about drain. The examinations explored additionally showed the purposes behind purchasing specific drain write as pay, freshness and acceptable ness. It was likewise distinguished that drain buy was standard as opposed to including a decision.

The investigations on drain buy mindfulness by Jonas (1971) and Anthony Prato (1971) underlined pay, familiarity with drain composes by Vaughan (1985), drain write inclination by Retnam and Spielman (1972) and Campbell (1990) and observation by Bachelin (1981) and Mannheimer (1998) were significant. Encourage it likewise shows the noticeable presence of disorderly area drain showcase.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

Drain is the everyday need of any individual everywhere throughout the world. In India the supply of Milk to the clients is done through the chaotic milkmen. After the transformation of the co-agent drain associations the drain India seen the bundled and prepared Milk and Milk items. For a long time the co-agent drain associations appreciated imposing business model in the market. Be that as it may, after the passage of private part in this industry the opposition has expanded to most extreme degree. Every one of the players in the market has numerous scopes of drain items under various brands. Also, every single player wishes that his image of items must be on the highest point of the brain of client.

With the expanding rivalry, KMF can't raise the piece of the overall industry of its Nandini marked Milk and Milk items. Furthermore, the organization figures the lacking of familiarity with its items might influence its deal. With a specific end goal to build the purchaser mindfulness the organization began numerous limited time exercises. Presently the organization needs to know how much clients know about the item and what effect of special exercises in making mindfulness.

Consequently the principle reason for this investigation is to discover the —to consider the buyer mindfulness about Nandini drain and drain items, and effect of limited time exercises on making mindfulness.

3.2 NEED FOR THE STUDY

"Shivamogga Co-agent Milk Producers Societies Union Limited, is the most seasoned organization in the North Karnataka area in the Packaged Milk and Milk Products fragment. The organization was the pioneer in this fragment with its different items under the brand of NANDINI. Be that as it may, now with the expanding contenders from private part in Packaged Milk and Milk Products industry the organization has neglected to build its market.

The organization has made the endeavor to expand the deals through numerous special exercises like commercials through different Medias, and Awareness Campaigns. Through these special exercises the organization needed to re-catch the clients who are moved from Nandini to other private marked items, and furthermore needs catch those purchasers who as yet relying upon the un-sorted out providers like Dabba Milkmen and so on... to serve their need of drain and drain items.

So now the organization needs to know the buyer mindfulness about Nandini Milk and Milk items and effect of special exercises on making the mindfulness in the brains of clients. And furthermore the organization needs to realize what kind of exercises to be attempted to pull in the clients.

3.3 OBJECTIVES OF THE STUDY:

- To ponder the purchaser mindfulness about Nandini Milk and Milk Products.
- To think about effect of limited time exercises on making purchaser mindfulness.
- To think about the entire item scope of Nandini Milk and Milk items.
- To examine the client desires in Packaged Milk and Milk items.
- To ponder the limited time exercises received by the organization.
- To assess the effect of those exercises on clients mind.
- To look for the new territories on which the organization can center to make mindfulness.

3.4 SCOPE OF THE STUDY

- The extent of the task is to know the buyers' mindfulness towards Nandini in late patterns.
- The study will assist the organization with understanding the conduct of individual while buying milk.
- The study will assist the organization with knowing the desire for organization.
- The study will assist the organization with making systems to enhance their administrations to meet clients' desire.
- Scope of my examination is confined just to Shimoga city

3.4 RESEARCH METHODOLOGY:

Test Size - 100

1) DATA COLLECTION METHODS USED:

Primary and secondary information gathered to complete the examination work.

Primary data

Data was gathered specifically from the shoppers for the undertaking work. The information gathered amid the examination incorporated the information gathered through poll and up close and personal meeting with clients.

Secondary Data

Auxiliary information incorporates information accumulation of data from daily papers, magazine audits and Internet data about Processed Milk and Milk items industry.

2) MEASUREMENT TECHNIQUE:

Questionnaire

Poll is a formalized instrument for gathering data straightforwardly from the respondents. Amid this examination poll was utilized as apparatus for getting data from the clients in the twin urban communities.

Sampling Method

The example is chosen in view of non-likelihood testing strategy.

Sample Size

Test measure is 100 clients.

UTILIZING SPSS PROGRAMMING:

It includes a recorded perception into disperse explanation. The estimation and assessment of information is finished utilizing SPSS 11.0 variant programming and Microsoft Excel for the graphical portrayals.

SAMPLING AND THE TESTING OF HYPOTHESIS

For this exploration consider I have picked 100 clients as an example measure, among these 30 for pilot think about. My example unit will be 2 to 3 region's of Shimoga city. My inspecting components will exist and non existing clients.

In numerous prior undertakings the contenders' impact and overabundance substance of water in the Nandini drain were the real explanations behind diminishing its deals. According to the past studies, anomaly in conveyance of drain, awful stench and accessibility of little pockets i.e. 100 ml in Non Nandini brands made them to move their image from Nandini to others.

Data collection Methods

The data essential for this examination consider is gathered by tapping essential and auxiliary sources. The sources are as per the following:

Primary Sources:

- Questionnaire
- Personal collaboration

Secondary Sources:

- Company Websites.
- Related Information from Internet
- Company Reports.
- Consumer mindfulness towards KMF towards KMF towards Nandini Milk

Testing PROCESS:

- Population: Customers from the Shimoga city.
- Sampling outline: Nijalingappa settlement, Venkateshwar state, Mouleshwar chowk territories in Shimoga .
- Sampling unit: House spouses, Professionals.
- Sampling size: 100 units.

