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DAIRY MARKETING STATUS & STRATEGIES IN INDIA: A CASE STUDY

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Abstract:

The Indian dairy showcase holds gigantic potential that can be saddled with focused methodologies. Worth INR 5,000 billion of every 2016, 80% of the business stays disorderly. While numerous open doors exist for dairy organizations, provincial concentration and wellbeing/premium items will be essential. The intricacy and backhanded expenses of drain obtainment drive privately owned businesses toward low-volume, high-edge premium items. Cooperatives, then again, will use their quality in provincial regions. The exemptions are extensive players like GCMMF (Amul) and Mother Dairy that play over the range. Openings in both country and urban markets will be reinforced by expanding edge weights for dairy processors. "Rising dairy cultivating input costs are passed on to processors. Combined with the expenses for gathering, putting away and transporting milk, this presses processors' overall revenues, urging them to expand into high-edge items and to enhance volumes for fundamental items by utilizing recombined drain," said Govind Ramakrishnan, Consultant, Visionary Science (Chemicals, Materials and Foods) Practice, Frost and Sullivan. Country advertises openings will include updating purchasers to marked items. Urban spotlight will be on offering a blend of accommodation, liberality and wellbeing—a bundle the dairy business is very much situated to give given the 'sound' and 'nutritious' label connected to drain and dairy items in India.

Task Flood and dairy co-agents developed in India as the biggest rustic business plot, empowering the modernization of the dairy area to a level from where it can take off to meet not just the nation's interest for drain what's more, drain items however can likewise misuse worldwide market openings. This investigation surveys the current status of drain showcasing and dairy co-agents in India and gives suggestions to address future difficulties. The aftereffects of the investigation demonstrate that 80 percent of the drain created by the rustic maker is dealt with by a chaotic part and the rest of the 20 percent is taken care of by a composed segment. It is discovered that the dairy co-agents assume an indispensable job in lightening country destitution by expanding provincial drain generation and showcasing. Association of go-betweens; need of dealing power by the makers; and absence of framework offices for gathering, stockpiling, transportation, and handling are the real requirements which influence the costs gotten by makers in drain advertising. Drain quality, item advancement, foundation bolster improvement, and worldwide promoting are observed to be future difficulties of India's drain promoting.

Keywords: Dairy, WTO, Nutritious, Strategies, Status

Introduction

Dairy advertising is a key limitation to dairy improvement. The advertising issues must be tended to if dairying is to understand its maximum capacity to give sustenance and empower wide based rural and monetary improvement. Dairy is where treatment of milk and milk items is done and innovation alludes to the utilization of logical learning for pragmatic reason. Dairy innovation has been characterized as that part of dairy science, which manages the preparing of milk and the maker of milk items on a modern scale, in created dairying nations, for example, the USA. The year 1850 is viewed as the isolating line among from and factory— scale generation. Different elements added to this adjustment in these nations viz., centralization of populace in urban areas where occupations were abundant, quick industrialization, change of transportation offices, advancement of machines and so forth, where the rustic regions were recognized for milk creation, the urban focuses were chosen for the area of milk handling plants and item fabricating production lines. These plants and industrial facilities were quickly extended and modernized with enhanced apparatus and gear to anchor the different favorable circumstances of huge scale creation. About all the milk in the USA previously 1900 was conveyed as crude (regular) milk. When purification was presented, it grown quickly, mechanical refrigeration helped in the fast improvement of the industrial facility arrangement of market milk dispersion.

