

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“A STUDY OF CONSUMER AWARENESS TOWARDS LOCAL BRANDS” WITH SPECIAL REFERENCE TO “GAU VARDaan”

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

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G.S. College of Commerce & Economics

Nagpur

NAAC Accredited „A“ Grade Autonomous Institution



॥ Hare Krishna, Hare Ram ॥

NAVKANJ GAU VARDAAN DAIRY FARMS PVT. LTD.
Reg. Plot. No. 85, Baji Prabhu Nagar, Nagpur – 440010
GauthanAddress :- Kanholi - Dongargaon Rd. Dongargaon.



Date: 20/04/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Miss Sukanya Buva**, a student of BCOM HONS SEM-IV, G. S. College of Commerce & Economics, Nagpur has successfully completed her Summer **Internship** Program from "**4th Mar. 2022**" to "**19th April. 2022**" under our guidance. During the **period of** her internship she was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

For

Authorised Signatory

Neeraj Sanodia

Neeraj Sanodia

Business Development Head

Navkanj Gau-Vardaan Dairy Farms Pvt. Ltd.

Nagpur





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G. S. COLLEGE OF COMMERCE & ECONOMICS
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CERTIFICATE

This is to certify that the said internship project report titled “A Study of Consumer Awareness towards Local Brands with special reference to Gau Vardaan” has been completed & submitted by Ms. Sukanya Makarand Buva as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Shaunak Masade.

Date: 12/04/2023

Place: Nagpur

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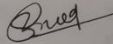
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Navkanj Gau Vardaan Dairy Farms Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

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INTRODUCTION

In our daily lives, we buy a wide range of goods and services. Whatever we get, we pay for it and enjoy using and consuming it. However, occasionally we are not happy with the purchase we made. This may be due to the product's poor quality, the shopkeeper overcharging, the contents' little quantity, deceptive advertising, etc. Prior to India's declaration of independence, there were scarcely any laws in place to safeguard the interests of consumers. The Consumer Protection Act of 1986 was passed by the Indian Parliament in order to protect the rights of consumers there. It is important to raise awareness among the general public and in the household appliances sector. Consumers are dispersed around the nation in general. They are all incredibly unorganized and then negotiating strength is quite low. They are not knowledgeable or savvy shoppers. In addition, India suffers from a further disadvantage since the vast majority of customers lack the knowledge necessary to make informed purchases. They frequently lack the skills and knowledge necessary to safeguard their interests, especially when dealing with well-organized parties. Apathy, indifference, and inertia among the general population are, in the opinion of united and knowledgeable experts, absolutely disgusting. These are major obstacles to India's sound and sustainable growth of consumerism and consumer protection. In every nation, consumers make up the largest economic segment. They serve as the hub of all economic activities. Consumer awareness refers to being aware of one's knowledge of various consumer production laws, redress mechanisms, and consumer rights, which include the right to protection of one's health and safety from goods and services that one purchases, the right to information regarding the quality, price, potency, purity, and standard of goods, the right to choose the best from a variety of others, and the right to representation in the event of a complaint or suggestion. In order to shield customers from dishonest business activities, the Consumer Protection Act was passed in 1986. Every customer has specific rights under the Consumer Protection Act. Consumer rights and obligations must be understood by every consumer.

MEANING OF CONSUMER:

“The most significant visitor to our property is a customer. He does not rely on us. He is who we depend on. He doesn't interfere with our job in any way. He serves as its goal. He is not a stranger to our industry. He is involved with it. Serving him is not a favor we are giving him. By providing us the chance to do so, he is helping us”- Mahatma Gandhi. Any person who utilizes or consumes any products or services is referred to as a consumer. Consumable commodities like wheat flour, salt, sugar, fruit, etc., as well as durable products like a television, refrigerator, toaster, mixer, bicycle, etc., may all be considered goods. Items like power, cooking gas, telephones, transportation, movie showings, etc. are considered services. Typically, a person is referred to as a "consumer" when they consume products and services. However, in the eyes of the law, both the person who purchases any products or contracts for any services in exchange for money (price) and the person who uses such goods or services with the buyer's consent are referred to as consumers. The same is true while using a cab to get to school. In other words, the law treats every buyer of goods and services as a consumer, regardless of whether he uses them himself, buys them for someone else to use or consume, or both. However, someone who purchases things for resale, such as a wholesaler or reseller, or for any other business reason is not considered a consumer. The term "consumer" has a broad definition and includes both products and services that are purchased or rented. The term "consumer" has a distinct definition for products and services under the Consumer Protection Act of 1986.

(a) For the purposes of goods, a consumer is defined as:

(i) a person who purchases any goods for a consideration and

(ii) any user of such goods other than the actual purchaser, provided that the user has the buyer's consent to use the product in question.

The term "consumer" excludes

- (a) anybody who purchases such items with the intention of reselling them or using them for any other business purpose.
- (b) A consumer for the purposes of services implies
 - (i) One who employs a service or services in exchange for money, and
 - (ii) any recipient of such service(s), so long as the service is used with that person's consent.

The fundamental units of an economy are its consumers. In order to maximize utility and happiness, all customers use products and services both directly and indirectly. The ability of a product to satisfy wants is important since consumers have limited resources and strive to maximize utility. Consumers might include a specific individual, a group of individuals, institutions, etc., despite the fact that the term often solely refers to individuals. Previously, the phrase "**Caveat Emptor**"—which means let the buyer beware—was popular. The adage simply said that it is the responsibility of the buyer to ensure that the products or services are in acceptable shape before purchase. In the event that the goods or service does not live up to expectations, the risk will be assumed by the buyer. Over time, it became clear that the adage "Caveat Emptor" violated consumers' rights and benefited sellers even in situations when they sold faulty goods or provided subpar services because they had no responsibility for doing so. The awareness that the customer should be regarded as the monarch of the business and that the rights of consumers should be safeguarded and promoted was brought about by this one-sided protection given to the seller alone. The House of Lords determined that although the Caveat Emptor doctrine does not require sellers to reveal product flaws, doing so would constitute fraud against the consumer if a seller used trickery or disguising to hide flaws in a product that is to be sold. The Caveat Emptor principle obligates the buyer to use caution and expertise while making a purchase. The customer is now seen as king in an industry where they support the growth and expansion of the vendor. The phrase "Caveat Emptor" has taken the place of the adage "Caveat Venditor" in modern society. "Caveat Venditor" is Latin for "let the seller be informed." In other words, it indicates that the product's seller should be aware of the kind of goods and services he is selling since they might result in liability if there is a problem.

MEANING OF CONSUMER AWARENESS:

Making sure the buyer or customer is informed about products, commodities, services, and consumer rights is known as ensuring consumer awareness. It is crucial for consumers to be aware of their options so they may choose wisely. Customers have the right to safety, choice, and knowledge. In order to avoid fraud, identity theft, and overcharging, consumer knowledge is essential. Consumers must be vigilant in practicing consumer awareness, especially in the present economic era, when the majority of commercial transactions are handled online or via electronic means, protecting their identities and their resources from criminals who would abuse them. In order to avoid being taken advantage of by scammers, consumers need to be watchful and aware of potential issues. Using both online and offline tools, consumers may learn how to safeguard their privacy, evaluate marketing, spot fraud, and become savvy can and house buyers. In order to avoid spending more than is required or, worse, leaving your whole bank account and financial history vulnerable to assault, it is well worth the time and effort to become an informed consumer. Each producer's primary goal in this era of capitalism and globalization is to maximize his profit. The producer is attempting to sell their goods in every manner conceivable. Therefore, in order to increase sales, they disregard the interests of consumers and begin taking advantage of them, such as by overcharging, underweighting, and selling adulterated and subpar goods while misleading consumers with false advertising. As a result, it is important for a consumer to be informed in order to protect himself from being taken advantage of. In this sense, consumer awareness refers to educating consumers about their rights and responsibilities. Consumer awareness refers to customers' awareness of many elements of their purchasing behaviors. The idea of consumer awareness is getting broader and bigger. The following topics are covered:

- a) Consumer awareness about Maximum Retail Price (MRP)
- b) Consumer awareness about Fair Price Shop.
- c) Consumer awareness about price, quality and expiry date of the product.
- d) Consumer awareness about their rights and duties.
- e) Consumer awareness about certified products with markings/certification form like ISI, Agmark, ISO-2000.