-
- Sampling strategy: Convenience Sampling

3.6 LIMITATIONS OF THE EXAMINATION:

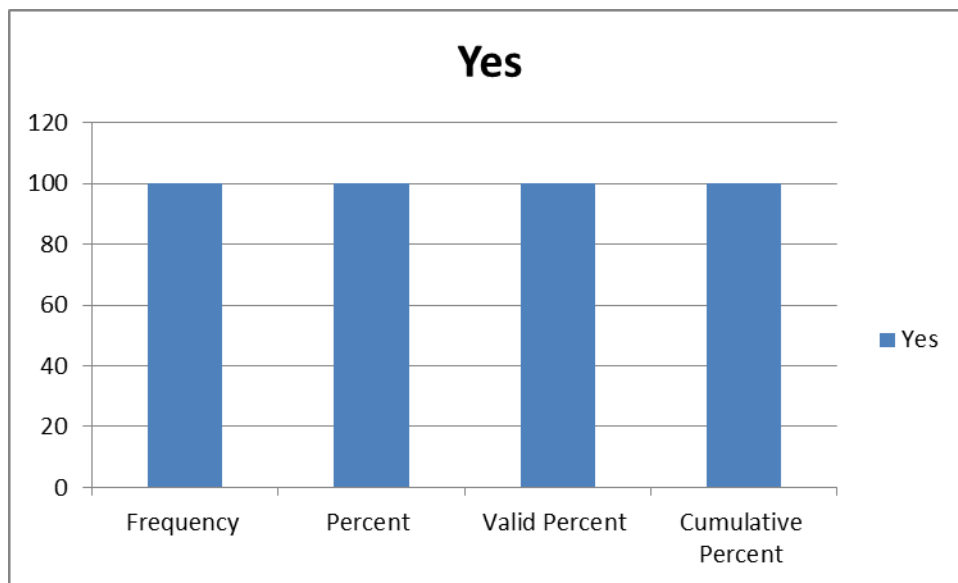
- Time restriction of 3 weeks.
- Limited zone of overview.
- Customers' absence of intrigue while giving genuine criticism.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION
INTERPRETATION AND ANALYSIS

According to the objectives, data are collected from various sources and analyzed with the help of appropriate technologies. The results of this study are listed under the headings below.

Table 1: Number of respondents aware about NANDINI Brand of Milk and Milk products

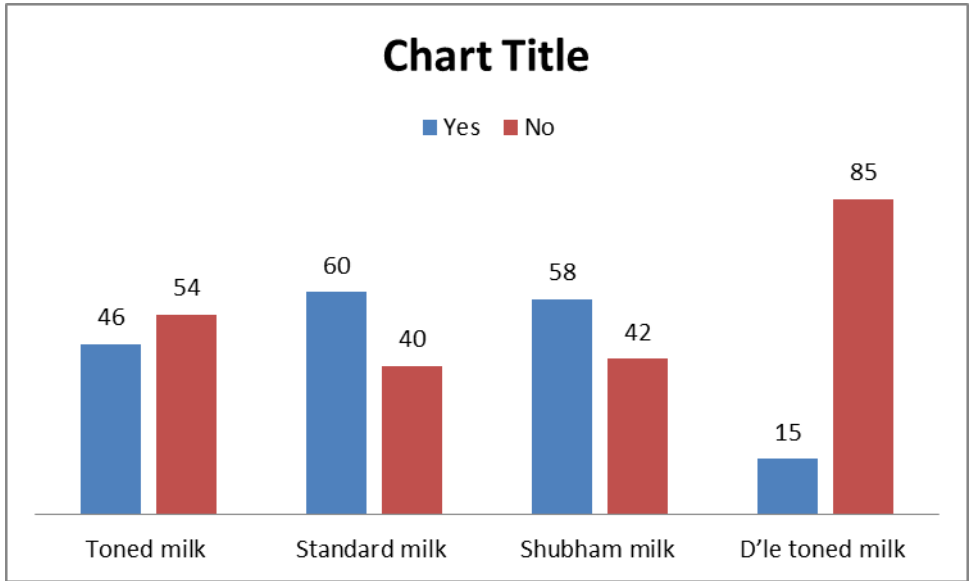
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	100.0	100	100.0	100.0



From the above table and chart we can see that Nandini has 100% brand awareness. Of the 100 interviewees surveyed, 100 said they knew Nandini's milk and dairy products. This only shows brand awareness without showing deep products.

Table 2: Extent of awareness about the Nandini milk brands Product

	Yes	No	Total
Toned milk	46	54	100
Standard milk	60	40	100
Shubham milk	58	42	100
D'le toned milk	15	85	100



As this chart depicts the Nandini milk brand, the standard milk accounted for 60% of the highest popularity, followed by Shubham milk, which has a recognition of 58%. Seasoned milk also lined up, awareness increased by 46%, awareness of double-toned milk was very low, and only 15% of respondents were aware of this.