In India, dairying has been drilled as a country bungalow industry more than a few past a long time. Semi-business dairying

began with the foundation of military dairy ranches what's more, co-agent milk associations all through the nation towards the finish of the nineteenth century. The Indian Dairy Industry has gained fast ground since Independence. A substantial number of present day milk plants and item production lines have since been set up. These sorted out dairies have been effectively occupied with the normal business creation of purified packaged milk and different Western and Indian dairy items. With present day learning of the insurance of milk amid transportation, it end up conceivable to find dairies where arrive was more affordable and yields could be developed all the more financially. Milk advertising framework in India is genuinely mind boggling. Various unique showcasing specialists communicate at different levels in conveying the milk and milk items from maker to customer. A relative examination of the producer's share in consumer's rupee crosswise over various advertising channels demonstrates that the maker gets greatest offer (82-100 for every penny) when they specifically pitch to the buyer. Be that as it may, coordinate deals are definitely not continuously possible for little agriculturists as some of them are bolted by the brokers who offer them credit for the buy of information sources and creatures. Deals to an advertising operators/go between are one of the normal transfer instruments. At a total, the makers get least compensation when they pitch the milk to the cooperatives (50-75 for every penny). India's dairy showcase is multi-layered, it's formed like a pyramid with the base comprised of a tremendous market for low— cost milk. The majority of the interest for

milk is among the poor in urban territories whose individual prerequisite is little, perhaps a glassful for utilize as whitener for their tea and espresso. By and by, it indicates sizable volume– millions of liters every day. In the real urban communities there lies a colossal development potential for the present day division. As indicated by one gauge, the pressed milk section would twofold in the next five years, giving both quality and volume to the advanced part. The tight tip at the best is a little yet rich market for western kind milk items. The key components of promoting system for 2000 Advertisement are: Focus on solid brands and item blend extension to incorporate UHT milk, cheddar, frozen yogurts and spreads. The changing advertising patterns will see the move from bland items to the bundled semi, standard and premium brands. The national brands will step by step defeat the local brands or lessen their essence.

Research Methodology:

The secondary data has been gathered at first. For this reason, different magazines and diaries have been utilized as it is a calculated paper. As the examination paper is of calculated and survey nature, the specialist has connected exploratory research configuration by utilizing fluctuated secondary data profited from the optional information sources. In view of the auxiliary information and audit, the scientist has written about different rising patterns and issues and difficulties in advanced India. Research report, diary and daily paper articles from famous authors have been checked on.

Objectives:

- To find out the status of dairy industry in India
- To find out the dairy marketing strategies

Status of Dairy Industry in India

India is the world's biggest milk maker, representing over 13% of world's aggregate milk creation. As it is the world's biggest purchaser of dairy items, however expending very nearly 100% of its own milk creation. Dairy items are a real wellspring of shoddy and nutritious nourishment to a huge number of individuals in India and the main adequate wellspring of creature protein for vast veggie lover portion of Indian populace, especially among the landless, little and negligible ranchers what's more, ladies. In India, around three-fourth of the populace live in provincial zones and around 38% of them are poor.

The point of various exercises includes in dairy is mitigating the neediness and joblessness particularly in the country territories in the rain-sustained and dry spell inclined locales. Directly there are around 70,000 town dairy cooperatives the nation over. The co-agent social orders are unified into 170 locale milk makers associations, which is turn has 22-state agreeable dairy league. Milk generation gives work to in excess of 72mn dairy ranchers. Regarding add up to generation, India is the main maker of milk in the world taken after by USA. In spite of the fact that milk generation has developed at a quick pace amid the most recent three decades (obligingness: Operation Flood), yet the milk preparing industry is little contrasted with the gigantic measure of milk delivered

each year. Just 10% of all the milk is conveyed to approximately 400 dairy plants. A particular Indian marvel is the disorderly part of milkmen, sellers who gather the milk from neighborhood makers and offer the milk in both, urban and provincial regions, which handle around 65-70% of the national, milk creation. In the sorted out dairy industry, the agreeable milk processors have a 60% piece of the overall industry.

The helpful dairies process 90% of the gathered milk as fluid milk though the private dairies process and offer as it were 20% of the milk gathered as fluid milk and 80% for other dairy items with an attention on esteem included items. In the current circumstance of world market, the milk and dairy showcase scene is a dynamic element inside the nourishment business new openings in developing markets, expanding globalization, changes in purchaser request, nutritious arrangement and the administrative condition are among top issues confronting the industry. Worldwide Dairy Platform was made to augment the effect of these progressions and advance and secure dairy's position around the world. With this background India is an extremely minor player on the planet dairy showcase. India was basically an import subordinate nation till mid seventies. The majority of the request supply holes of fluid milk necessities for urban purchasers were met by bringing in anhydrous milk fat/spread what's more, dry milk powders. However, with the beginning of Operation Flood Program, the situation significantly changed and business imports of dairy items stopped aside from intermittent imports of little amounts.