WHAT IS MARKETING?

Marketing is a promotional activity undertaken by a company for promoting the buying or selling of their products or services. It includes selling, advertising, endorsing, launching campaigns, fancy slogans, packaging, networking with potential clients or past clients etc. This ensures that customers' needs are fulfilled with the products or services the company offers.

Marketing defined by Dr. Philip Kotler: -The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.¶

According to the American Marketing Association (1998): -Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives

FEATURES OF MARKETING:

1. CUSTOMER FOCUSED:

The entire existence of a business depends upon the customers' needs and demand of products or services. By this the company understands its target audience and what they need. In today's market, the products that are best suited to the consumers' needs are usually perceived very positively.

2. CUSTOMER SATISFACTION:

The customer expects some benefits and services from the products purchased for which the payment is done. If this particular benefit exceeds the amount paid, then the consumer is satisfied. This helps in building the brand and reputation of the company. It also helps in retaining market demand. Organizational objectives are achieved with the help of consumer satisfaction.

3. OBJECTIVE ORIENTED:

The main objective of marketing is to satisfy the consumer needs and also earn profit. Hence, all the marketing activities are objective oriented. There are various objectives at different levels. All the weaknesses in the existing market and measures taken to improve can be identified through conducting marketing activities. This plays a major role in achieving the objectives.

4. MARKETING IS BOTH ART AND SCIENCE:

Art refers to a specific skill that is required in marketing activities of any type of business. Science refers to a systematic body of knowledge, based on facts and principles. Marketing includes social sciences, some of them are economics, sociology, psychology and law. And the market operations are based on some principles. Therefore, marketing is an art as well as science.

5. CONTINUOUS AND REGULAR ACTIVITY:

Marketing is a perpetual activity and it is designed to plan, price, promote and distribute the products made by the company. It deals with past, present and future clients. This helps in coming up with new products.

6. EXCHANGE PROCESS:

Exchange is a big thing in buying and selling the products with the medium of money. And most of the marketing activities are related to the exchange process. It also involves exchange of goods, services and ideas within the buyers and sellers. Distribution, after-sale services and packaging are the functions which help in the exchange process. Physical distribution and channels of distribution do play a major role in this process, it helps in creating place utility.

7. MARKETING ENVIRONMENT:

Usually the marketing activities are influenced by environmental factors. Factors such as economic policies, market conditions, environmental factors, political, technological, demographic and international. Therefore, a successful marketer needs to adapt to these changing factors and adjust marketing strategies to suit new market developments.

8. MARKETING MIX:

Marketing mix is a mix consisting of four variables viz. product, price, place and promotion. It is a flexible combination of these four variables. Consumer behavior, trade factors, competition and government regulatory measures are some factors affecting the marketing mix of a company.

9. INTEGRATED APPROACH:

Factors integrated with marketing are production, finance, research, purchasing, storekeeping and public relations (PR). All the marketing activities should be coordinated with other functional areas of the company.

10. COMMERCIAL AND NON-COMMERCIAL COMPANIES:

Marketing is applicable to both business and non-business organizations. Social marketers are finding useful new ways of applying marketing principles. Commercial companies are also adopting cause-related marketing to strike long-term relations with consumers. Organizations such as educational institutions, religious institutions and charitable trusts also have found meaningful ways to apply marketing.

11. PRECEDES AND FOLLOWS PRODUCTION:

Production process is started after understanding the consumers' needs and this is the duty of the marketing manager of the company. Therefore, marketing precedes production. Marketing also helps in distributing the goods which follows production. This shows that production and marketing activities are closely related to each other.

IMPORTANCE OF MARKETING:

Many businesses would fail to exist in the absence of marketing. The business may have the most innovative product or service but if no one knows the existence of the company, then the company would not be able to sell them. This is a major reason why marketing is needed or is important. Marketing not only benefits the businesses but also the (i) Society, (ii) Consumers.

I. IMPORTANCE TO THE SOCIETY:

1. Increase in Standard Of Living:

Paul Mazur defines marketing as, -The delivery of standard of living to the society. Marketing helps in identifying the consumers' needs and try their best to provide the products at cheap prices while making profit. This helps in upgrading the standard of living of the society. In recent times, after recognizing the social evil named poverty, the large-scale production businesses reduced their prices which resulted in improvement of standard of living of the poorer sections of society.

2. Provides Employment:

Modern marketing has become a system which covers almost all functions of an organization such as buying, selling, financing, transport, warehousing, risk bearing, research and development etc. Skilled human assets are required to run this system. That is how marketing generates employment.

3. Decreases Distribution costs:

Effective utilization of the channel of distribution helps in reducing the cost prices of the products and services. Reduction of cost prices will help in increasing the potential of attracting more consumers.

4. Consumer Awareness:

Another role marketing plays to benefit the society is by informing and educating consumers. Marketing activities help in promoting the information about new products and services and the usefulness of them. Marketing also includes practical knowledge which aids in making a purchase in a particular purchase, such as product release dates, web addresses.

II. IMPORTANCE TO THE FIRM:

1. Increases Awareness:

Marketing helps in creating awareness about the existing products, new arrivals as well as the company which sells a particular product in the market. This raises awareness among the potential consumers. It creates a brand image among the consumers.

2. Increases Sales:

Marketing helps in creating awareness and follows with attracting consumers which results in purchases of the product . A marketing campaign helps in increasing the sales of the organization.

3. Creates Trust:

Effective marketing helps in creating trust among the customers. But gaining trust is a time-consuming process. It helps in earning consumers loyal to the products and the company producing the particular product. These customers enhance the reputation of the company. Most of the marketing activities are done to build the brand of the company.

4. Basis for Making Decisions:

From incorporation of the company to delivering the final product or service to the consumers, the businessman has to make many decisions regarding various aspects of the company. Businessmen deal with questions like what?, How? And When? The operations become more complex as the scale increases. And marketing helps in making corrective decisions.

III. IMPORTANCE TO THE CONSUMERS:

1. Promotes Product Awareness:

Promoting products helps in creating awareness about different products and services available in the market. So the consumers can compare the features, price, availability, etc. with the help of marketing. Marketing helps in choosing the best alternative according to the consumer

2. Provides Quality Products:

The company has to supply good quality products to consumers. Providing defective products can create a negative brand image which affects the consumers' loyalty towards the company.

3. Helps in Selection:

A variety of products with different brands is available in the competitive markets. Marketing helps the consumer choose the best products and services from the different options available.

4. Consumer Satisfaction:

The main objective of marketing is to satisfy consumer needs. This is achieved through honest advertising, assurance of quality products and availability of innovative products. Thus, marketing takes every effort to satisfy the consumer.

BENEFITS OF MARKETING

1. AUDIENCE GENERATION:

Marketing helps in building the target audience. Sometimes the people know what they need but sometimes people may not realize or understand it. Marketing helps in connecting consumers and the company, which both the parties need and matches the demographic of the company.

2. INWARD EDUCATION:

All the information gathered through marketing can be processed internally and used for catering the target audience. For example, toys – this product is used by children of 3-12 years old. The company can enhance their production and other related functions according to the processed information.

3. OUTWARD EDUCATION:

Outward education refers to publications made by a company about its mission, vision and products it offers. This helps in understanding how the company benefits the society. Marketing campaign is one of the methods of outward education, which informs the people outside the company who may need it.

4. BRAND CREATION:

Brand creation here refers to the company creating its shape itself instead of consumers helping to create one for them. This way the company can decide what they want to promote and how they should do it. This helps to drive certain actions or emotions from the consumers.