Table 3: Extent of awareness about the Nandini milk products

Product	Yes	No	Total
Curd	76	24	100
Pot curd	43	57	100
Sweet lassi	48	52	100
Masala lassi	44	66	100
Pedha	55	45	100
Khoa	33	67	100
Paneer	29	71	100
Butter	54	46	100
Ghee	62	38	100

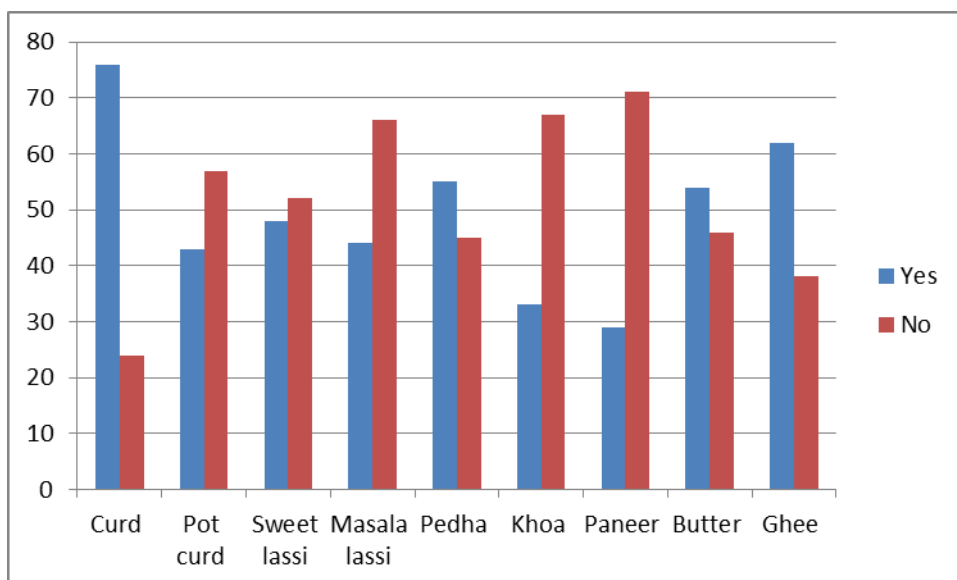
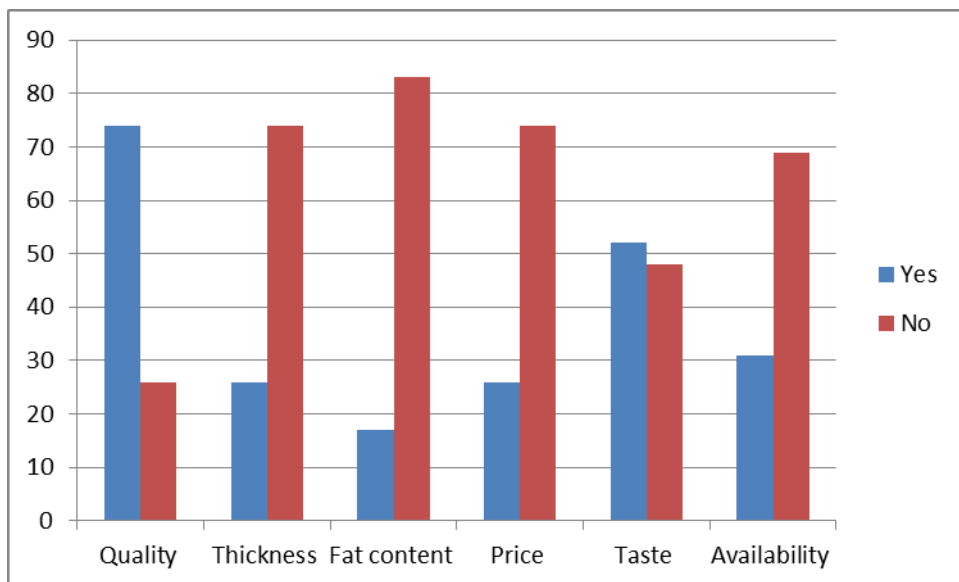


Figure 3: Extent of awareness about the Nandini milk products

From this chart we can understand that curd, butter, pony and butter are products with strong awareness, with awareness of 76%, 62%, 55% and 54%, respectively. Compared with the first four products, canned tofu, Masaraxi and Sweet Lacy have a lower awareness and the response rates were 43%, 48% and 44%, respectively. Among all the products, Khoa and Paneer are two products with response rates of 33% and 29%, respectively.

Table 4: factors looked while purchasing the Milk and Milk Products

Parameters	Yes	No	Total
Quality	74	26	100
Thickness	26	74	100
Fat content	17	83	100
Price	26	74	100
Taste	52	48	100
Availability	31	69	100

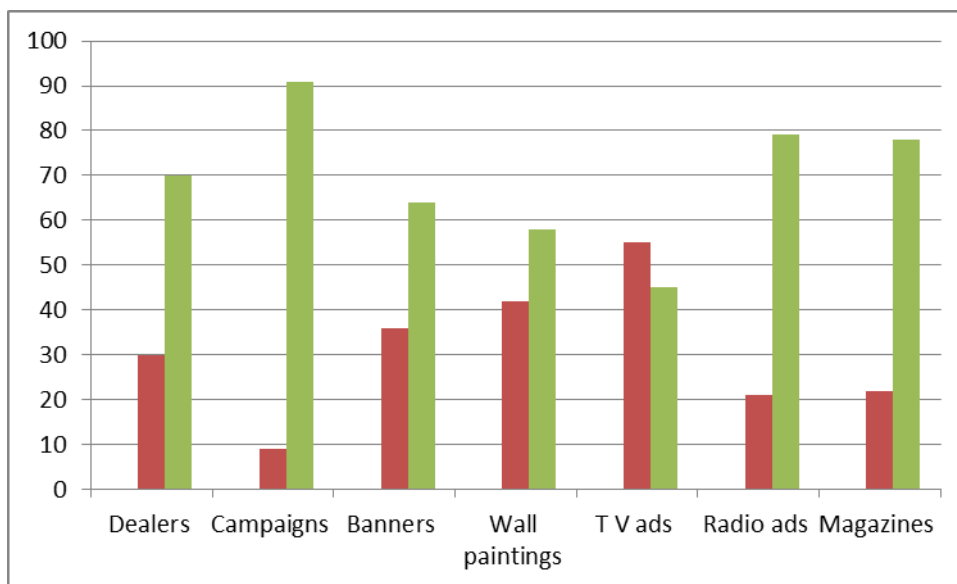


When we tried to understand what parameters were seen when buying milk and dairy products, the overall quality was more important at 74%, and then the next importance was a 52% response. Availability thickness and price are followed by 31%, 26% and 26%, because fat content is very important, only 17% look for.

