

SUMMER INTERNSHIP PROJECT

**“STUDY ON CONSUMER SATISFACTION & BRAND LOYALTY
TOWARDS GAUVARDAAN”**

**Submitted to:
DMSR**

**G.S. College of Commerce & Economics, Nagpur.
(An Autonomous Institution)**

**Affiliated To:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

**Submitted by:
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**Faculty Guide:
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**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2021-22



CERTIFICATE

This is to certify that the investigation described in this report titled “Study of Consumer Satisfaction & Brand Loyalty towards Gauvardaan” has been carried out by **Ms. Himani Khandelwal** during the summer internship project. The study was done in the organization, “**Gauvardaan**”, in partial fulfillment of the requirement for the degree of Master of Business Administration of G.S. College of Commerce & Economics (An Autonomous Institute) affiliated to R. T. M. Nagpur University, Nagpur. This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

Dr. Archana Dadhe

Faculty Guide

Dr. Sonali Gadekar

(MBA Co-Ordinator)



॥ Hare Krishna, Hare Ram ॥

NAVKANJI GAU VARDAAAN DAIRY FARMS PVT. LTD.
Reg. Plot. No. 85, Baji Prabhu Nagar, Nagpur - 440010
Gauthan Address :- Kanholi - Dongargaon Rd. Dongargaon.



Date: 12/01/2022

TO WHOM SOEVER IT MAY CONCERN

This is to certify that **Ms. Himani Khandelwal**, a student of MBA SEM-II, Department of Management Sciences & Research, G. S. College of Commerce & Economics, Nagpur has successfully completed his/her Summer Internship Program from "**20th Nov. 2021**" to "**4th Jan. 2022**" under our guidance. During the period of his/her internship he/she was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

For

Authorised Signatory



Neeraj Sanodia

Business Development Head

Navkanj Gau-Vardaan Dairy Farms Pvt. Ltd.

Nagpur



ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**GAUVARDAAN**” and I am sincerely thankful to them for providing this opportunity to Me.

I am thankful to “**Mr. Neeraj Sanodiya and Mr. Bhushan**” for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without their support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor “**Dr. Archana Dadhe**” for helping me during the project.

I am thankful to the Principal of G.S College of Commerce & Economics ,Nagpur- “ Dr. N.Y. Khandait” and to the Dean of the DMSR “Mr. Anand Kale”.

Finally, I am grateful to my family and friends for their unending support.

Himani Khandelwal

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Executive summary

The project was taken into consideration for the promotion and the marketing of the GAUVARDAAN products.

The main task assigned to us by our mentors where to make the product available in each and every locality.

It also focuses on the competitor's product like Amul, dinshaws and local vendors etc.

The main aim of the summer training was to first analyses the market situation focus on the need of the consumers what the thing they are lacking in the competitor's product so that the same thing didn't happen in our product.

So, after the whole promotion and marketing of the product...we have taken the sample size of 40 customer wand wanted to know the feedback which we are getting for our product.

During the preparation of questionnaire, I faced difficulties regarding the selection of questions and in collection of the data I found some difficulties like the customers had no time to give. There is one thing that I have found that the peoples working at Gauvardaan are very much helpful in all areas.

Every time they come to me and told me that they are available at any time for me for anything, which really boost me and motivates me towards my goal and objectives. The culture of Gauvardaan is very much friendly.

INDUSTRY PROFILE

FOOD INDUSTRY

The food industry is the complex, global collective of diverse businesses that together supply much of the food energy consumed by the world population. Only subsistence farmers, those who survive on what they grow, can be considered outside of the scope of the modern food industry.

The food industry includes:

Regulation: local, regional, national and international rules and regulations for food production and sale, including food quality and food safety, and industry lobbying activities.

Education: Academic, vocational, consultancy.

Research and development: food technology.

Financial services: insurance, credit.

Manufacturing: agrichemicals, seed, farm machinery and supplies, agricultural construction, etc.

Agriculture: raising of crops and livestock, seafood.

Food processing: preparation of fresh products for market, manufacture of prepared food products.

Marketing: promotion of generic products (e.g., milk board), new products, public opinion, through advertising, packaging, public relations, etc.

Wholesale and distribution: warehousing, transportation, logistics.

ADVANTAGE OF INDIA UNDER FOOD INDUSTRY:

India is one of the largest food producers in the world India has diverse Agro-climatic conditions and has a large and diverse raw material base suitable for food processing companies.

Investment requirement of around US\$ 15 billion exists in the food processing sector India is looking for investment in infrastructure, packaging and marketing India has huge scientific and research talent pool a largely untapped domestic market of 1000 million consumers 300 million upper and middle class consume processed food 200 million more consumers expected to shift to processed food by 2010 Well developed infrastructure and distribution network Rapid urbanization, increased literacy, changing life style, increased number of women in workforce, rising per capita income- leading to rapid growth and new opportunities in food and beverages sector 50 per cent of household expenditure by Indians is on food items strategic geographic location (proximity of India to markets in Europe and far east, South East and West Asia).

Under the food industry,

Dairy product is very important part of food processing. Dairy processing is acting good role in India.



Dairy Farming

1. Introduction:

India's dairy market presents lucrative and impactful opportunities. A growing market that is poised for success, this report details the underlying factors that are fueling such growth. Moreover, this report is meant to give the reader a deeper understanding of the Indian dairy market by providing a holistic overview of market drivers, challenges, opportunities, investment metrics, and insights from leading companies and investors in the space.

2. Scope for Dairy Farming and its National Importance:

India is endowed with the largest livestock population in the world. It accounts for about 57 per cent of the world's buffalo population and 15 per cent of the cattle population. The value of output of milk is Rs. 6,14,387 crores in 2016-17. India's milk production increased from 165.40 MMT in 2016-17 to 176.35 MMT in 2017-18 and planning to produce 240 MMT by 2023-24 with growth rate of around 6% per annum. The per capita availability of milk in India during 2017-18 was 375 gm/day and by 2023-24, it is estimated to increase to 592 gm/day with around 10% increase per annum. To achieve this demand annual growth rate in milk production has to be increased around 4% additionally per annum. Thus, there is a tremendous scope/potential for increasing the milk production through profitable dairy farming. Central and State Governments are giving considerable financial assistance for creating infrastructure facilities for milk production.

3. Beliefs in Dairy Business:

Dairy Farming (as a business); keeping large number of animals & following Scientific methods has just started a few years ago but is picking up very fast due to Its several advantages viz.

- a) Steady business with steady income unaffected by Recession.
- b) Milk can be sold directly from the farm (No Marketing setup needed)
- c) No brokers; price is already declared by the Government.
- d) Selling rate of milk has been consistently increasing over a period of time.
- e) Consumption accepted by all religions, caste & creed.

Further to my interactions with scores of people thinking of entering Dairy business all across (especially India) the country it was quite evident that the general beliefs are: -

1. Dairy Farming is an easy business.
2. Animal gives milk throughout the year
3. Dairy Business breaks even in the first year.
4. Compare to all other business, dairy business break even in the first year itself.

The Main Costs in Dairy Farming are:

Capital cost:

For purchase of animals, construction of Shed & purchase of machinery, cans etc. This cost occurs only once & is depreciable over a Period of time totally.

Administrative Costs:

includes appointment of a Farm manager, Supervisor, Skilled & unskilled labor's depending upon the requirements as well as the size of the farm. This is a fixed cost for a certain period.

Recurring Cost:

includes the Feeding & Management along with Vaccination, Insurance, treatment & other miscellaneous costs. This is required daily & is liable to fluctuate at all times. It will be essential to control these costs which will have a direct bearing on the production of milk as well as Reproduction (birth of next calf). At the same time balancing of feed will also determine the reduction of the Inter calving period which has a bearing on total profitability.