5. LONG-LASTING:

If the marketing is done effectively it leaves a great impact on the consumers. For instance, Poppin' Fresh, the mascot of Pillsbury. The mascot created a warming, wholesome and friendly image for Pillsbury.

6. FINANCIAL PERFORMANCE:

The ultimate goal and benefit of marketing is to drive sales. When relationships with customers are stronger, well-defined, and positive, customers are more likely to engage in sales. When marketing is done right, customers turn to your company, and you gain a competitive advantage over your competitors. Even if both products are exactly the same, marketing can create that competitive advantage for why a client picks you over someone else.

DISADVANTAGES OF MARKETING:

1) Multiplication of needs:

Sometimes people have wants and not needs, that is the attraction towards the product via advertisement and promotion of product for increase of sales by the company. This is provoked by the marketing team through fancy advertisement, campaigns, or even having a huge celebrity as the brand ambassador. This drives the customers to buy the products even if they do not need them.

2) Product Proliferation:

Proliferation basically means saturation of the similar product in the market or sub markets. This is a type of strategy used by the company. It leads to multiplication of similar products in the markets. This saturation of products results in wasting of resources which would be useful in producing other products.

3) Increased Cost:

Marketing specially, advertising increases the cost of the product which eventually the community has to pay for. It is accurate because it contributes to the overall cost of the good. However, it would also be unfair to assume that if advertising expenses were reduced, the products would inevitably be less expensive.

4) Wastage of national resources:

Advertisement is criticized for being used to render items useless before the end of their typical usefulness. It's not just that the most-advertised things are delicate, fragile, and brittle nowadays; for instance, models of automobiles with minimal upgrades are now advertised at such a high pressure that the old models must be thrown away long before they become unusable.

5) Barriers to entry:

To a greater or lesser extent, advertisements support industrial concentration. The nature of the individual transaction, the marketability of the goods, and the technical aspects of its manufacturing may all influence how concentrated a market is. However, research on this topic is still inconclusive. The proof that advertising and concentration are positively correlated is poorer than anticipated.

6) Misrepresentation of facts:

The deliberate misrepresentation of facts about goods and services is a significant downside of advertising. Advertisers frequently exaggerate the real or imagined benefits of a product and make bold assertions in an effort to persuade consumers to behave against their own best interests and engage in behaviors that will benefit them.

STUDENT PROFILE

STUDENT PROFILE:

This is Miss. Sukanya Buva. I am a student of G.S. College Of Commerce And Economics, Nagpur. I am very grateful for the opportunity given by Gau Vardaan Pvt. Ltd. This internship was for 6 weeks. And in these 6 weeks we got to learn and understand so many techniques and tactics of the market. Various techniques of marketing and advertising were used. How should we promote the products and how to increase the sales of the company. To fully understand the product mix offered by GauVardaan, the students were invited to the actual farm where the cows were taken care of. They told us every small detail about the cows and the nutrition we get through consuming the milk products. This helped the students in explaining the benefits of the products to the consumers/customers. The first day was the orientation where we were introduced to the officials of the company and the duration of the internship. They were kind enough to give us the freedom from the target based performance in the duration of internship. The interview happened through a call on the mobile. The interview went well; it was routine and simple. as the director himself was really kind, kind, and supportive. He was grateful for "the more the mere".

We were told to promote the products, increase sales, and generate leads. Now this was done through many ways such as door to door interactions with the people and handing pamphlets.

We generated leads through referencing the products to our friends, families, faculties, relatives and lastly around the neighborhood. After failing about a few times we finally sold the products. Further detailed information of the whole internship given below:

TASKS

WEEK : 1

I was eager to learn about the dairy business and develop useful sales and marketing experience as a new sales and marketing intern at a dairy farm. I had a thorough orientation from the HR department during my first few days/week on the job, which addressed the company's history, mission, values, and culture. Additionally, I got an overview of the dairy sector, which included the goods the farm produces, the difficulties the sector confronts, and the market environment. I was given a sales and marketing team mentor during my orientation, who assisted me in becoming familiar with the day-to-day duties and activities of the sales and marketing department. My mentor gave me a training programme and established clear objectives. I developed an understanding about the farm's products, target market, and the sales and marketing tactics the team used to sell these items during my training.

I also got some lead generation instructions, which entailed finding new clients while gathering their contact details. I gained knowledge about how to perform online searches, discover and follow leads using customer databases and other technologies, and collaborate with the sales team to create campaigns and content that are specifically targeted. I felt supported and inspired by the sales and marketing team during my training and orientation since they were always there to answer my queries and offer remarks on my work. I was confident in my abilities to contribute to the sales and marketing team towards the end of my internship.

WEEK : 2

I was given the responsibility of doing market research and surveys the next week in order to evaluate the position of dairy products offered in a certain market segment. In order to assist Gau Vardaan Dairy Farm in creating successful sales and marketing strategies, my main goal was to comprehend consumer behavior, preferences, and market trends.

In order to do so, I created an online survey to gather information on a variety of topics, including the dairy products that are already on the market, their price range, level of purity, and the distribution methods. I also asked them about their preferences for the kind of milk (toned, full cream, or skimmed), as well as the kind of container they like. The target customer categories for the survey included homes, neighborhood merchants, and stores.

I collected and analyzed the survey's data once it was finished, which included details on the different kinds of dairy products on the market, their price ranges, and the most well-liked routes of distribution. I also examined customer reviews of the market's dairy items and the variables affecting shoppers' choices.

I gave the sales and marketing team (a report) based on the study, which also contained suggestions for the creation of sales and marketing strategies. The market gaps, the important areas to concentrate on, and prospective chances for Gau Vardaan Dairy Farm to join the market with a competitive edge were all underlined in the research.

WEEK : 3

I was assigned to generate leads for our high-priced dairy goods, which were renowned for their farm-freshness and 100% purity, the next week. My major objective was to connect with prospective consumers and turn them into paying ones.

I employed a number of lead generation strategies to do this. I began by compiling a list of possible clients in the neighborhood, including those who were interested in dairy products of the highest caliber and freshness, as well as those who were health- and fitness-conscious and passionate exercisers. I then called them on the phone to introduce myself and pitch our items to them.

I emphasized the important advantages of our goods, such as the fact that they were prepared from 100% pure Gir cow's A2 milk with no additional preservatives or chemicals, in order to draw in potential clients. In addition, I underlined that our items were freshly created each day and delivered right to clients, guaranteeing that they were receiving the best goods available in the market.

WEEK : 4

We had the chance to visit the farm where all of the Gir cows were raised, which made the next week quite exciting. We were all excited to discover more about organic and natural agricultural practices and have a close-up look of Indian Gir cows. These cows are renowned for their illness resistance, kind disposition, and distinguishing hump. The farmers welcomed us warmly when we arrived at the property and gave us a kind greeting.

We observed the farmers milking the cows by hand while we strolled about the farm, and only after the cows' calves had been fed. The thick, creamy A2 milk gushing into the buckets while the professional farmers carefully milked the animals was wonderful to see. We discovered that this more conventional approach ensured the milk's quality and was also more compassionate.

We were thankful for the chance to learn about and observe this purely organic method of farming as we departed the farm. We parted ways with a deeper understanding of the value of organic farming and the requirement to save the environment. We will always cherish the opportunity since it was so very enlightening.

WEEK : 5

The next week, I got the chance to go with several other interns to the Gau Vardaan dairy farm's production facility. We were all eager to see how dairy products were actually produced and to gain more knowledge about the business's operations.

When we arrived, the production manager welcomed us and gave us a quick rundown of the manufacturing procedure, including the many steps involved in producing dairy products. After that, we were given a tour of the manufacturing line where we got to see all the different tools and machinery that were used to process the milk and create the goods.

We were shown to the area where glass bottles filled with Gir Cows' A2 milk are stored. It was intriguing to observe how meticulously and hygienically the entire procedure is carried out. The staff members gave us an explanation of the significance of Gir Cows' A2 milk, how it differs from other varieties of milk, and why package milk is unhealthy.