Table 5: Sources of knowing about NANDINI products

	Yes	No	Total

Dealers	30	70	100
Campaigns	09	91	100
Banners	36	64	100
Wall paintings	42	58	100
T V ads	55	45	100
Radio ads	21	79	100
Magazines	22	78	100

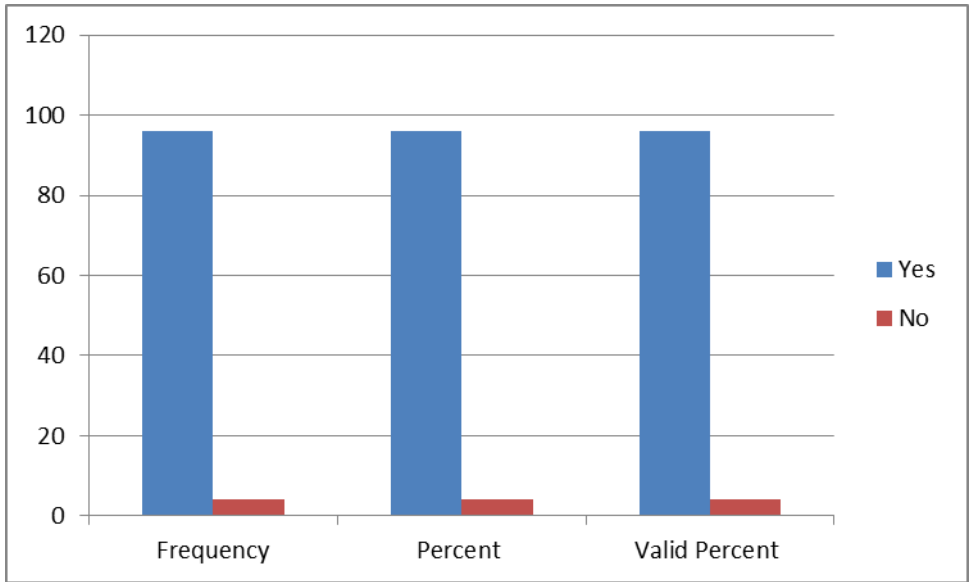


The learning of related products to a large extent occurred by 55% of television and 42% of murals. Banners and dealers also contributed 36% and 30% respectively in the learning process. Twenty-two percent and 21% of people learned about the product through magazines and radio ads. Only 9% of respondents knew the product through the least activity.

Table 6: Extent of observation of advertisements of NANDINI products

	Frequency	Percent	Valid Percent	Cumulative Percent

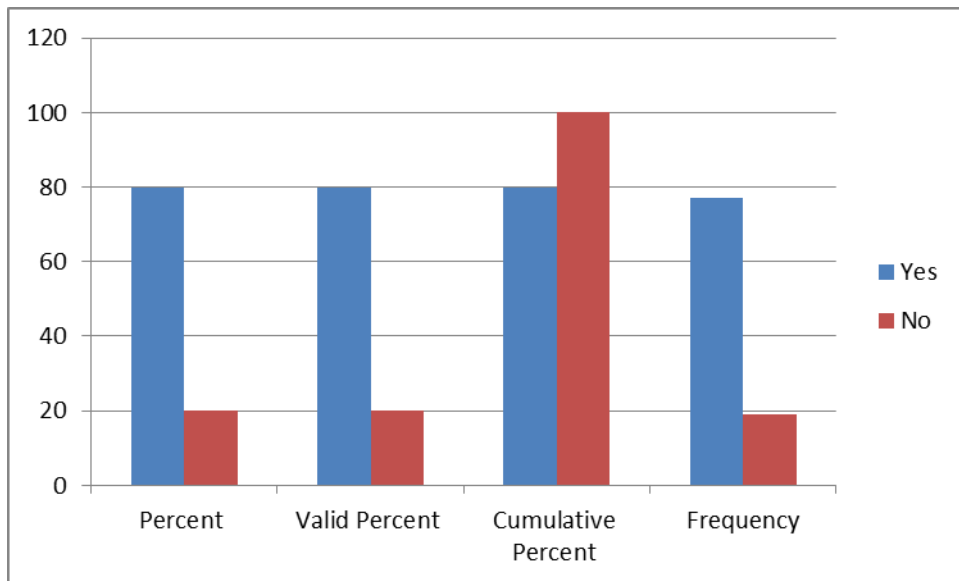
Yes	96	96.0	96.0	96.0
No	4	4.0	4.0	100.0
Total	100	100.0	100.0	



Ninety-nine percent of respondents watched advertisements for Nandini milk and milk products. This is a very good indicator. The company's efforts are opening to the public.