5. Financial Assistance Available from Banks for Dairy Farming:

For dairy schemes with large outlays, detailed project reports will have to be prepared. The items of finance would include capital asset items such as purchase of milch animals, construction of sheds, purchase of equipment etc. The feeding cost during the initial period of one/two months is capitalized and given as term loan. Cost towards land development, fencing, digging of well, commissioning of diesel engine/pump set, electricity connections, essential servants' quarters, godown, transport vehicle, milk processing facilities etc. can be considered for loan.

6. Project Formulation for Bank loan:

This project was prepared by a beneficiary after consulting technical persons of State animal husbandry department. The beneficiary also visited other progressive dairy farmers and government and veterinary university dairy farm in the vicinity and discussed the profitability of dairy farming and obtained good practical training and experience in dairy farming. The dairy co-operative societies established in the villages

as a result of efforts by the Dairy Development Department of State Government and National Dairy Development Board would provide all supporting facilities particularly marketing of fluid milk. Veterinary hospital, artificial insemination center is near to the dairy farm. The project report includes the information on land, livestock markets, availability of water, feeds, fodders, veterinary aid, and breeding facilities. The scheme should also include the information on the number of and types of animals to be purchased, production performance, cost and other relevant input and output costs with their description. Based on this, the total cost of the project, margin money to be provided by the beneficiary, requirement of bank loan, estimated annual expenditure, income, profit and loss statement, repayment period, etc. are worked out and shown in this Project report.

7. SWOT Analysis:

A SWOT analysis can help in analyzing these factors, which can play important role in making the decision. This particular pre-feasibility is regarding to “Dairy Farm Management” which comes under “Livestock and Agriculture” sector. Before making the decision, one should carefully analyze the associated risk factors & must consider following critical aspects, which form the basis of any investment decision.

7.1 Strengths:

- Relatively cheap farmland.
- High domestic consumption
- Good milk quality.
- Ample human resource employment sector
- Low-cost living standard.
- Full family involvement, Devoted & Hardworking Sector

7.2 Weaknesses:

- High production costs.
- Low levels of bulk feed production.
- Poor management level in quite a few cases.
- Lack of education and initiative in farmer.
- Unorganized sector, unaware of basic farm management practices.
- No or low application of research work and pedigree record keeping.

7.3 Opportunities:

- Dairy products needs are much higher than supply.
- Commercially viable sector with great credit potential and absorption capacity.
- Vast range of area of operation, more needs and scope of development.
- Value added dairy products are in demand.
- Cooperatives can play a big role for development in dairy sector.

7.4 Threats:

- High risks of diseases in livestock.
- Imbalance between prices of inputs & outputs.
- Rising trend of cost of production with higher rate of interest as compared to profit ratio.
- Increasing level of poverty.

8. Risk Analysis

Some of the important challenges faced by Indian dairy industry may be identified as follows:

- Highly competitive market
- Competition between public and private sector
- Quality consciousness and standardization of product
- Security/ guarantee
- Fast changing Technology
- Technological collaboration
- Liberalization in policy and action
- Health/ Hygiene

Some important issues of the dairy industry are as under:

Breeding of animals and getting expected milk yield is a biological phenomenon, which depends upon various factors. Dairy farming besides good planning requires hardworking, reliable and alert manager. In India, usually persons from the family take the responsibility. Inadequate management of feeding heard health and lack of quality control in various stage of production can cause major loss affecting the profitability of the entire venture.

Issues and challenges at the small holder level: The entire dairy Industry in India has its base in the small holders and marginal farmers. These prime stakeholders of the entire value chain of milk are deprived of minimum resources of land, labor, capital etc.

The other constraints at the grass root levels are:

Key Challenges:

- There is an increasing pressure on the land resources for cultivation of food crops and fodder crops are not preferred.
- Lack of good quality animal feed
- Lack of animal health care facilities.
- Lack of breeding and good quality artificial insemination facilities.
- Low genetic potential of the animals

- Lack of chilling capacities
- High production costs
- Lack of financial support.

Solutions & Guidelines:

- 1. Every year there should be a progressive aim for breeding (including number of animals to be maintained) and production.
- 2. Visiting dairy farms that run on commercial basis and have a discussion with experienced farm owners. We need not have to rely much on others experience, analyze every event logically and if needed consult with local Veterinarians for more information.
- Plant to manage the farm on our own, look for opportunities to work for an existing farm for a minimum period of six months
- Develop interest and study feed and fodder's market in your region, its difficulties in relation to seasons.
- Manage a good team of laborers. You need to choose hardworking reliable persons preferably with some experience. You can also train them for specific job.
- Visit the cattle market occasionally. Observe animals on sale and talk with persons engaged with purchasing of animals.
- Read magazines on Dairy Industry and keep yourself informed.

MILK PROCUREMENT AND PROCESSING

The organized dairy sector (both cooperatives and private) is presently handles about 15 per cent of total milk production in the country. Thus, it indicates, there is a wide scope for processing of milk and manufacture of milk products for domestic consumption as well as export.

14 major milk producing States - Uttar Pradesh, Punjab, Haryana, Gujarat, Rajasthan, Madhya Pradesh, Bihar, West Bengal, Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh, Orissa and Kerala which account for over 90% of the country's milk production.

EXPORT PERFORMANCE

Dairy products form one of the fastest growing segments in the livestock product export. India's Export of Dairy products was 159228.52 MT to the world for the worth of Rs.3318.53 crores during the year 2013- 14. The major export destinations are Bangladesh, Egypt, UAE, Algeria, Yemen Republic, Pakistan, Saudi Arabia and Malaysia. The major products exported were Butter & other milk fat, cheese, Whole Milk Powder, Skimmed Milk Powder, fresh cream, ghee, butter milk etc.

Recent study shows that India is the largest producer of milk in the world which is nearly 10% of the world production. Various milk-based products which can be manufactured commercially in a rural industry are Paneer (Cheese), Dhahi (Curd), Ghee etc. These products can be manufactured by low-cost traditional methods and machineries. This kind of industries can be located in area where abundance quantity of milk is available. The cost of these products would be considerably low compared to those of big companies. A good number of employment generations is possible with low investment. Milk and its products are the essential item of daily life in our country especially majority of Indians are vegetarian and thus milk and milk products are indispensable to Indians. The per capita consumption was 122 gms. Per day in 1979 against an availability of 281 gms. Today per capita consumption as well as production quantity has increased and there is a

need to make available milk and milk products to the people at reasonable price which can be attained only by setting small scale model dairy units in different milk producing areas to cater to the local needs. There is a challenge of multi-national companies paying major role in this industry. So, it would be better for rural industries to produce milk products with a traditional tinge. Rural industries can market their dairy products through Co- operative marketing channels. So that their product will no way get compared with that of large industries.

Paneer (Cheese) –

There are different types of Cheese produced commercially, but the process given below is of Cheddar cheese made from buffalo milk. The raw buffalo milk should be preferably fresh and bacteriologic ally sound. The standardized milk is pasteurized at 71° C for 5 minutes and subsequently cooled to 10°C.