The production of bilona vedic ghee and bilona Makkhan was then demonstrated to us. We were in awe as the staff used a wooden bilona stick to churn cultured curd to create bilona Makkhan and later bilona Vedic ghee while explaining to us the advantages of this age-old technique.

We were able to observe the many processes, such as pasteurization, homogenization, and packaging, used in the manufacturing of milk and dairy products as we strolled through the facility. Observing how the goods were manufactured and how much care and consideration went into the production process was fascinating.

Additionally, the matkas used for delivering the curd, bilona Makkhan, and masala chaas were demonstrated to us. The dairy farm's efforts to promote eco-friendly packaging while maintaining the freshness and quality of its products were amazing to observe.

We had the opportunity to speak with and ask questions of the production crew during the tour, and they were all highly knowledgeable and enthusiastic about what they did. We all gained knowledge from the experience, and we left the plant with a deeper understanding of the effort and commitment required to produce high-quality dairy products.

WEEK : 6

Finding our target audience—which included health-conscious individuals and families, fitness enthusiasts, those who appreciated the quality and freshness of dairy products, as well as local businesses—was one of the first things I had to do. I worked on developing a compelling value proposition for Gau Vardaan's dairy products after identifying the target market. This value proposition emphasized the products' key advantages, such as their farm-freshness, high nutritional value, and 100% purity, and how they are a healthier option for customers looking to improve their general health and well-being.

I employed a number of avenues to advertise our items. To demonstrate potential clients our dairy goods, I took part in occasions like trade exhibitions and product launches. (?) I reached out to potential clients through telemarketing to present our items to them. I also utilized word-of-mouth advertising by requesting that happy consumers tell their friends and family about our products.

I used guerilla marketing strategies in addition to these conventional marketing channels to advertise our items in distinctive and original ways. For instance, Gau Vardaan's items may attract attention using social media viral marketing and pop-up stores, which are transient shops that give a brand a feeling of urgency and exclusivity.

I implemented persuasion tactics by emphasizing the advantages of our products and how they may satisfy the demands of our target market. I emphasized how our dairy products may help the target audience with an issue or fulfill a need, offering an energy-packed treat alternative for kids or an organic milk option for consumers who are health-conscious.

I had the chance to help with the development and implementation of a nearby food festival in addition to the advertising of the product. I assisted in designing the booth, supervised the logistics of putting up and running the exhibit, and planned the manufacturing of marketing materials and freebies. I was able to help the dairy farm have a successful event by collaborating with the sales and marketing team to build a plan for drawing customers to the booth and generating leads.

Overall, I learned a lot from my internship at the dairy farm. In addition to gaining practical experience in lead generation, product promotion, market research, and event organizing, I was able to hone my sales and marketing abilities. I also had the chance to collaborate with a gifted group of experts who guided and mentored me during my internship.

PROJECT OVERVIEW

OBJECTIVES OF STUDY:

- To study consumer awareness about Gau Vardaan Milk and Milk Products.
- To study the impact of promotional activities on creating consumer awareness.

SUB-OBJECTIVES:

- To study the whole product range of Gau Vardaan Milk and Milk Products.
- To study customer expectations in Packaged Milk and Milk Products.
- To study the promotional activities adopted by the company.
- To evaluate the impact of those activities on customers' minds.

COMPANY PROFILE:

GAU VARDAN

About Gau Vardan

Navkanj Gau Vardaan Dairy Farms Private Limited is a 3 years 10 months old Private Company incorporated on 05 Mar 2019. Its registered office is in Nagpur, Maharashtra, India.

The Company's status is Active. It's a company limited by shares having an authorized capital of Rs 5.00 lakh and a paid-up capital of Rs 5.00 lakh as per MCA.

2 Directors are associated with the organization. Shashi Lohia and Bhawana Lohia are presently associated as directors.

Gau Vardaan, a brand being founded and managed by Aayush Lohia, is breeding more than 1000 Gir Gauvansh in Nagpur and is making every possible attempt to reach out to every corner of the city with it's Gir Cow Milk which is 100 percent non-processed, raw, natural and pure. At Gau Vardaan, the practice is to treat Gaumata as mother and seek her blessings to serve mankind with her milk which is truly Amrit, nectar of love from mother cow, in all ways. Gir cow's milk has many other nutrients. The Gir cow is a famous Indian born dairy cattle breed, the native of Gir Hills and forests of Kathiawar. The Gir animals are famous for their disease resilience because Pure Gir cow milk has **calcium, phosphorus, rich fats, and potassium which helps to**

maintain blood pressure. It also contains a Conjugated Linoleic Acid (CLA) is an important acid that lowers bad cholesterol thus it improves overall heart health.

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.

General Details:

Company name	Navkanj Gau Vardaan Dairy Farms Private Limited
Ownership Type	Private
Primary Business type	Manufacturer
Company No.	322180
Category	Company limited by Shares
Sub Category	Non-govt company
Corporate Identification Number (CIN)	U15134MH2019PTC322180
Company Class	Private
Main Language	English
Listing status	Unlisted
Year of Establishment	05/03/2019
Age of Company	3 Years 10 Months 19 Days
Primary Location	Nagpur
Industry	Dairy industry

Financial details:

Authorized Capital (Rs.)	500,000
Paid up capital (Rs.)	500,000

Registration Details:

Registration Year	2019
Registration authorities	RoC - Mumbai
Registration Type	Company Registration

Signatory Details:

S.No.	Director Name	DIN	Designation	Date of Appointment
1	AAYUSH SURESH LOHIA	00491390	Director	2019-03-05
2	BHAWANA LOHIA	03448594	Director	2019-03-05

VISION AND MISSION GAUVARDAAN

VISION STATEMENT OF GAU VARDAAN:

- Total Quality
- Honesty
- Discipline
- Cleanliness
- Transparency
- Sincerity and Dedication
- Respecting each other's opinions, ideas and feelings.

MISSION STATEMENT OF GAU VARDAAN:

GauVardaan is committed to provide maximum possible price for the milk supplies by its members and provide necessary inputs to enhance milk production while ensuring economic viability of the company and is also committed to provide quality milk products to consumers and emerge as one of the top most milk and milk products companies.

FUNCTIONS OF GAU VARDAAN:

- The main function of Gau Vardaan is to procure milk from our mother -Gau Mata " and take good care of them.
- To promote the benefits of milk and milk products and the quality.
- To make -GauVardaan as a part of daily life.
- To look after the production process and sales and advertise the milk and milk products.

OBJECTIVES OF GAU VARDAN:

- Providing hygienic and good quality milk to the consumers.
- To eliminate middlemen in the business so that the milk producers receive their appropriate share of bread.
- To see that every citizen becomes healthy by consuming good quality milk.

PROMOTIONAL ACTIVITIES CARRIED BY GAU VARDAN

Promotional activities are the activities conducted by the company which helps the company to keep its customers informed about the product, any developments, and advancements in the products. The promotional activities help the company to place its brand or product on the top of the mind of the customer. These activities depend on the nature of the product, the target customers, the message that the company wants to convey to its customers etc...

Gau Vardaan found the need for adopting the promotional activities in order to create awareness about the product which would lead to increase in sales and help the company to increase its market share. The company has undertaken various promotional activities in order to increase the market share of its Milk and Milk products. The following are the major promotional activities carried over by Gau Vardaan:

Advertisement

- Brochure
-

Awareness Campaigns

- Door to Door
- Mass Campaign

ADVERTISEMENTS:

Nowadays, advertisements are the most effective, and common means of promotional activity. Advertisement is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings and actions. It is the best way to keep your customer updated and give an introduction to the new customers. Also it helps the company in keeping its brand or products on the top of the mind of the customers.‘

AWARENESS CAMPAIGNS:

Awareness campaigns are the campaigns organized by the Gau Vardaan for promoting the Milk and Milk Products. The awareness campaigns are organized by the marketing department of the company in which the company officials try to make the consumers aware about the products available . Also the officials try to convey the parameters which have to be looked at while purchasing the milk and milk products. The consumers are given knowledge of the steps taken.