Table 7: Were they informative

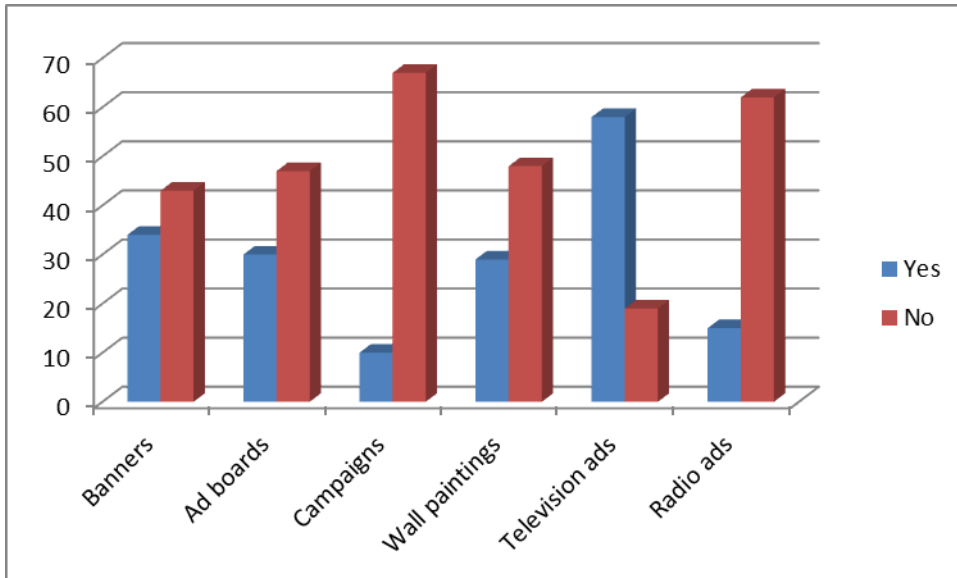
	Percent	Valid Percent	Cumulative Percent	Frequency
Yes	80.0	80.0	80.0	77
No	20.0	20.0	100.0	19
Total	100.0	100	100.0	96



Of the 96 respondents who watched advertisements, 77 respondents (80%) considered the advertisements to be informative. Only 20% think they are not so informative.

Table 8: efficiency of media vehicles used

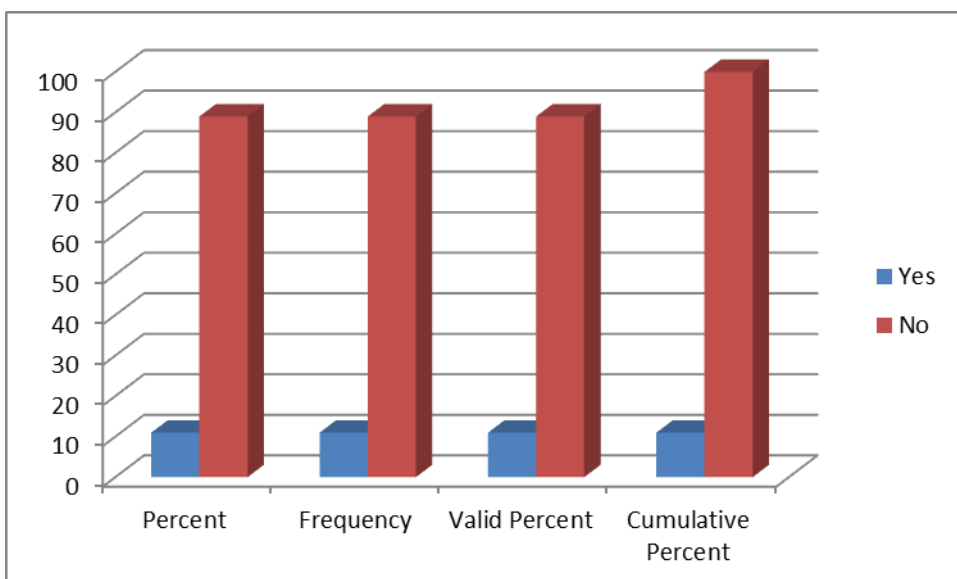
	Yes	No	Total
Banners	34 (44%)	43 (56%)	77
Ad boards	30 (39%)	47 (61%)	77
Campaigns	10 (12%)	67 (88%)	77
Wall paintings	29 (38%)	48 (62%)	77
Television ads	58 (75%)	19 (25%)	77
Radio ads	15 (19.5%)	62 (80.5%)	77
Magazines	16 (21%)	61 (79%)	77



When we asked which ads were more informative, 58% thought television, 34% said banners, 30% considered advertising boards, and 29% thought that murals were more informative. Radio advertisements, magazines, and advertising campaigns were less sensitive to information feedback, with response rates of 15%, 16%, and 10%.

Table 9: Number of awareness campaigns attended by the respondents

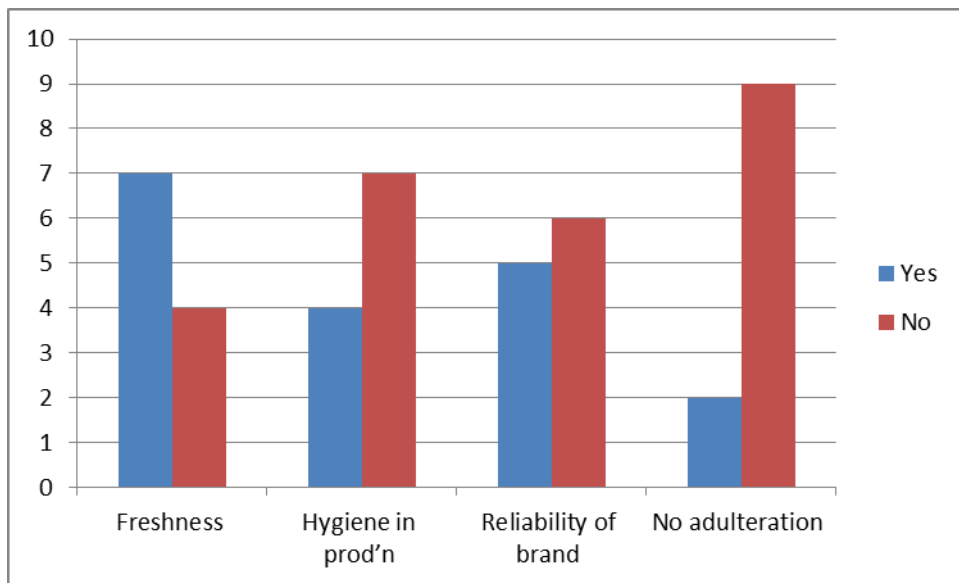
	Percent	Frequency	Valid Percent	Cumulative Percent
Yes	11	11.0	11.0	11.0
No	89	89.0	89.0	100.0
Total	100	100	100.0	100.0



Only 11 out of 100 people participated in the campaign, indicating that the company failed to reach the maximum number of customers through the event.