The pasteurized milk is inoculated with suitable culture of desired quantity and milk is then held at 8- 10°C for about 12 hours. The milk is then transferred to sterilized cheese vats for further processing where the temperature is raised to 34-35° C by circulating hot water in the jacket. A 40 per cent solution of Calcium chloride is added @ 15 ml. per hundred liters of milk, which is followed by the addition of starter culture @ PARTICULARS ABOUT THE PROMOTER 1.5-2 per cent of the milk allowed to ripen until its acidity comes to 0.19-0.2 percent. Henson's powdered rennet is used @ 2.5-3 gms. for hundred liters of milk. The renneted milk is allowed to set till the curd attains consistency similar to that required for cheddar cheese making. It is then cut into cubes, which is left undisturbed for five minutes. The curd is then cooked gradually to raise its temperature to 39° C and kept at this temperature for 10 minutes with constant stirring. The temperature of the content of the vat is raised another 10 minutes, which is then lowered to 34-35° C by circulation of cold water.

The cooked curd particles are gathered at the end of the vat and allowed to settle down at the bottom of the vat. The vat is then covered with lid and its content left undisturbed for 8-10 hours, until the acidity of whey increases to 0.4-0.45 per cent, while temperature is maintained 34-36° C. The whey is drained off and curd block is then stripped into long pieces and passed through milling machine to get small cubes of desired size. The sliced curd is uniformly spread in vat and washed

with hot water for 4-5 minutes taking care that the curd cubes should not float in water. The hot water is drained; washed curd is filled in hoops of 35 x 28x 10 cms. Size and then pressed. The block of cheese is then obtained, smeared with salt mash and left in the cold Storage (5-10° C and 90 per cent relative humidity) for 48 hours.

The block is turned once and smeared with salt as before at the end of 24 hours. After salt simmering and initial drying for 48 hours the cheese is immersed in 18 per cent brine solution prepared by mixing pasteurized whey and water in the proportion of 2:1 and calculated amount of salt. It is allowed to continue for 12-15 hours in humidity-controlled Room at 15-16° C and 10 percent R.H. During this process the upper surface of floating block cheese is sprinkled with dry salt on alternate days.

The cheese blocks are then removed and left to dry at the same temperature for 2- 3 weeks. Subsequently these are washed with water at 50° C, dried, Para finned and kept in cold storage for another 4-5 weeks for further ripening. Total time for ripening is about 8-9 weeks.

The financial assistance is extended for processing of milk with the following objectives

- i) To enhance the keeping quality of milk.
- ii) To avoid the economic losses to farmers by procuring the milk in time from them.
- iii) To manufacture various milk products as per market demand
- iv) To provide quality products at affordable prices to the consumers.



Dairy Processing:

India ranks first in the world in terms of milk production. Indian production stands at 91million tones growing at a CAGR of 4 per cent.

This is primarily due to the initiatives taken by the Operation flood programmes in organizing milk producers into cooperatives; building infrastructure for milk procurement, processing and marketing and providing financial, technical and management inputs by the Ministry of Agriculture and Ministry of Food Processing Industries to turn the dairy sector into viable self-sustaining organized sector. About 35% of milk produced in India is processed.

The organized sector (largescale dairy plants) processes about 13 million tons annually, while the unorganized sector processes about 22 million tons per annum. In the organized sector, there are 676 dairy plants in the Cooperative, Private and Government sectors registered with the Government of India and the state Governments.

India has a unique pattern of production, processing and marketing/consumption of milk, which is not comparable with any large milk producing country. Approximately 70 million rural households (primarily, small and marginal farmers and landless laborer's) in the country are engaged in milk production.

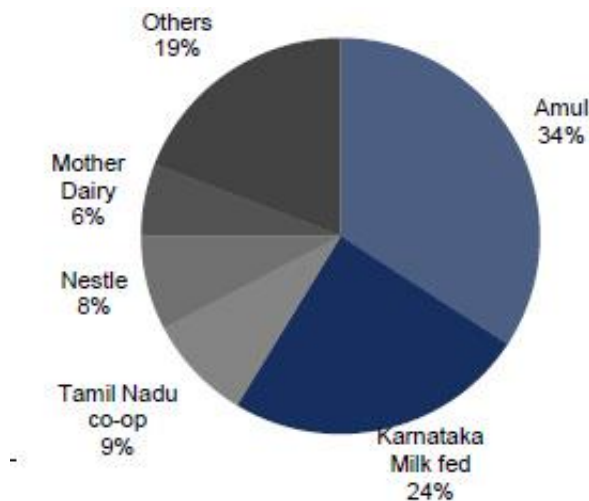
Over 11 million farmers are organized into about 0.1 million village Dairy Cooperative Societies (DCS) (about 110 farmers per DCS). The cumulative milk handled by DCS across the country is about 18 million kg of milk per day. These cooperatives form part of a national milk grid which links the milk producers throughout India with consumers in more than 700 towns and cities bridging the gaps on account of seasonal and regional variations in the availability of milk.

The Ministry of food Processing Industries is promoting organized Dairy processing sector to accomplish upcoming demands of processed dairy products and helping to identify various areas of

research for future product development and quality improvement to revamp the Indian dairy export by way of providing financial assistance to the dairy processing units.

Major Indian Players and overseas in the Dairy industry:

1. Cream line Dairy Products Ltd (Jersey Dairy)
2. KSE Ltd
3. Parag Milk Foods Ltd
4. Karnataka Co-operative Milk Producers Federation Ltd (Nandini)
5. Mehsana District Co-operative Milk Producers Union Ltd (Dudh sagar Dairy)
6. Mother Dairy Fruit & Vegetable Pvt Ltd
7. Gujarat Cooperative Milk Marketing Federation Ltd (Amul India)
8. AMUL
9. Tamil Nādu Co-operative Milk Producers Federation Ltd
10. The Kerala Cooperative Milk Marketing Federation Ltd (Milma)



INTRODUCTION

Navkanj Gau Vardaan Dairy Farms Private Limited is a Private incorporated on 05 March 2019. It is classified as non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 500,000 and its paid-up capital is Rs. 500,000. It is involved in Production, processing and preservation of Dairy Products.

Directors of Navkanj Gau Vardaan Dairy Farms Private Limited are

- Bhawana Lohia,
- Shashi Lohia and.
- Ayush Lohia.



COMPANY PROFILE:

GauVardaan is a modern Dairy Farm breeding GIR cow whereby they produce purest and freshest A2 milk, Vedic Bilona Ghee, Masala Chaas and Matka Dahi.

Milk, the most required commodity in every home's kitchen and something we look for in morning as we enter into kitchen, has been most impure and adulterated. Either it is processed and homogenized using formula and milk powder or it is adulterated with water and other additives to boost its fat and protein contents. A product which is white in color but its business most impure.

At GAU VARDAAN, they boast themselves with full responsibility to be only Doodhwala whose milk is 100% PURE. No processing, No additives, 100% packed in glass bottles AS IT IS as received from our Gautama's udder.

They feed Gaumata with Jowar, Maize, Green Grass, and Green Vegetables to serve their customer's nutritious milk. Instead of DOC (De-oiled Cake) known as Dhep, they serve cows with a mixture of jowar, maize, bajra, chana, daal, rice, wheat to provide nutritious milk for boosting IMMUNITY.

GAU VARDAAN, promoted by Mr. Aayush Lohia, has come to existence with mission to serve Mother Cow, Gomata, and alongside provide purest and freshest milk from Gomata to human society. Established as a commercial venture his enterprise is here for Pure and Farm Fresh GIR Cow milk rich in A2 Protein and other milk products all natural, unprocessed and fresh.

Vision:

- 1) To connect society with traditional values and innumerable blessings of Bharat's Desi Gaumata (GIR Cows) whose an integral part of our Sanskriti. A source of Amrit for humanity and a figure of lifelong sacrifice.
- 2) To serve and ensure society's good health by serving pure, farm fresh GIR Cow's milk and Bilona Vedic Ghee from our expected 10,000 GIR Gaumata feeding 1 Lakh families daily with her Purest Milk by 2030.