In total the awareness campaign never forces the consumer to purchase Milk products but helps them in decision making by comparing Gau Vardaan products with that of other brands. Usually this kind of awareness campaign is organized in developing markets and in the areas where the sales are less, and in the area where the comparatively less educated people are there. Because the less educated consumers are weak in decision making so these campaigns give them a platform to think and decide.

There are two types of awareness campaigns practiced by the company. They are:

DOOR TO DOOR CAMPAIGNS:

The door to door awareness campaigns are done in the area where there are less existing customers and more potential customers are observed. Here, the company officials personally visit every house and provide the information to the individual households. Generally, it is carried over in such a place where the customers need detailed knowledge about the products.

These door to door campaigns are too time consuming and also need to incur more expenses. But the results are more favorable.

MASS CAMPAIGN:

Mass campaigns are carried over where there is a crowd. In such areas the officials take the opportunity to make the crowds understand about the quality of the product, the factors to be looked after while purchasing the milk products. And also educate the crowd about the product mix of Gau Vardaan.

These types of campaigns are organized in Mela's, Fairs, and in sponsored programs like Mahila Mandal programs, functions in schools and colleges etc

Compared to door to door campaigns the mass campaigns are less expensive and less time consuming. But the results of mass campaigns are not as favorable as door to door campaigns.

RESEARCH
METHODOLOGY

RESEARCH METHODOLOGY:

SAMPLE SIZE – 20

1) DATA COLLECTION METHODOLOGY USED:

Primary and secondary data collected to carry out the research work.

Primary data:

Information was collected directly from the consumers for the project work. The data collection during the study includes the data collected through feedback form with the help of Google Forms and feedback through Messages.

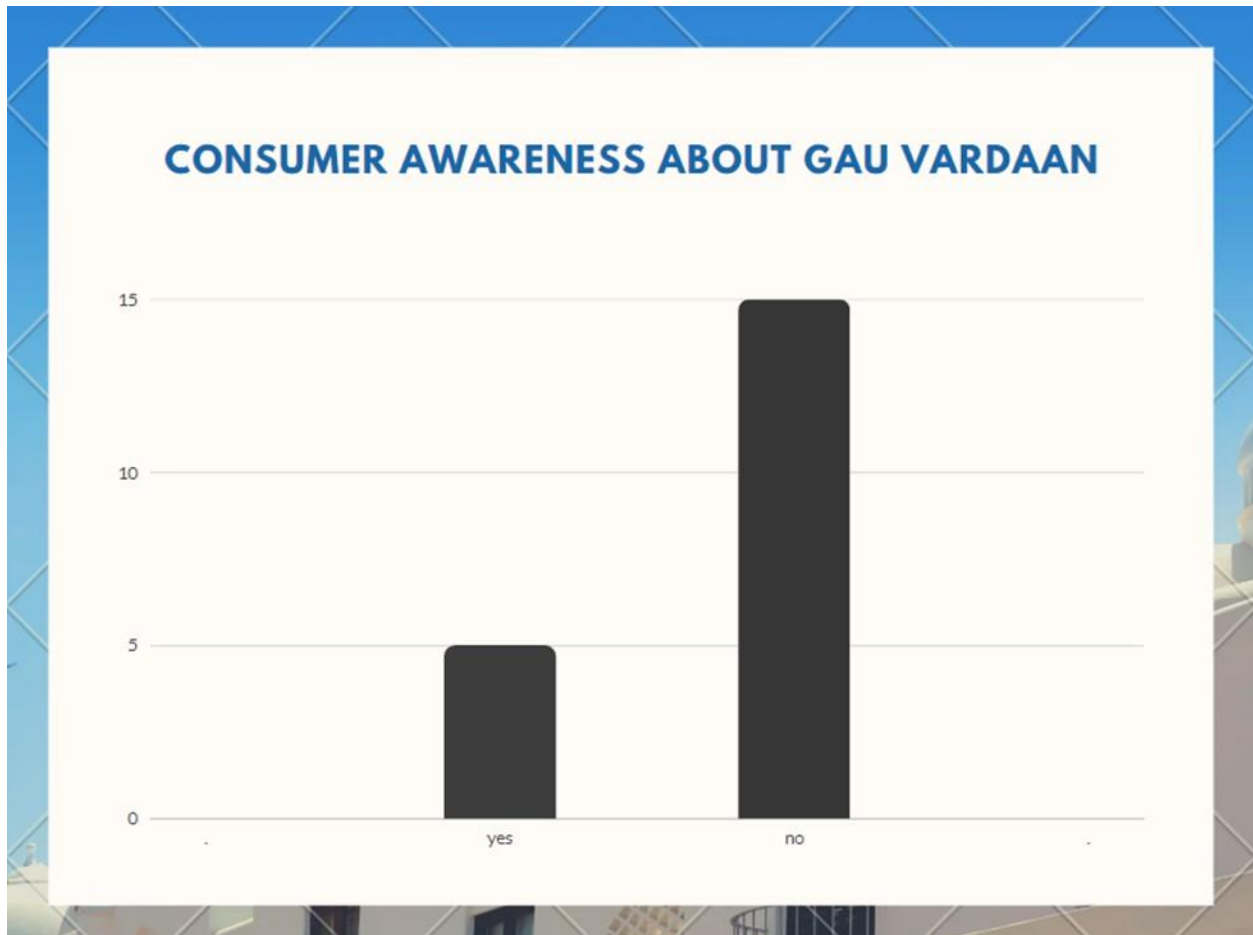
Secondary Data:

Secondary data includes data collection of information from videos from YouTube and information collected from the internet about the Processed Milk and Milk Products industry.

INTERPRETATION AND
ANALYSIS

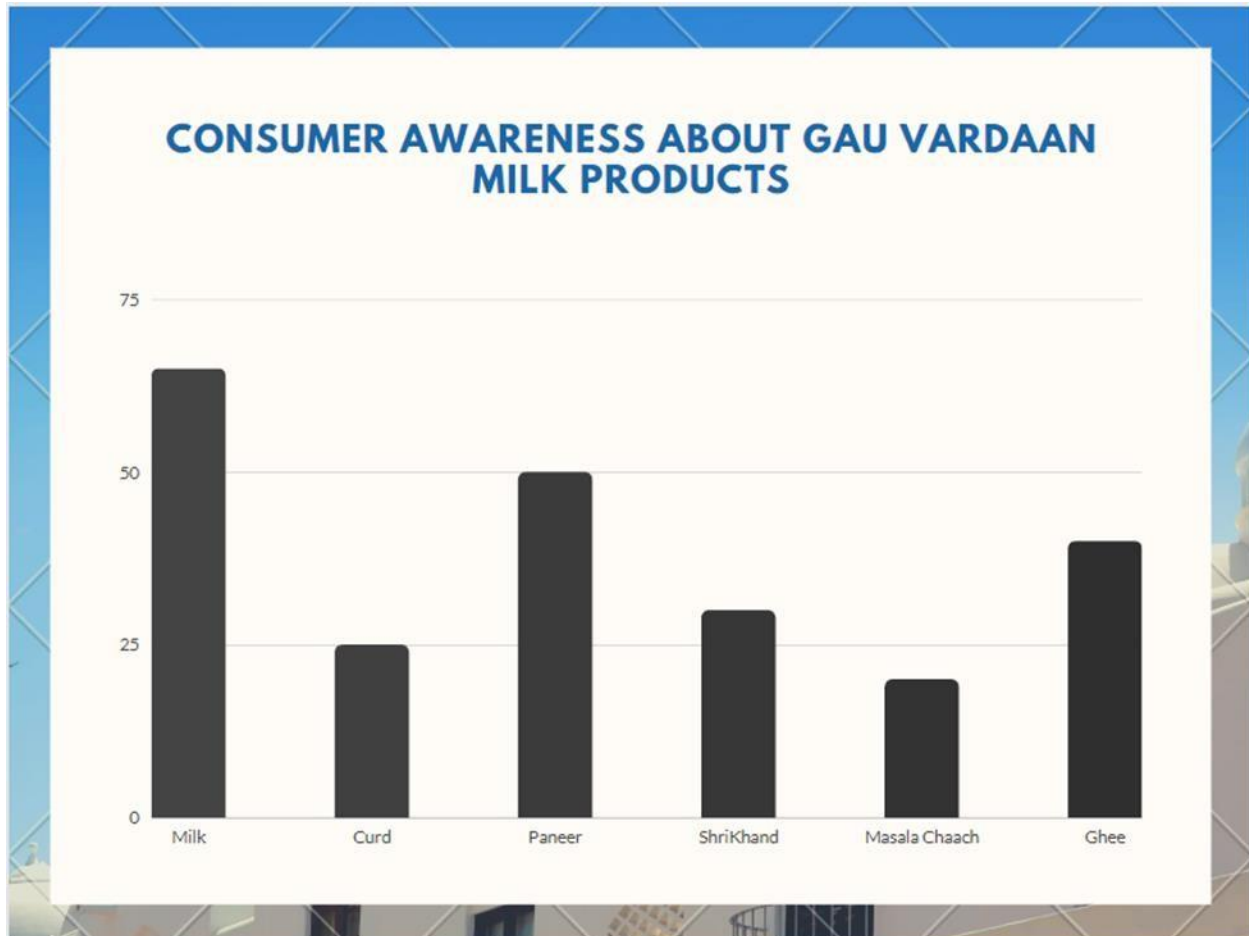
Keeping in view of the objectives, the data spo collected from various sources and were analyzed with the help of appropriate techniques. The results of the study are presented in this chapter under the following headings.