Table 10: information got from NANDINI products in Awareness Campaigns

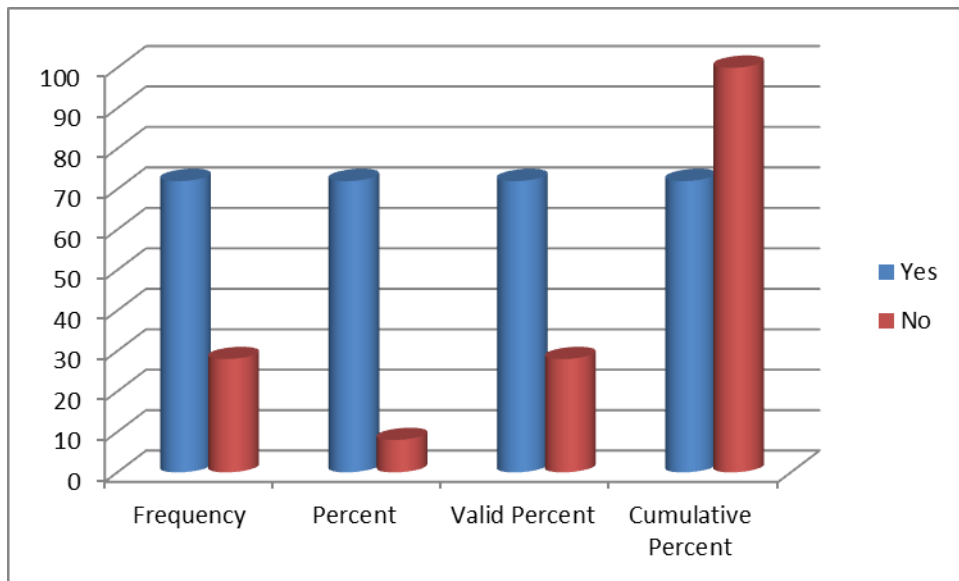
	Yes	No	Total
Freshness	07 (64%)	04 (36%)	11
Hygiene in prod'n	04 (36%)	07 (64%)	11
Reliability of brand	05 (45%)	06 (55%)	11
No adulteration	02 (18%)	09 (82%)	11



Of the 11 customers who participated in the event, 7 people knew the freshness of the product, 5 people knew the reliability of the Nandini brand, 4 producers had a hygiene level of 4, and 2 respondents did not. Adulterated in milk and its products.

Table 11: Do you purchase NANDINI Milk and Milk Products

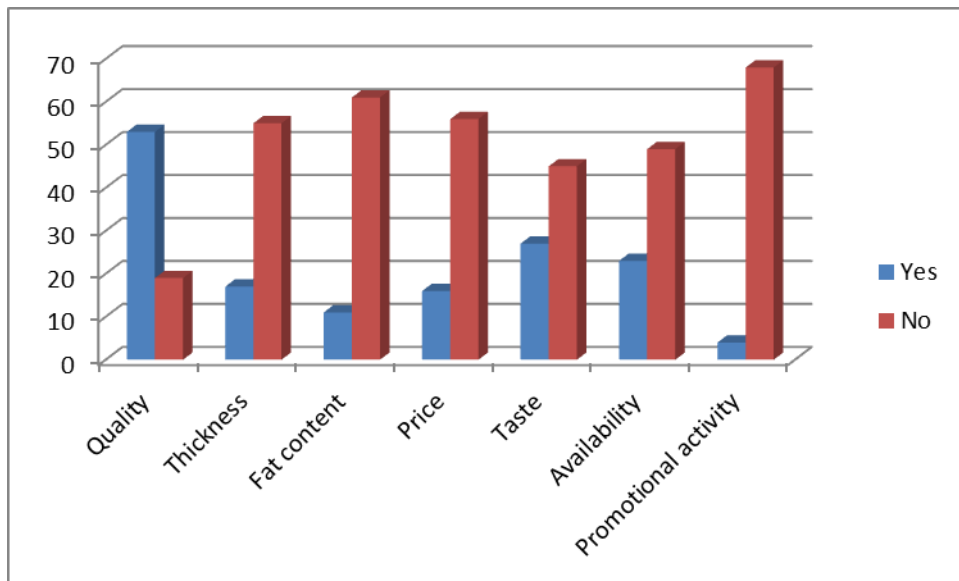
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	72	72.0	72.0	72.0
No	28	28.0	28.0	100.0
Total		100	100.0	100.0



Of the 100 respondents, 72% purchased Nandini milk and milk products. 28% don't buy Nandini milk and milk products.