Mission:

- To protect and breed GIR Gauvansh under natural and happy habitat, untied, 1st right of milk for her calf and then our human society.
- To feed our Gauvansh with highest quality green and dry fodder.
- To uplift the standard of living of our Gopalak and ensuring their self-sustainability while providing homely work environment for all our support team.
- To generate awareness of Desi Cows as Kamdhenu / Gaumata (Gau) and its milk being a blessing (Vardaan). To serve society with purest milk and products like Bilona Vedic Ghee with timely delivery protecting immunity, boosting good health and wellness.
- Take care of Gopalak parivaar with all necessities and requirements ensuring comfortable standard of living.

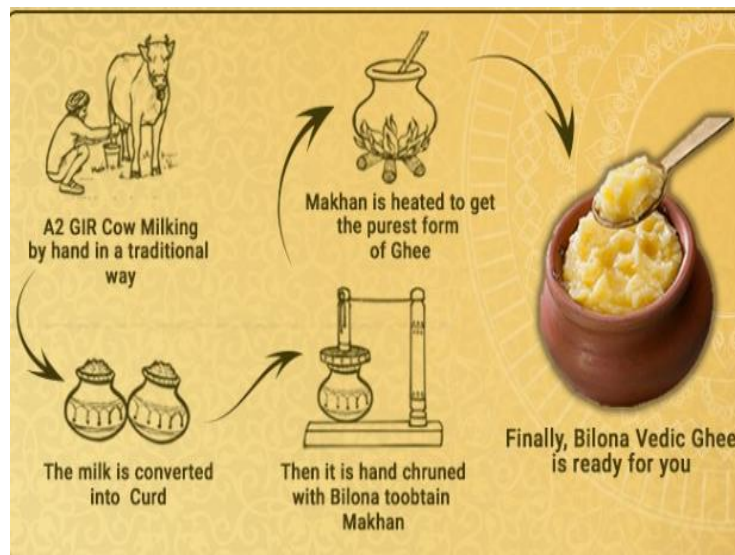
Key Product Lines and its related information



Bilona Vedic Ghee



The traditional Method of making ghee is quite elaborate. Cow's milk is boiled and cooled. Then a spoonful of curd is added to this milk and kept at room temperature overnight. The curd is then churned to extract butter from it. This butter is then boiled so that the water evaporates leaving behind pure ghee.



GIR Cow A2 Milk

Gir Cow milk comes in glass bottle, is purest and farm fresh, comes from their GIR Govansh at their farms and truly in its natural form untied and free. Milked by human hands without the use of any machines and no chemical formulations, antibiotics, oxytocin



hormonal injections are being used. thus provides 100% natural quality of milk.

Other products include:

1. Masala Chaas.
2. Makhan
3. Matka Dahi.
4. Gir Cow Paneer.
5. Shrikhand.

GIR GOVANSH

- Gir Cows truly in its natural form roam around untied and free.
- Milched by human hands without use of any machines.
- No use of chemical formulation, antibiotics, Oxytocin's or Hormonal Injections.
- Fed with Green grass, Fodder and combination of other nutritional Feed intakes like Jaggery, Sugarcane, Sea Salt with combination Cereals like jowar/chana/ makka etc.
- Milk from authentic Indian (desi) GIR cow is rich in Vitamins A, B, D, E & K, Omega 3,6,9 Fatty Acids & CLA, and rich with A2 Protein. Super beneficial for pregnant women, growing children, Youth, and Senior Citizens as GIR Cow's milk is easily digested and boots immunity

Major Competitors:

Yadav Dairy

- Seminary Hills, Nagpur

Mouli Daily Needs

- Sakardara , Nagpur

Goswami Milk Dairy

- Shivaji Nagar , Nagpur

Radha Dairy

- Mata Mandir, Nagpur

Soyhurt Food Products

- Sitabuldi, Nagpur

Mahananda Dairy

- Hingna Midc, Nagpur

Mahesh Dairy Shop

- Gokulpeth, Nagpur

Keshav Dairy

- Sitabuldi, Nagpur

The following are the major competitor in some of its product range :

Sr. No	Product	Competitors
1	Ghee	Nestle Gowardhan Mother Dairy Britannia Haldiram Dabour Amul Patanjali
2	Milk	Britannia Mother Dairy Govardhan Amul Haldiram Nestle
3	Shrikhand	Haldiram Amul Dinshaw's Vadilal
4	Curd	Nestle Govardhan Danone Amul
5	Makhan	Amul Govardhan
6.	Paneer	Amul Govardhan Mother Dairy Patanjali

Product Benefits:

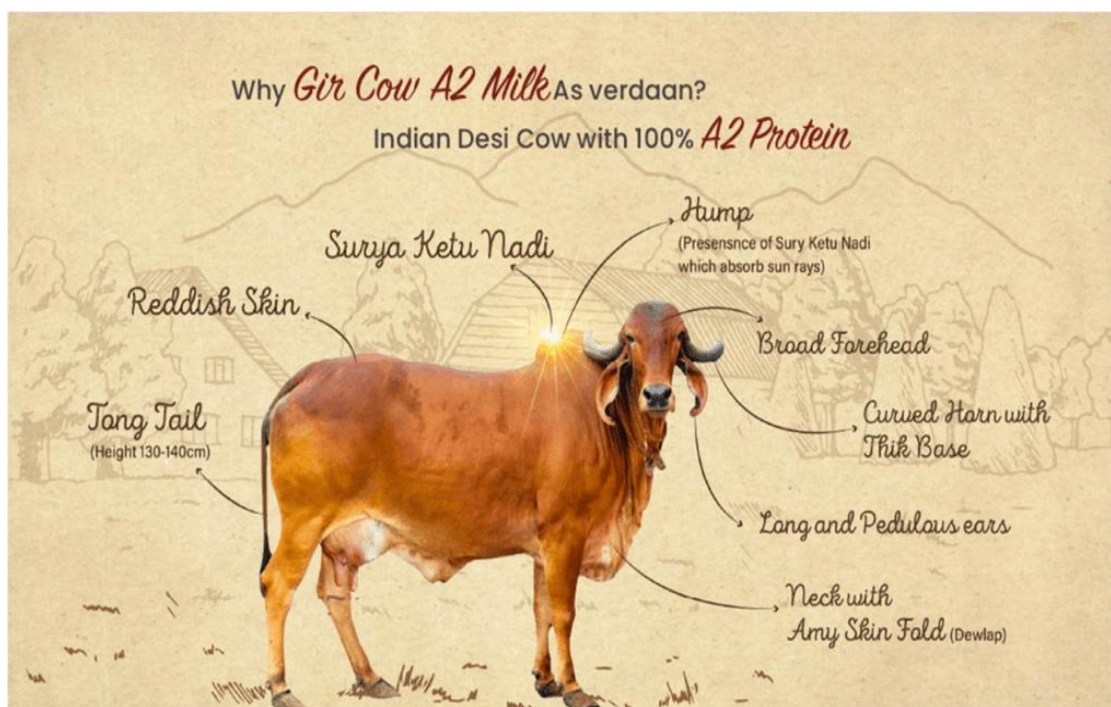
- Improves digestion, cures constipation. Ghee secretes enzymes that digest food thus stimulates digestive system. Acts as detox for the body and helps in rejuvenation. Drinking 1 cup of warm A2 Milk with 1 teaspoon ghee before bed will improve digestion, cure bowel movement, and a remedy for most stomach related ailments.
- Strengthens immune system and vitality. Adds muscular strength and reduces joint pain. 1 glass A2 Milk in morning (for sports persons preferably after a good game/run/gym) with 1 tea-spoon of Bilona Ghee will lubricate joints and build muscle strength and aid in muscle recovery too.
- Cures sinusitis, aids in recovery of neurological disorders and regeneration of nerves, aids in recovery of brain stroke.
- Cures migraine and other recurring headaches.
- Normalizes Vatta, Pitta and Kaff which are key essential reasons for most of the human body ailments.
- Cures Thyroid dysfunction.
- Helps pregnant women delivery smoothly thus promoting high chances of normal delivery process. Bilona Ghee also nourishes womb's brain development due to CLA and Omega 9 fatty acids.
- Contains Conjugated Linoleic Acid, Omega 3, 6 & 9 Fatty Acids being key fatty acids with following properties:
 - Anti-Cancer, fights growth of cancer cells and harmful radiation hazards.