Graph 1: Number of respondents aware about Gau Vardaan Milk And Milk Products



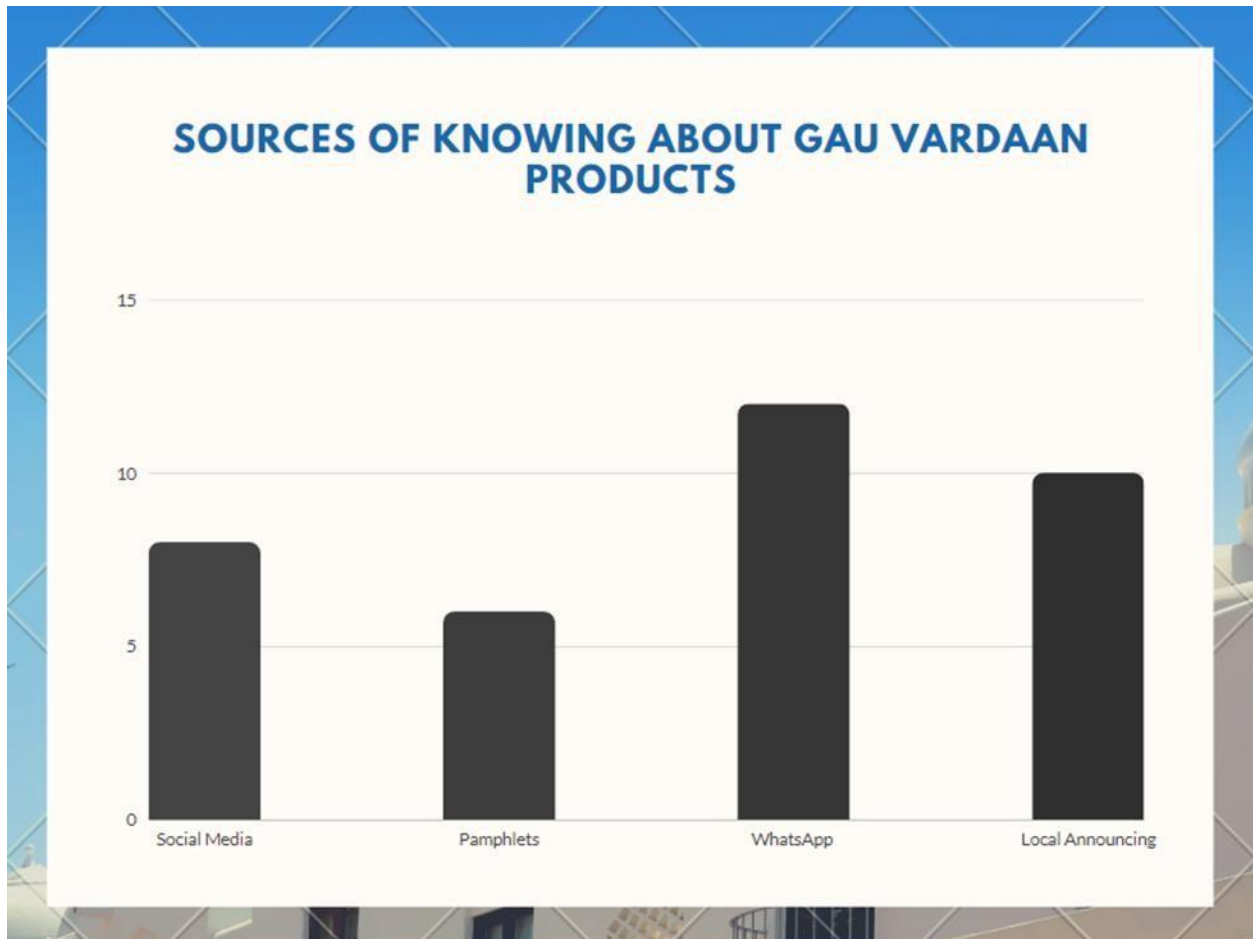
From the above table and graph we can observe that there is 25% brand awareness of Gau Vardaan. Out of 20 respondents surveyed. 15 were not aware of the brand and on the other hand 5 respondents were aware. This shows that the company required more promotional activities.

Graph 2: Consumer Awareness About Gau Vardaan Milk Products.