In the 1990s, India began trading surplus dairy items, for example, SMP, WMP, margarine and ghee. The Agricultural and Processed Food Products Export Development Authority (APEDA) directed the fare and import of dairy items till mid 1990s. Nonetheless, in the new EXIM Policy reported in April 2000, the Union Government has permitted free import and fare of most dairy items. As far as items, SMP (skimmed milk powder) is the most imperative item representing about (63%) of aggregate fare volume, trailed by ghee and margarine (11.7%) and WMP (whole milk powder). Fare figures plainly exhibit that the Indian dairy trade is still in its outset and the surpluses are intermittent. Worldwide openings accessible to the Indian dairy industry emerge fundamentally out of the accessibility of an expansive amount of aggressively evaluated milk. As the Indian dairy division produces milk with no sponsorships, the nation stands to gain from the reasonable execution of WTO understandings.

In this manner to having partaken in worldwide market, diagramming the dairy circumstance, discovering issue zone and difficulties is important. A portion of the real issues rising up out of serious dialogs that should be considered as howl:

- 1) Lack of value in dairy item to confront challenge with worldwide market
- 2) Milk yield per creature is low

The interest for quality dairy items is ascending in everywhere the world exceptionally in creating nations, accordingly to enhance nature of milk and dairy item Indian dairy Industry needs to distinguish and address quality related issues

at each phase from the maker at the town agreeable, to the dairy plant and the procedure of last conveyance to the shopper .Also encourage change of cleanliness, sanitation, sustenance wellbeing and working proficiency in the dairy plants and sharpen dairy faculty to item quality viewpoints according to worldwide norms. Despite the fact that for expanding the profitability of milching creature should look logical practices in milching, sufficient accessibility of feed in all seasons by better administration, and giving adequate veterinary wellbeing administrations to the dairy cows. Additionally if India needs to set itself up to get to the worldwide markets, needs conceivable techniques for departure.

Dairy Marketing Strategies

Dairy advertising genuinely came into people in general's awareness with the presentation of the "Got Milk" battle in 1993. The essential dairy item moved toward becoming related with a paramount what's more, infectious motto that helped drive deals. There are numerous different systems, however, to advertise a wide range of dairy items. These incorporate advancement of nourishing worth, offer to the natural market, and utilization of internet based life systems and improvement of new dairy items.

As indicated by American Marketing Association advertising as "the way toward arranging and executing the origination, evaluating, advancement, and circulation of thoughts, merchandise, and administrations to make trades that fulfill individual and authoritative targets." Marketers utilize a grouping of techniques to manage how, when, and where item data is exhibited to

purchasers. They will probably persuade customers to purchase a specific brand or item. Fruitful advertising methodologies make a longing for a item. An advertiser, in this manner, needs to get it shopper different preferences. What's more, advertisers must realize what data will persuade purchasers to purchase their item, and whom buyers see as a trustworthy source of data. Some showcasing techniques utilize anecdotal characters, superstars, or specialists, (for example, specialists) to offer items, while different methodologies utilize particular explanations or "wellbeing claims" that express the advantages of utilizing a specific item or eating a specific nourishment.

So dairy promoting Strategies with regards to Globalization ought to be as:

- 1) Focused Approach: While the item portfolio has been developing, Indian dairy Industry should get ready for connect to more current markets - yet the technique here is more item particular.
- 2) Wider Spread: However, to the extent other dairy items are concerned, Indian dairy Industry should plan to extend in all cases.
- 3) Create Original Marketing: Re-design an item with a great showcasing effort. Regardless of in the event that you are offering milk, yogurt, margarine, acrid cream, or cheddar, a genuinely unique business or print promotion can make shoppers think about your item in another light. Regardless of whether you are imagining the promoting yourself or contracting a best publicizing organization, go for outside-of-the-container considering. An infectious trademark, an essential representative or a sincerely intense business can go far. Utilize viral advertising and

online networking to get your item to the majority without spending a colossal sum on promoting.