- Increases plasma-C reactive protein, reduces serum adiponectin concentration thus reducing inflammation in body parts.
- Improves metabolism, increases energy levels.
- Reduces triglycerides, prevents blood clots.
- Fatty acids from A2 milk reduces LDL and increases HDL (good cholesterol) thus remedy for improving cardio-vascular diseases, Prevents hardening of arteries.
- Increases insulin level thereby helps in fighting Diabetes (majorly caused by A1 / Packaged Milk) by reducing blood sugar levels and aiding in gradual cure from diabetes over long term consumption.
- An excellent medium for massage to nourish the human body on a whole thereby boosting immunity and natural body strength as warm ghee is well absorbed in the body during massage process.
- Essential dietary ingredients for people of all ages to improve general body immunity and strength

A Bottle of Purity

Pure Indian Breed (GIR) of zebu origin 10000+ years old from GIR region			1st right of milk for calf, 2 खल for calf, 2 खल for humans
Green Grass, Jowar, Makka & day fodder fed			No machine milking, milking purely with human touch. Cows are free from any kind of trauma
No hormonal injections, oxytocin, antibiotics etc			Cows not tied at any point of time. Lives freely in natural habitat
Hump of GIR Cow has Surya Ketu Naadi which develops gold salts during digestion of grass			Delivered in glass bottles to maintain purity of milk

No processing of any form like homogenization, no additives, no preservatives, no chemicals used at any point of time



GIR COW

One of the well-known varieties among the humped category of cattle breed in India is "Gir Cow".

This breed is native to India and belongs to Kathiawar region located in Gujarat. Gir breed of cow is reared in many other states in the country and is known by many other names such as **Sorthi, Surti, Bhodali, Desan** among others. Known for its adaptability and milk production, this cow breed is reared by the tribes of the Gujarat state. This breed is pure and is one of the oldest found in India.

Feed Gir Cow:

Feeding itself covers up to 50 percent of the total cost of farming. Apart from open field grazing that is necessary for the reduction in the cost associated to feed, Gir cows are to be fed with **Jowar, Bajra-straw, dry fodder, cotton seed cake, soya husk, jaggery** etc. Also, vegetables like *carrot, drumstick & beet-root* can be fed to the cows. Over-feeding has to be avoided and proper routine has to be followed while feeding. The feed has to be stored at a dry place to avoid contamination and feed has to provide in the form of medium ground powder.

Feeding has to be done in accordance with the age and condition of the cows. Also, along with feed, a decent amount of water has to be provided as-well.

Yield:

This breed of cow produces an average of **1590 kilos** of milk for each lactation. An average of 1600 kilos of milk per lactation is produced during the first calving process by these cows. It increases to around **1800 kilos** of milk for mature cows for each lactation. The selling price for a liter of milk stands between rupees 50 to 70 and is comparatively higher when compared to other breeds. The milk is healthier and enjoys a higher market demand due to the presence of casein and whey protein in it. Also, the fat quantity ranges between *4.7 to 5 percent*.

MARKETING

Marketing management in the analysis, planning, implementing and controlling of programs designed to bring about desired exchange of goods and money with target market needs and desires and using effective promotional activities to improve sale and attain the desired profit.

Objectives of Marketing Department :

- To provide utmost satisfaction to the end consumers.
- Create market awareness and preference for Madhur
- Customer retention.
- Balance the demand and supply of milk and milk products.
- Organize and develop the market share of Madhur effectively.
- Prepare sales budget.
- Formulate strategies to compete with its competitors.
- To procure more and produce more.

Functions

- To collect information about revenue.
- Maintain sales and other accounts.
- To attain major market shares
- To capture market share.

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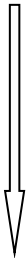
Channels of distribution :-

The main distribution channel comprises of numerous wholesalers in the city, then their agents and then the retailers. They supply them in shifts through their own vehicle.

Other way of Marketing.

ZERO LEVEL CHANNEL

MANUFACTURER



CONSUMER

ONE LEVELCHANNEL



RETAILER



CONSUMER

ZERO LEVEL CHANNEL

A zero-level channel (also called as the direct marketing channel) consists of manufacturer selling directly to the final consumer.

ONE LEVEL CHANNEL

Two level channels consist of one intermediary. This intermediary is set according to the company.

ADVERTISEMENT

Advertising can be traced back to the very beginning of recorded history. Any paid form of non-personal, presentation and promotion of ideas, goods or a service by an identified sponsor is known as advertising.

Advertising is very important tool to combat competition.

The advertising by Gauvardaan is being done by following ways .

- Social Media via WhatsApp/Instagram/Facebook.
- Websites.
- Calendar .
- Posters .
- Vehicle Sticker.
- On milk collection sticker.

CONSUMER BEHAVIOR AND MARKETING MANAGEMENT

Marketing managements work around consumers which is actually the market for them → Understanding their behavior is very vital in every segment to plan marketing activities accordingly. Both industrial and individual customers are vital in marketing management

CONCEPT & NEED FOR STUDYING CONSUMER BEHAVIOR

Consumer behavior can be said to be the study of how individual make decision on how to spend their available resources (time, money, effort) on various consumption related items. This simple definition of consumer behavior tells the markets to resolve every activity around the ultimate consumers & gauge their behavior by specially focusing on:

1. Who buys products or services?
2. How do they buy products or services?
3. Where do they buy them?
4. How often they buy them?
- 5 .Why do they buy them?
6. How often they use them?

These questions will help in understanding better what factors influences the decision making process of the customers. The decision making process identifies the number of people who are involve in this process & describes a role to them like users, decides, influences & buyers. It is believed that consumers or customers make purchase decision on the basis of receipt of a small number of selectivity chosen pieces of information. Thus it will be very important to understand what & how mush them to evaluate the goods & services offerings.

CONSUMER DECISION MAKING PROCESS:-

- **Stimuli-** need, reasons, influences, gathering information.
- **Information processing-** process , analyze information about product.
- **Decision making** - on the basis of analysis , decision to go for.
- **Response-** response to buy without any prejudice.

CONSUMER SATISFACTION

All business firms have realized that marketing is a core element of management philosophy & the key to its success lies in focusing more & more on the customers. That is, it will be the customer who will decide where the firm is heading. Thus the challenge before the marketer is to ensure that they should satisfy every customer. Satisfaction is an important element in the evaluating stage. Satisfaction refers to the buyers state of being adequately rewarded in a buying situation for the sacrifices he has made one the customer purchase & use the product they may then become either satisfy or dissatisfied.