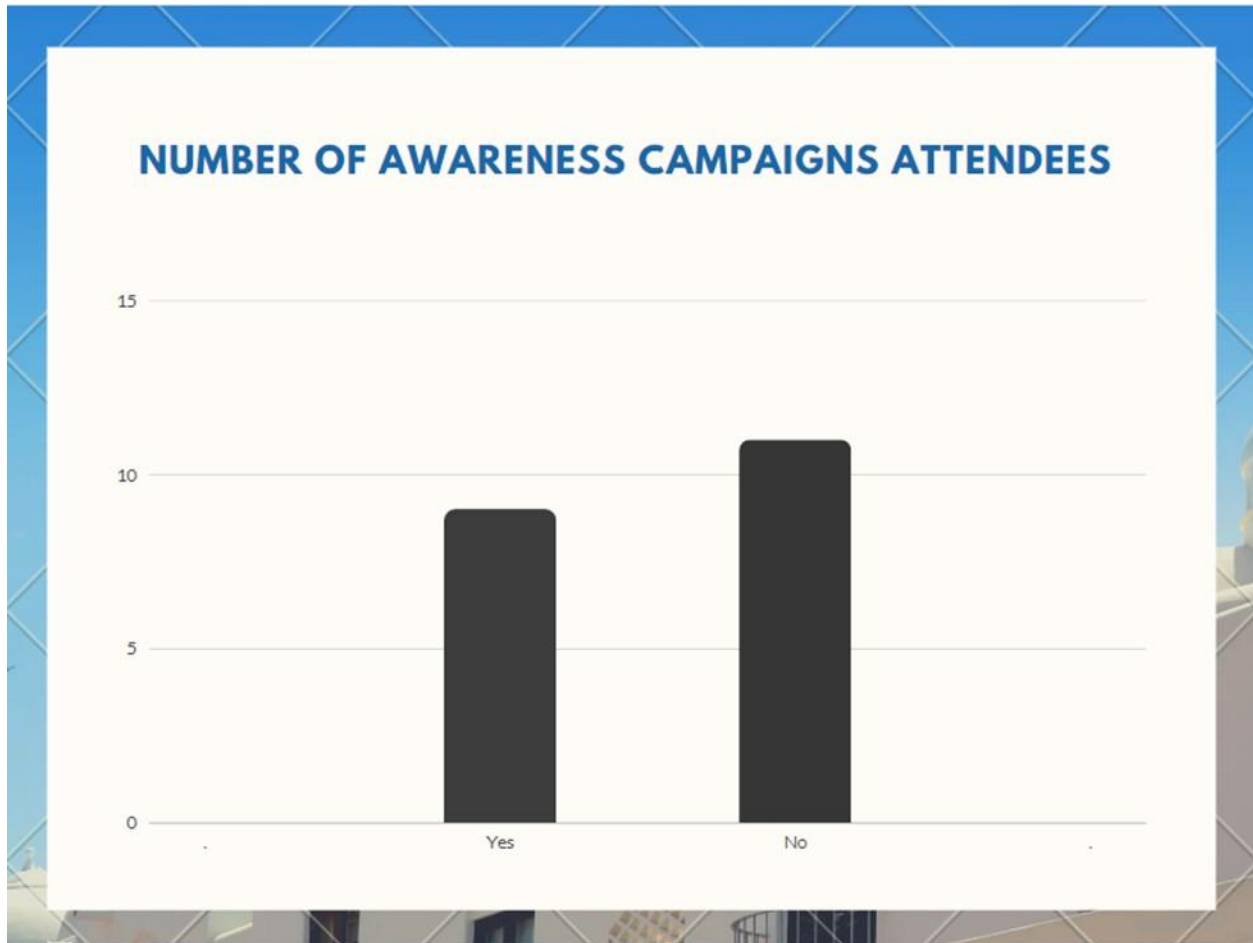
As the graph depicts among the products of Gau Vardaan, their 'A2' grade cow milk carries highest of 70% of awareness, the next product is their high quality paneer with the awareness percentage of 50%, the third product being their -Bilona Vedic Ghee with 45% awareness amongst the respondents. As we continue to observe, the following products needs more attention, first being Shrikhand with awareness of 30%, following Shrikhand is Curd with just difference of 5% between i.e. 25% and the least known product of Gau Vardaan being Masala Chaach with just 20% of awareness.

Graph 3: Sources Of Knowing About GAU VARDAAN Products



The learning about the Products has happened to the great extent by WhatsApp, the app being used by almost all businesses nowadays. Most of the deals done through WhatsApp, to be precise 12 consumers contacted via the App. Local Announcing also contributed to spreading awareness about the company. Following the order, next is social media that includes Instagram, Facebook. And the last of the list is Pamphlets as they are mostly ignored and thrown away.

Graph 4: Number of Attendees at the Awareness Campaign.



Most of the people didn't seem so interested in attending the campaign as it was held on a weekend. Therefore, only 5 respondents attended the campaign. And the remaining 15 did not.

Graph 5: Consumer interest in buying the products.



As we can see in the graph above, it shows the number of people interested in buying the Gau Vardaan Milk and Milk Products. Out of which, 20 people ended up becoming the consumers of GauVARdaan

Graph 6: Reasons for not purchasing Gau Vardaan Milk and milk products.



Out of 20 respondents who did not purchase Gau Vardaan Milk and Milk Products, price was said as the major factor with 100% response which influenced their purchase decision. Second and third importance was given to availability and quality with 35% and 25% respectively. And 45% of the respondents had their own reasons. And the reason with lowest ranking is taste with only 3% of the respondents.

FINDINGS / LEARNINGS

FINDINGS OF THE STUDY:

- 25% of the customers are aware of Gau Vardaan.
- Gau Vardaan Milk carries the third highest 30% of awareness. Dinshaw comes next with the awareness percentage of 60% and the first is Nagpur's own brand that is Haldiram's.
- Ghee, paneer, curd are having greater awareness i.e. 40%, 50% and 25% awareness respectively.
- Quality was more important for the respondents of 100%. The next importance is given to the taste with 50%. Availability, thickness, and price comes next with 30%, 40% and 60%.
- The learning about the products happens through campaigns, mouth publicity and giving free samples to try.
- Out of 50 people only 40% purchased the Gau Vardaan Milk and Milk Products. The other 60% who did not purchase the products said the price was the major factor.
- 90% of the customers were influenced by the packaging. Which is a glass bottle. 30% of the people were influenced by the convenient delivery. Most of the households were happy about the fat and protein content of the products.

SUGGESTIONS

SUGGESTIONS:

- There is very low awareness about the company itself. And they should invest more in marketing their products which will help in creating a loyal consumer base, which directly increases the sales. This will turn out as a long term investment for the company.'
- Much effort is needed to promote the milk and milk products. Their products particularly Shrikhand has potential of growing in the market.
- During the study I came to know that availability of the milk products other than milk is very less.
- So other milk products were made available to the consumers. This will result in growth in the volume of the sales.
- Promoting their products via emails, pamphlets would be a great help to the company.
- The customers expect quality, taste, availability and the company has achieved the parts of the quality and taste but is lacking in the field of availability.
- The non customers of the Gau Vardaan said the price is the major reason for not purchasing. So the company should attempt to make them understand the value for money.
- Awareness campaigns have failed to reach the majority of customers. So the number of campaigns should be increased and to be made in such a place that the maximum number of customers are covered.

CONCLUSION

Overall, I learned a lot from my internship at the dairy farm. In addition to gaining practical experience in lead generation, product promotion, market research, and event organizing, I was able to hone my sales and marketing abilities. I also had the chance to collaborate with a gifted group of experts who guided and mentored me during my internship.

PRODUCT MIX



Gau Vardaan™

BLESSINGS OF MOTHER COW



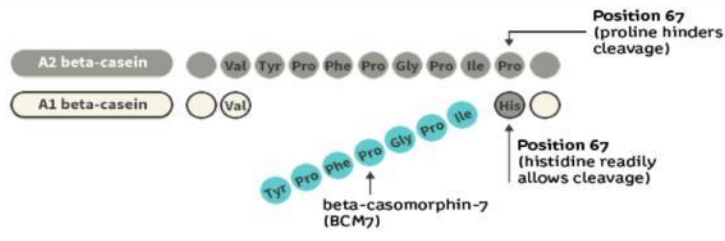
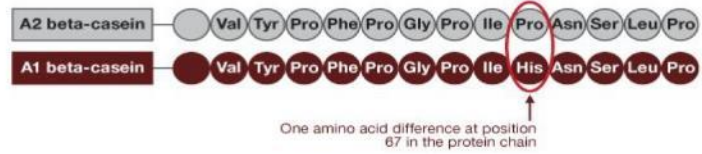
All the
Nutrients
in One Glass
of Milk



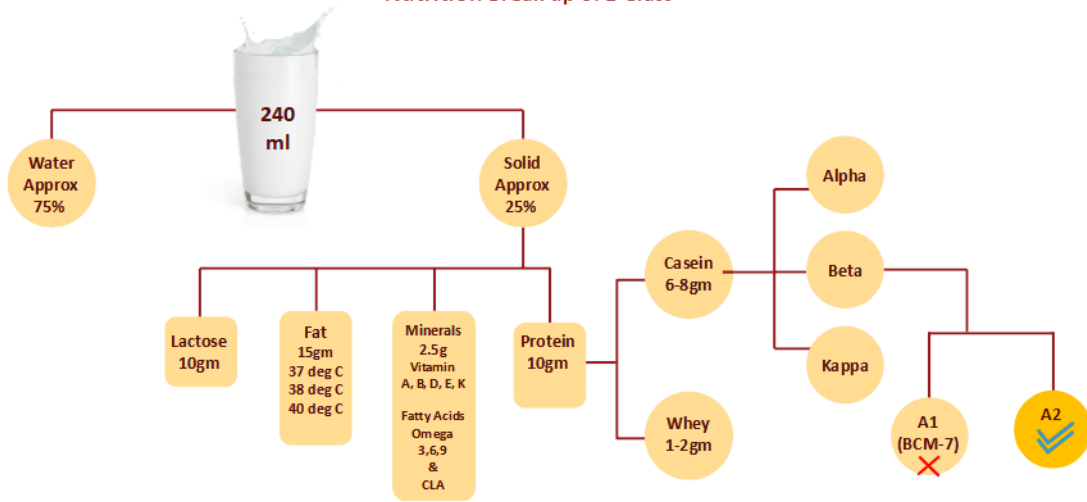
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Protein chain showing amino acids in A1 and A2 beta-casein