4) Focus on Nutritional Value: Use logical based aides what's more, concentrates, for example, this to persuade buyers to expend your dairy item. Relate your item with the examination itself.

5) Appeal to the Organic Market: Consumer interest for natural milk keeps on developing at a yearly rate moving toward 20 percent, as indicated by the Agricultural Advertising Research Center. Numerous individuals are pulled in to items that are free of synthetic compounds and are produced normally. Use the natural pattern in your product offering. Take after the administration rules to get the natural seal to incorporate into your item publicizing what's more, bundling.

6) Introduce New or Unknown Products: Offering buyers something they have never known about is a beyond any doubt fire approach to crest enthusiasm for an item. Consider inventive yogurt flavors, for example, Yoplait's Apricot Mango and Dannon's Banana Cream Pie. Attempt new kinds of milk, for example, banana or dark raspberry, or assortments of cheddar that are not notable in the American market. Consider dairy items with included dietary supplements, for example, probiotic, acidophilus or bifidus societies.

Conclusion:

The current status of drain advertising demonstrates that drain is transcendently advertised through the profoundly divided disorderly division. The sorted out dairy industry, which represents not exactly 20 percent of aggregate drain generation, contains government also, co-agents. Inside

the sorted out part, the co-agent division is by a long shot the biggest regarding volumes of drain dealt with. The dairy co-agents in India are a three-level structure following the Anand Pattern, including town level drain makers' co-agent social orders, region level drain makers' co-agent associations, also, state-level drain makers' co-agent leagues. Dairy co-agents give inputs, creature human services, and expansion administrations to the general public individuals and furthermore train workers of town and area level dairy co-agents.

The significant requirement in drain advertising is the association of the disorderly segment. Evolving the dairy-helpful laws and controls can decrease the disorderly division's job in drain promoting. Reinforcing the framework for drain gathering, transportation, handling, bundling, valuing, and advertising through dairy co-agents can likewise change the brains of the drain makers. Makers are not getting a gainful cost for their deliver as a result of the nearness of mediators in drain advertising. By decreasing the number of go betweens among maker and purchaser, the purchasers' offer to the maker can be expanded. As such, crossing over any barrier between the makers furthermore, the buyer can build the maker's share. Makers' haggling power and the absence of appropriate framework for transportation, dissemination, also, capacity are different requirements which make drain obtainment troublesome. Moreover, it future challenges in drain advertising are essentially concerned with quality, item advancement, framework bolster advancement, and worldwide advertising. We can defeat these

difficulties by reinforcing the dairy co-agents.

Limitations of Indian Dairy Industry:

Strength of unorganized sectors: The unorganized sectors have power over the Indian Dairy Industry. Because of the same, in spite of India being the biggest maker of milk and milk items, none of the real Indian dairy organizations include on the rundown of best 20 noteworthy dairy goliaths. Gujarat Cooperative Milk Marketing Organization, AMUL, the biggest dairy in India, recorded offers of Rs.270 billion in FY17 which is around \$3.45 billion which is just a small amount of the offers of the major worldwide players.

Local Play: Being a very short-lived item, milk is required to be acquired from close-by zones with a specific end goal to take it for preparing. Besides, for the fluid milk, acquirement and dissemination separation ought to be negligible for the economies of benefit to play out. Further, the accessibility of creatures in a specific zone, agriculturists' tendency towards dairy, request and supply for the milk and dairy items inside a district influence the costs of the milk. Accordingly, the milk costs in India shift with state to state and district to locale inside a specific state. **Climate Conditions and ecological components:** A mild climate is more helpful for higher milk creation. The crude milk accessibility decreases amid summers. A dry spell or a precipitation deficiency results in expanded expense of dairy cattle feed and diminished accessibility of cows feed in this way obliging milk supply. Such antagonistic climate and occasional conditions may lead to a spike in crude milk costs.

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