Table12: Factors influencing for repetitive purchase NANDINI Milk and Milk Products

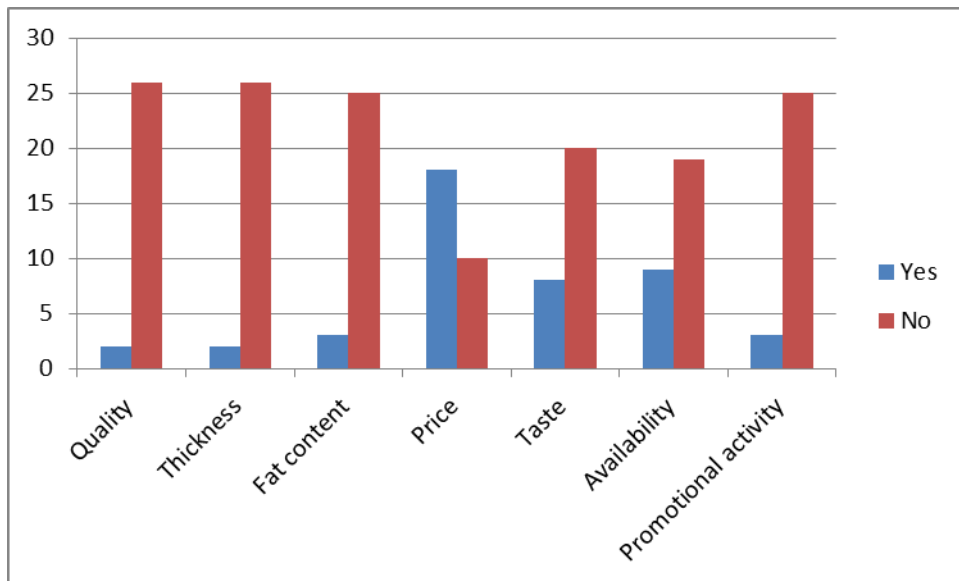
Parameters	Yes	No	Total
Quality	53 (74%)	19 (26%)	72
Thickness	17 (24%)	55 (76%)	72
Fat content	11 (15%)	61 (85%)	72
Price	16 (26%)	56 (74%)	72
Taste	27 (22%)	45 (78%)	72
Availability	23 (32%)	49 (68%)	72
Promotional activity	04 (06%)	68 (94%)	72



Of the 72 respondents who bought Nandina milk and milk products, 74% of the respondents believed that the quality was good, which was the main factor affecting their repeated purchases. Then 27% said taste, 23% considered availability, 17% said thickness, and 16% thought the price influences them to make purchasing decisions. The customer's emphasis on fat content (15%) and promotional activities (6%) is very low.

Table 13: Reasons which forces for not purchasing NANDINI Milk and Milk Products

Parameters	Yes	No	Total
Quality	02 (07%)	26 (93%)	28
Thickness	02 (07%)	26 (93%)	28
Fat content	03 (11%)	25 (89%)	28
Price	18 (64%)	10 (36%)	28
Taste	08 (29%)	20 (71%)	28
Availability	09 (32%)	19 (68%)	28
Promotional activity	03 (11%)	25 (89%)	28



Among the 28 respondents who did not purchase the price of Nandina milk and milk products, 64% of the respondents were the main factors affecting their purchase decision. The second and third importance give 32% and 29% availability and taste. With a mass of 0,7%, a fat content of 11%, a thickness of 0,7%, and a promotion activity of 11%, it is not a major factor that prevents them from becoming customers.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTION

5.1 FINDINGS

There is 100% of the respondents know about Nandini mark

- Nandini Standard drain conveys most noteworthy of 60% of mindfulness, the following is Shubham Milk which conveys the 58% of mindfulness. Conditioned 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
- Curd, Ghee, Pedha and Butter are having the more noteworthy mindfulness i.e.76%, 62%, 55% and 54% of mindfulness individually. The Pot curd, Masala lassi and Sweet lassi convey minimal less mindfulness when contrasted with the initial 4 items with a reaction of 43%,48% and 44%. Among all items Khoa and Paneer are the 2 items with less reaction of 33% and 29%.
- Quality was given more significance with 74%, at that point the following significance is given for taste with 52% reaction. Accessibility thickness and value comes next with 31%, 26% and 26% where as the fat substance conveys less significance with just 17% looking while at the same time buying milk and drain items
- The finding out about the items is happened to the colossal degree by Television 55% and divider compositions 42%. The flags and merchants likewise contributed in learning process by 36% and 30% individually. 22% and 21% individuals came to think about the items through magazines and radio advertisements, and just 9% of respondents find out about the items through crusades
- 96 % of the respondents have watched the promotions of Nandini Milk and Milk items.
- Among 96 respondents who have watched the promotions, 77 respondents (80%) feel that the commercials were inforamatory.

-
- Among 77 respondents who felt the promotions were informative 58% felt TV, 34% says Banners, 30% felt advertisement sheets, and 29% felt divider works of art were more informative. Radio promotions, magazines, and battles were felt less informative to around 15%,16% and 10% individually.
 - Only 11 people out of 100 have gone to mindfulness battles
 - Out of 11 clients who went to the battles, freshness of the item was learnt by 7 individuals, unwavering quality of the Nandini mark was learnt by 5 individuals, cleanliness underway by 4 and no defilement in Milk and its items by 2 respondents.
 - Out of 100 respondents 72% buy Nandini Milk and Milk items.
 - Out of 72 respondents who buy Nandini Milk and Milk items 74% feels quality is awesome it is the fundamental factor which impact them for dull buy. At that point 27% says taste, 23 % feels accessibility, 17% says thickness, 16% feels value which impact them in settling on buy choice. Less significance was given by the clients to fat substance (15%) and special exercises (6%)
 - Out of 28 respondents who don't buy Nandini Milk and Milk items cost was said as the main consideration with 64% reaction which impact their buy choice. Second and third significance was given to accessibility and taste by 32% and 29%. Quality 07%, Fat substance (11%), thickness (07%) and special exercises (11%) are not central point which avoids them for not being the clients.