Nutrition Break-up of 1 Glass



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Improves Immunity

Helps in weight loss

Strengthens Bone

Balance Hormones

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Pure A2 Bilona Vedic Ghee

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1 Kg
3000/-

1/2 Kg
1500/-

गौ वरदान
VEDIC BILONA
GHEE
From
GIR Cow's A2 Milk

गौ वरदान
VEDIC BILONA
GHEE
From
GIR Cow's A2 Milk



Bilona Vedic Ghee

- ✔ 33 Liters of Milk is boiled (on wood/cow-dung fire), cultured to form Curd (min 8 hours of culturing, mostly overnight) in a clay pot.
- ✔ Cultured curd is churned with a wooden stick (Bilona) for a long time (2-3 hours depending on quantity of curd) to separate Butter-Milk and Butter. Butter is then removed with a strainer and collected separately.
- ✔ Collected butter is wrapped in cotton cloth for 48 hours and allowed to discharge its inherent leftover buttermilk.
- ✔ Semi-solid butter is heated in a thick vessel on mild cow-dung fire to form Clarified Butter (Traditional Vedic Bilona GHEE).



(A2 MILK + GHEE is a Boon for healthy human body)

- Improves digestion, cures constipation. Acts as detox for the body and helps in rejuvenation.
- Strengthens immune system and vitality. Improves metabolism and boosts energy levels.
- Adds muscular strength and reduces joint pain.
- Cures sinusitis, aids in recovery of neurological disorders and regeneration of nerves, Cures migraine and other recurring headaches.
- Conjugated Linoleic Acid + Omega 3, 6 & 9 Fatty Acids have following benefits as being key fatty acids.
 - Reduces LDL and increases HDL (good cholesterol) thus remedy for improving cardiovascular diseases, Prevents hardening of arteries.
 - Improves insulin in body thereby reduces blood sugar and help in diabetic patients well-being.
 - Acts as a firewall against cancer. In cancer patients help destroy growth cells and gives energy to patients undergoing chemotherapy.
 - Bilona Ghee also nourishes womb's brain development & helps pregnant women in smooth delivery
 - 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.



TAMIL NADU GOVT DOCTOR ASSOCIATION - CHENNAI

SAVE JALLIKATTU! SAVE NATIVE COWS!

Why Native Cow milk is Good for Human?

Native Cows VS Hybrid Cows

ENTITY	A1 MILK	A2 MILK
SOURCE	HYBRID COWS	NATIVE COWS
TYPE OF PROTEIN	A1 BETA CASEIN	A2 BETA CASEIN
BROKEN TO	BETA CASEIN A1 BROKEN DOWN TO BETA-CASO-MORPHONE (BCM)	NO BETACASOMORPHONE IN A2 MILK
ALL ILL EFFECTS OF A1 MILK ARE DUE TO BCM		
ALLERGY	REPORTED	NOT REPORTED
A1 VS A2 MILK IN CHILDREN		
DIGESTION	COMPLEX	EASY
SUDDEN INFANT DEATH SYNDROME	YES	NO
AUTISM (Developmental Problem)	YES	NO
SCIZOPHRENIA	YES	NO
EAR INFECTIONS AND TONSILLITIS	YES	NO
A1 VS A2 MILK IN ADULTS		
DIABETES	YES	NO
HEART DISEASE	YES	NO
INFERTILITY (FEMALE)	YES	NO
ASTHMA & RESPIRATORY PROBLEMS	YES	NO

(YES means associated, NO means Not associated)

By Dr. Bala Subramanian MD Biochem, Omsanthur Medical College

All data related to benefits of A2 Milk supported with research published in

- ⊙ US National Library of Medicines,
- ⊙ National Institute of Health, International Journal of Peptides,
- ⊙ Indian Journal of Endocrinology & Metabolism 2012,
- ⊙ Medical News Today by Megan Ware reviewed by Natalie Butler,
- ⊙ Dr. D K Sadana of National Dairy Research Institute India)



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- Prevention of Diseases
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- Schools and Institutions
- Corporate offices [Admin & HR]
- Social organizations like Rotary, Lions, Jaycees, etc.
- Dietitians & Health Clubs



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GOOD HEALTH & WELLNESS



Questionnaire

1. What type of milk do you usually purchase?

- Toned Milk
- Full Cream Milk
- Skimmed Milk

OR

1. What types of dairy products do you usually consume?

- Milk
- Butter
- Cheese
- Yogurt
- Others (please specify)

2. Which brand(s) of milk do you usually purchase?

- Brand 1
- Brand 2
- Brand 3
- Other (please specify)

3. What is your average monthly spending on milk?

- Less than INR 500
- INR 500-1000
- INR 1000-1500
- More than INR 1500

OR

What is the price range of milk that you usually purchase?

- Less than INR 50/litre
- INR 50-60/litre
- INR 60-70/litre
- More than INR 70/litre

OR

What is the maximum price you are willing to pay for premium dairy products?

- Less than INR 50
- INR 50-100
- INR 100-150
- More than INR 150

4. How often do you purchase milk?

- Daily
- 2-3 times a week
- Once a week
- Less than once a week

OR

How often do you consume dairy products other than milk?

- Daily
- 2-3 times a week
- Once a week
- Less than once a week

5. Where do you usually purchase your dairy products?

- From a local vendor
- From a retail store/supermarket
- Online

OR

Would you prefer to purchase dairy products directly from the farm or through a retailer?

- Directly from the farm
- Through a retailer

6. How important is the purity and freshness of dairy products to you?

- Very important
- Somewhat important
- Not important

7. What type of milk packaging do you prefer?

- Plastic pouches
- Glass bottles
- Tetra Packs

8. Have you ever tried dairy products from Gau Vardaan Dairy Farm? If yes, please rate your experience:

- Excellent
- Good
- Average
- Poor
- Never tried

9. What is the biggest challenge you face while purchasing dairy products?

- Availability
- Quality
- Price
- Other (please specify)

10. What do you think about the distribution channel of Gau Vardaan Dairy Farm?

- Easily accessible
- Not easily accessible
- Never heard of it

11. (i) Have you ever faced any quality-related issues with dairy products from other brands?

- Yes
- No

(ii) If yes, what was the issue?

- Spoiled products
- Unpleasant taste/smell
- Inferior quality
- Other (please specify)

12. Would you be interested in trying out dairy products made from Gir cow's A2 milk?

- Yes
- No

13. Are you aware of the nutritional benefits of Gir cow's A2 milk and its products?

- Yes
- No

14. (i) Do you have any concerns about consuming dairy products?

- Yes
- No

(ii) If yes, what are your concerns?

- Allergies
- Lactose intolerance
- High cholesterol
- Other (please specify)

15. What factors do you consider while purchasing dairy products?

- Price
- Quality
- Brand reputation
- Packaging
- Other (please specify)

(?) 16. What is the reason behind purchasing dairy products such as milk, butter, and yogurt?

- For daily consumption
- For cooking and baking purposes
- For health benefits
- Other (please specify)

(?) 17. Do you have any other feedback or suggestions for Gau Vardaan Dairy Farm?

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- <https://www.facebook.com/GauVardaanA2/photos>