The result of satisfaction to customer form the purchase of the product or services is that more favourable post-purchase attitude, higher purchase intention & brand loyalty to be exhibited that the same behavior is likely to be exhibited in a similar purchasing situation. The term ‘consumer’ is a typically used to refer to someone who regularly purchase from a particular store or company. Customers are people who are happy with the product & services & are willing to come back & pay for it again. Today the firms aim to give satisfaction to the customer through marketing concepts. The firm try to help the buyers in the solving the problem then competitors. The marketers must see that consumers with purchasing power constitute a potentials buyers are identified. It is essential for the marketer to carry out the business in such a way that they give satisfaction to consumers needed. When a firm markets a product or service it should aim to enjoy consumer’s satisfaction & profit maximization.

CONSUMER RESEARCH

Consumer research is the methodology used to study consumer behavior research offer set diverse to identify consumer needs it is used to identify both felt & unfelt needs, to learn how consumers. Perceive product & brand & stores. What their attitudes are before and after promotional campaigns & how & why they make their consumption decision.

1. MARKETING RESEARCH MARKETING RESEARCH:-

Marketing research plays an important role in the process of marketing. Starting with market component of the total marketing talks. It helps the firm to acquire a better understanding of the consumers, the competition and the marketing environment. DEFINITION “Marketing research is a systematic gathering, recording and analysis marketing problem to facilitate decision making.” - Coundiff & Still.

“Marketing research is a systematic problem analysis, model building and fact finding for the purpose of important decision making and control in the marketing of goods and services. - Phillip Kotler.

MAIN STEPS INVOLVED IN MARKETING RESEARCH

Defining the Marketing Problem to be tackled and identifying the market research problem involved in the task.

- Define the problem and its objectives.
- Identify the problem.
- Determine the information needed.
- Determine the sources of information.
- Decide research methods.
- Tabulate, Analyze and interpret the data.
- Prepare research report.
- Follow-up the study.

Objectives of the study

The Study has been undertaken to analyze the Consumer Satisfaction Level and their loyalty towards all variants of Gauvardaan in Nagpur.

The other objectives are:

- To Know Consumer mindfulness about the products and services given by the Gauvardaan.
- To Analyze Consumer satisfaction with the service provided by company.
- To gain the knowledge of products and services of Gauvardaan and to compare it with other company.
- To Recommend various ways to increase customer satisfaction level.
- To know about how a startup operate their business.
- To gain knowledge about more marketing methods.

Scope of the study:

- It aims at understanding the company's establishment.
- To know more about organization structure, department, techniques, marketing strategies.
- To overlook advantages & disadvantages it is having over the competitors and prepare the outlook for the same.
- To know how marketing methods works on different customers bases.
- To work on consumer satisfaction and improvement if any.

Contribution During SIP:

Earlier to this Industrial training, I was familiar to only the theoretical aspects of the organization in general and the study gave me the practical experience of corporate world and a confidence to deal with the people.

- Corporate culture and its difference functional activities were known in detail.
- Co-ordination of the activities by the organization and interdependence of one of the departments with another department to achieve the organizational objectives were studied during in this training.
- Importance of time management, which helps the entire organization in meeting delivery dates of customers.
- Employees have different Skills, talents, abilities, attitude, etc. .and how they are being utilized in optimum manner in achieving organization goals.
- Managerial knowledge such as planning, organizing, directing,
- controlling and decision – making.

Marketing Strategies used :

Door-to-door sales:

Door to Door (or D2D) is a direct selling method, a canvassing technique that is commonly used for sales, marketing, advertising, and campaigning. In D2D, sales reps visit potential customers in their homes and convince them to buy products or services.

Whereby I visited approx. 40-45 potential customers in their homes , introduced the product, and convinced them to buy the product.

Customer reference marketing:

It is **the art of telling these stories in a dynamic, compelling way, showcasing one customer's experience with your product**. This helps other prospects and customers learn more about your product, and the capabilities and benefits it provides

Whereby I visited more than 25+ existing customers and asked them for their friends, relative's reference and then visited that particular reference and marketed about the product.

Exhibitions:

We staged Gauvardaan stalls at the exhibition Centre managed by housing society at seminar hills, Nagpur.

Whereby we stayed from morning till evening , introducing products to the crowd , making them aware about the product.

Customer Retention:

We have worked on the part where we are in regular touch with existing customer , updating their details , if there is no order from previous months, making them again our customers.

If they are no longer our customers, asking them reason for the same and making improvement and convincing to be the customer again.

Customer added.

Door to door sales	10-11 customer
Exhibition	5-6 customer
Reference	4-5 customer
Calling	7-8 customer

LIMITATIONS:

1. Not getting proper reference from people.
2. Not getting Direct Entry in Apartments.
3. One to One marketing is very time consuming.
4. People already have a stable market of their milk suppliers.
5. Due to high perishable nature of the product, its quality gets affected.
6. People aren't affording high priced milk if it's of better quality or so.

RESEARCH METHODOLOGY

Research methodology is the way to systematically solve the problem. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

1. RESEARCH PROBLEM :

- Seek the general perception of consumer towards Gauvardaan Milk.
- To know the consumer psyche and their behaviour towards Gauvardaan Milk .

2. OBJECTIVE OF THE RESEARCH :

- To know the relationship of sales with the advertisement.
- To know awareness of people towards Gauvardaan Milk.
- To know which advertisement tool is mostly preferred by people.
- To know the preference of Gauvardaan Milk with comparison to Other competitive brands .
- To know the factors which effects consumer's buying behaviour to purchase milk.

3. INFORMATION REQUIREMENT

- First, I had to know about all the competitors present in the Milk segment (Reputed and well established brands as well as Local brands).
- Before going for the survey I had to know the comparative packs and prices of all the competitors existing in the market.
- Since Milk is a product that used daily hence I had to trace the market and segment it, which mainly deals with people of various age groups.
- The main information needed is the various types of brands available in the market, their calorific value and various other facts.

RESEARCH OBJECTIVE:

- To know the actual sales of the product.
- To understand the requirement of the product.
- To determine the expansion strategies.

- To know brand loyalty of existing customer.
- To know customer satisfaction level.

RESEARCH DESIGN

- A sample size of 40 customer was taken.
- The survey was conducted in the area Dharam Peth, Ram Nagar, Ramdaspath.

Sampling techniques:

A quota sampling technique was adopted because the sample audience was made out of potential purchasers of the product. The sample was carefully drafted. A lot of care was taken when designing the questionnaire and also when collecting information.

Primary data

The primary data consists of information obtained from the consumer and distributor.

Secondary data

The secondary data is obtained from the information already published in newspaper articles, blogs and books. The websites like dairy products, gauvardaan.in, Scribd. Com, Wikipedia. comet was also useful.

Methods Of Data Collection

The source of the data collected for the research is both primary data and secondary data

Primary Data:

By Observation Method:

This data was collected by visiting the various households and nearby areas in Dharam Peth, ram Nagar and by seeing the displayed products in some stores.

The data was collected on the following parameters:

- Price.
- Visibility.
- Shelf Life.
- Discounts Offered.

By Personal Interviews:

The data was collected by visiting each and every store and household where gauvardaan products are available and also check the availability of the products in the shelf. The information was taken by talking to the purchase mangers of the stores as well as the distributors.

The objective of this was to know the preference of the retailers to stores the products, know the problems regarding the delivery, the problems between distributors and retailers. The questions were open – ended as well as close - ended.

Limitations

- The research was carried out for 45 days which proved to be insufficient to tap the accuracy of the study
- Time factor has been a very big limitation in the research survey like this.
- Price Factor is also playing a big role in purchasing the product.