5.2 CONCLUSION

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 informative. Radio promotions, magazines, and crusades were felt less informative 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

5.3 SUGGESTIONS

- As there is less mindfulness about Double conditioned drain the organization should endeavor to advance this item.
- The items like pot curd, Masala lassi, Sweet lassi has an incredible potential to develop in the market however the mindfulness is minimal less. So the organization must make proper strides keeping in mind the end goal to build the mindfulness. Also, much exertion is expected to advance Khoa and Paneer.
- During the investigation I came to realize that the accessibility of the drain items other than drain is less. So the other drain items likewise influenced accessible to client to any place the drain is accessible. That absolutely increment the business volume of drain items
- Consumers say they learnt in regards to the item essentially through Television, divider artistic creations and pennants. What's more, feels TV promotions, pennants, advertisement sheets were more informatory. So the endeavors of the organization are going a correct way. In any case, just proposal is to expand the recurrence TV advertisements and promotion sheets
- The clients expect Quality, taste and accessibility while acquiring the drain and drain items and the organization has achieved the desire if there should be an occurrence of value and taste however a little exertion is expected to expand the accessibility.
- The non clients of Nandini says cost is the significant purpose behind not being. So the organization should influence an endeavor to influence them to comprehend the incentive for cash what they to get from Nandini regarding quality, and soundness of the items.
- Awareness crusades have neglected to achieve larger part of clients. So the quantity of crusades to be expanded and to be made in such a place, to the point that the greatest number of clients are secured.

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BOOKS REFERRED

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.

8. Daisy Rani (1995) inspected the utilization design for the chose domesticated animals items (drain, meat and eggs) among various wage bunches in Madras city by choosing arbitrary example of 300 families from 12 divisions of Madras city.

WEBSITE

<https://www.shimul.coop>

ANNEXURE

Questionnaire

Dear Sir/ Madam,

The information provided by you will be used for academic purpose only.

Name: _____

Address: _____

Age: a. [15-20] b. [20-25] c. [25-30] d. [30 & above]

1. Do you know NANDINI Brand of Milk and Milk products?

a. Yes b. No

2. Which of the following Milk brands of NANDINI are known to you?

a. Toned Milk

b. Standard Milk

c. Shubham Milk

d. Double Toned Milk

3. Do you know any of these NANDINI milk products?

a. Curd

b. Pot curd

c. Sweet lassy

d. Masala lassy

e. Pedha

f. Khoa

g. Paneer

h. Butter

i. Ghee

4. What factors you look while purchasing the Milk and Milk Products?

- a. Quality
- b. Thickness
- c. Fat content
- d. Price
- e. Taste
- f. Availability

5. How did you come to know about these NANDINI products?

- a. Dealers
- b. Campaigns
- c. Banners
- d. Wall paintings
- e. T.V advertisements
- f. Radio Advertisements
- g. Magazines
- h. Others

6. Have you observed the advertisements of NANDINI products?

- a. Yes b. No

7. Were they informative?

- a. Yes b. No

8. Which of the advertisements were more informative?

- a. Banners
- b. Ad Boards
- c. Campaigns
- d. Wall paintings
- e. T.V advertisements
- f. Radio Advertisements
- g. Magazines
- h. Others

9. Have you attended any Awareness Campaigns organized by KMF?

- a. Yes b. No

10. What you came to know about the NANDINI products in Awareness Campaigns?

- a. Freshness of the product
- b. Hygeinity in production
- c. Reliability of the Brand
- d. No contamination of milk like in Private sector
- e. Others, If specify, _____.

11. Do you purchase NANDINI Milk and Milk Products?

- a. Yes b. No

12. Which of the following factors made you to repetitive purchase NANDINI Milk and Milk Products :

- a. Quality
- b. Thickness
- c. Fat content
- d. Price
- e. Taste
- f. Availability
- g. Promotional activities

13. Select the following reasons due to which you are not purchasing NANDINI Milk and Milk Products :

- a. Quality
- b. Thickness
- c. Fat content
- d. Price
- e. Taste
- f. Availability
- g. Promotional activities

Date:

Signature:



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

Name of the student : SUBIKSHA HEGDE

Internal guide: Prof. Swarupa Ranjan Panigrah

USN No:1AZ16MBA68

Specialization: Finance and Marketing

Title of the project: Consumers awareness 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	<i>Amanj</i>	<i>SRP</i>
22-1-2018 to 27-1-2018	Learning about different operation and products	<i>Amanj</i>	<i>SRP</i>
29-1-2018 to 3-2-2018	Orientation and Gathering information about growth of company	<i>Amanj</i>	<i>SRP</i>
5-2-2018 to 10-2-2018	Analysis of market position of the company	<i>Amanj</i>	<i>SRP</i>
12-2-2018 to 17-2-2018	Research problem identification	<i>Amanj</i>	<i>SRP</i>
19-2-2018 to 24-2-2018	Preparation of research instruments for the data collection	<i>Amanj</i>	<i>SRP</i>
26-2-2018 to 3-3-2018	Theoretical background of the study	<i>Amanj</i>	<i>SRP</i>
5-3-2018 to 10-3-2018	Data collection and data analysis	<i>Amanj</i>	<i>SRP</i>
12-3-2018 to 17-3-2018	Interpretation of the data gathered during the survey	<i>Amanj</i>	<i>SRP</i>
19-3-2018 to 24-3-2018	Final report preparation and submission	<i>Amanj</i>	<i>SRP</i>



[Signature]
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SHIMOGA-577222