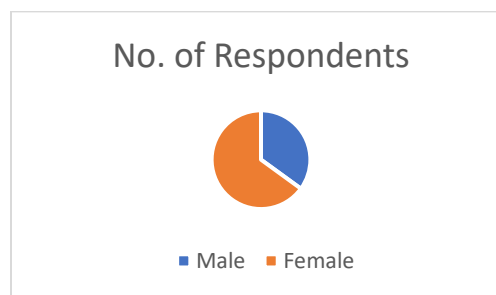
DATA ANALYSIS & INTERPRETATION:

The collected data were not easily understandable, so I like to analyze the collected data in a systematic manner and interpret it with a simple method. The analysis and interpretation of the data involves the analyzing of the collected data and interpretation of it with pictorial representation such as bar charts, pie charts and others.

GENDER: Gender plays a vital role in purchase decisions. Gender is classified on a sex basis i.e. male and female. Gender classification is required by the marketer because different genders exhibit different perceptions towards products.

1. Classification of Customers Based On Sex .

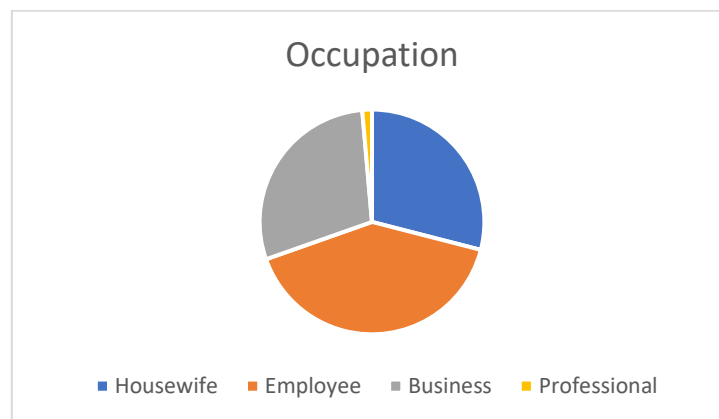
No. of respondents	Percentage %
Male	35
Female	65
Total	100



Interpretation:

35% of the respondents are male and 65% of the respondents are female. From the above table we can conclude that, the majority of the respondents were belongs to female group.

2. Consumer's Occupation:

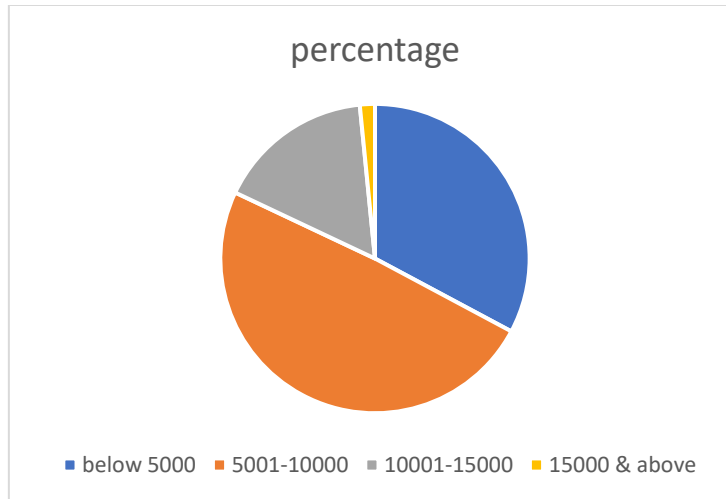


INTERPRETATION:

25% of the respondents are businessmen, 35% of the respondents are employees, and 35% of the respondents are house wives, 20% of the respondents are others group.

3. Income decided the purchasing power of the customer. If the income is high then, they go for high quality irrespective of price of the product. Hence in this research I like to collect the data how income is influence to purchase Gauvardaan Milk .

Monthly Income	No. of respondents	Percentage%
Below 5000	10	25
5001-10000	15	37.5
10001-15000	5	12.5
15000 & above	10	25



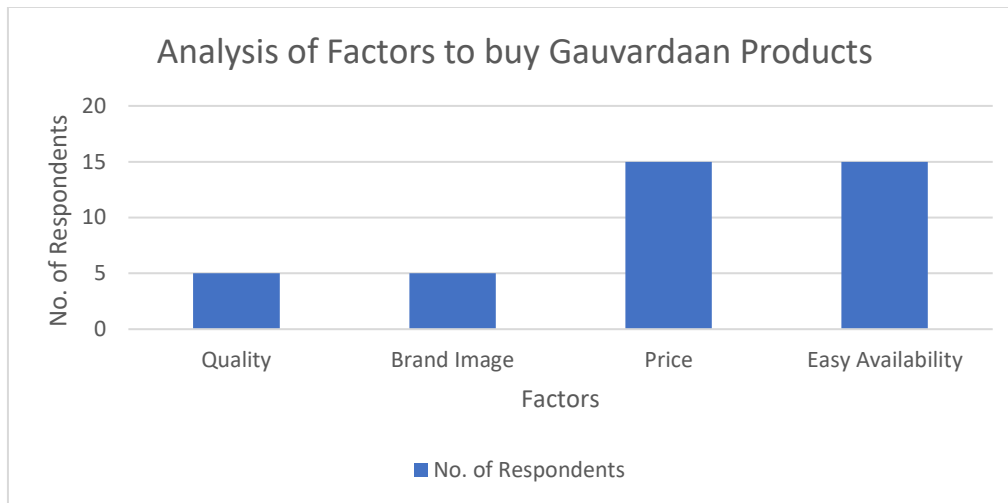
INTERPRETATION:

As per the data 25% of the respondents earn per month below 5000, 37.5% of the respondents earn 5001 to 10000, 12.5% of the respondents earn above 10001 to 15000. 10% of the respondents earn 15000 & above. From the above table we can conclude that majority of the respondents' monthly income group of 5001 - 10000 .

4. PURCHASING FACTOR:

Identification of various factors plays a vital role in consumer behavior study. The various factors such as quality, price easy available etc. is influencing lot and influences positively. The following data reveals how various factors are influencing to buying of Gauvardaan Milk and other products.

Factors	No. of Respondents	Percentage %
Quality	5	12.5
Brand Image	5	12.5
Price	15	37.5
Easy Availability	15	37.5

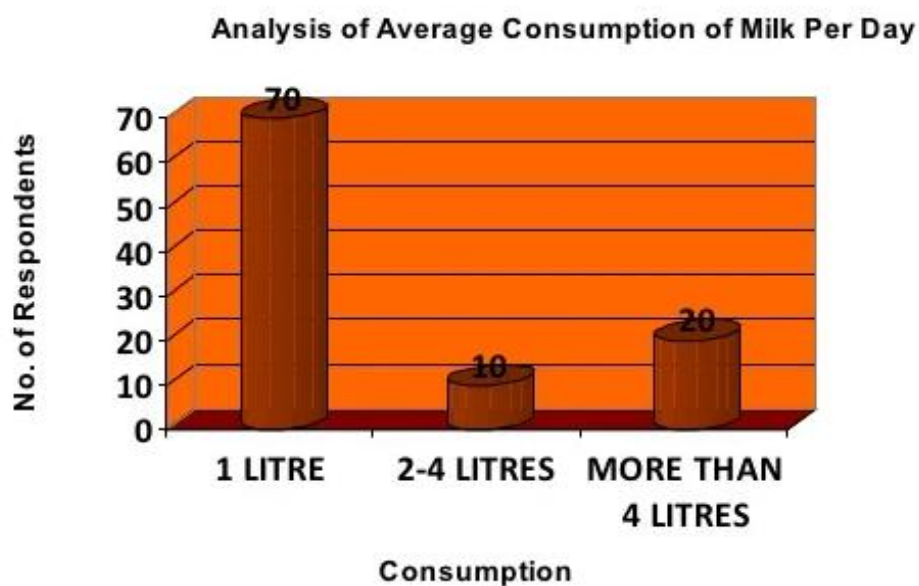


Interpretation:

12.5% of respondents buying Gauvardaan Milk for its Good Quality, 12.5 % of respondents use for its Brand Name, 37.5% of its Price consideration, 37.5% of its easy availability of respondents buying Gauvardaan Milk & Milk products.

5. Respondents Consumption Quality:

Consumption quality is varying with various respondents. Some of customer they buy less quantity and some them huge quantity depends upon requirement and number of people in their houses. The data is collected to know the various consumption patterns.



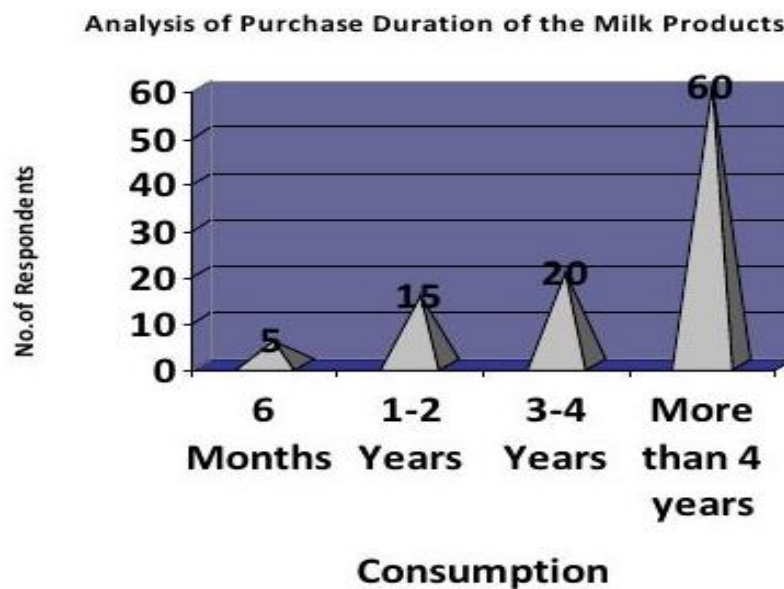
Interpretation:

70% of the respondents are consuming one litre per day. 10% of the respondents are consuming two to four litres per day. 20% of the respondents are consuming more than four litres per day. From the above table we can conclude that majority of the respondents were consuming one litre per day.

6. PURCHASE DURATION:

Repeat purchase will help to know what customer loyalty towards Gauvardaan Milk & milk products. When consumer repeatedly purchases the product, it is understood that they are satisfied with the products. The following data show the various statuses of the respondents.

Analysis of Purchase Duration of the Gauvardaan Milk .

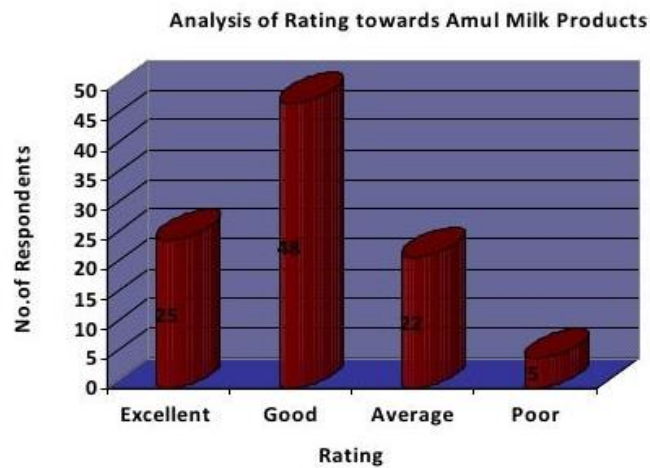


Interpretation:

As per the data gathered, out of 40 respondents, 05% of the respondents buying since last six months, 15% of the respondents from one to two years, 20 % of the respondents from three to four years, 60% of the respondents buying Gauvardaan Milk & Milk products from more than four years. From the above table we can conclude that majority of the respondents consuming Gauvardaan Milk & Milk products more than four years.

7. OPINION TOWARDS PRODUCT:

The behaviour of users after his commitment to a product has been collected with respect product and terms of satisfaction with rating scale. The following are the data obtained related to Gauvardaan Milk.



Interpretation:

25% of the respondents rated that Gauvardaan Milk & Milk products are Excellent. 48% of the respondents rated as good, 22% of the respondents rated as Average Quality. 05% of the respondents rated that Gauvardaan Milk & Milk products are Poor. From the above table we can conclude that majority of the respondents rated Gauvardaan Milk & Milk products are of Good Quality.

FINDINGS:

1. Customer trust on brand of product and name of company while purchasing the product.
2. The company has been able to deliver a good quality and taste products are reasonable and affordable prices.
3. Most of the complaints that we heard from the customers is that they are not satisfied with the company's margin as the margin is very low compared with the competitor's product.
4. The Company is in startup stage so it didn't enjoy a market leadership in products like Paneer.
5. The proper distribution network does not create a great hindrance in reaching the product to the market and customers.
6. At most of the households, employees are satisfied with the product and delivery time.
7. According to them, Gauvardaan only takes action for customer satisfaction, but for the outlets employee's satisfaction, Gauvardaan tries to avoid it
8. Retailers do not agree to stock milk products as the product shelf life is too much.
9. The local competitors like Warna ,Chitale , Govardhan and local vendors etc. are eating the market share of Gauvardaan in product categories of Shrikhand, Milk , Dahi.
10. The retailers are not happy with the damage product treatment given by then company. The retailers wish for the replacement of the damaged products which the company refuses to give.
11. The company faces a huge competition from other companies in the market for Dahi, mithai mate and milk.

SUGGESTIONS

- Company should introduce some scheme for customers which can play an important role in increasing awareness and interest in buying which increase the sales volume.
- Company should request to retailers to recommend Gauvardaan to the customer.
- Nearly Local outdoor and T.V media in their purchasing decision. So that the company's task is to give more advertisement Local outdoor & T.V media.
- Satisfaction level of customers should be raised by providing good quality product at low price, and should try to remove reasons for dissatisfaction of customers.
- Company should try to make available their product at all most retailer's shops by improving their distribution channel.
- Gauvardaan should maintain a good quality in order to maintain its existing importance and the level of satisfaction
- Good relationship should be maintained with marketing channels by solving their problems & taking suggestions.

CONCLUSION

I have studied and analyzed the dairy-based food product market of Gauvardaan on different aspects of the markets, outlets, distribution and consumers satisfaction.

The 45 Days of summer internship with Gauvardaan actually helped me to learn various thing that would really be helpful in my life for future growth.

This project shows me the way to work in the market. How to communicate with different type of people. How to convince the customer. Learnt how to sell, how things work in Fast moving Consumer goods. having perishable nature of these product one need an excellent distribution network and carefully select market because these products if transferred to far area then cost attached to the product will make it un competitive.

According to me the growth of any product whether it could be food-based product or anything depends upon how we do proper branding of that product and also the promotion which plays a very vital role in attracting customers.

The main goal should be to attract customer and to retain them so that the loyalty maintains in future as well.

Besides this Quality is the dominating aspect which influences consumer to purchase the product, but prompt availability of other brands and aggressive promotional activities by others influences the consumer towards them and also leads to increase sales.

Ultimately, I must say that I am privileged to work in the Startup like Gauvardaan and get such a real time exposure of FMCG company.

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