

REVIEW PAPER-

STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF AMUL

First Author: Mrs. ZEESHAN SHAIKH

PG Student, ARMIET, Mumbai University, zishu7262@gmail.com

Co-Author: Dr. Ashwini Kshirsagar

HOD MMS Department, ARMIET, ashwinikshirsagar217@gmail.com

And Dr.Rashmi Santosh Bafna

ABSTRACT-

Amul is derived from the Sanskrit word "Amulya," which means valuable or priceless. This paper examines how the dairy product company has reached the level of excellence as one of the leading corporate players. It all began 75 years ago when impoverished farmers with little cattle banded together to establish a rural dairy organization. The fundamental purpose has been emphasized with a quick summary of the practices responsible for the brand's extraordinary development and success

(Carroll & Shabana, 2010). Implementation of solid marketing and ethical tactics will be the focus of this study about the management of this enormous endeavor to become Asia's biggest dairy products producer. The progressive work of Amul inspired India's "White Revolution" by improving the lives of rural people in order to increase output and meet the rising demand for healthy, nutritious food in society. This also focuses on the company's innovative advertising and the brief description of the high-quality standards mantras responsible for the company's phenomenal growth and success. The company was concerned with dairy farmers and product consumers as the nation battled to contain the covid virus-19 pandemic (Uddin et al., 2020). During the lockdown, most dairy product

companies decided to reduce media spending, but Amul continued to promote its brand by educating the public about the importance of covid-19 guidelines. Amul chose to alter its marketing techniques by forming its cooperative organization, which became a turning point in the dairy growth program for the nation. Amul's establishment of eco-friendly operations to meet growing demand and achieve more success is contingent on the company's motivated and devoted employees in producing safe foods and goods. The dairy company's growth concerning other dairy products occurred despite its exposure to several difficulties and formidable market competition. The tenacity and labor of poor farmers and livestock owners enabled them to become entrepreneurs and sustain their way of life (Ferroni & Zhou, 2012). The endeavor demonstrated that Amul is invaluable in every way, and we must protect it. Therefore, it is not self-serving since it always assures that the profits gained are dispersed equitably for the benefit of farmers and socioeconomic advancement. A standard questionnaire with a five-point interval scale was used to gather data from 119 respondents.

INTRODUCTION-

Amul was set up in 1946 under the aegis of the Kaira District Co-operative Milk Producers Ltd. which eventually led to the formation of Gujarat Cooperative Milk Marketing Federation (GCMMF) in 1973. Amul was established to streamline the dairy farming in cooperative sector and protect the dairy farmers from the manipulative middlemen who always kept them at the receiving end. The Kaira District Co-operative Milk Producers Ltd. was founded by the disgruntled farmers who wanted a fair treatment and a reasonable price for milk. Founding members of the Kaira District Co-operative Milk Producers Ltd. were highly inspired by leaders such as Sardar Ballabh Bhai Patel, Morarji Desai and Tribhuvandas Patel. Initially, dairy cooperative societies of only two villages were part of the Kaira District Co-operative Milk Producers Ltd. True, GCMMF has been attributed for ushering the white revolution in the country under the leadership of Tribhuvandas Patel who was founding chairman and Verghese Kurien who



joined the organization in 1950-51 as general manager.

Amul became quite successful as a result of its inclusive structure. Dairies were owned by the farmers who elected their representatives to run the cooperative societies at village and district levels with the help of professionals. District unions are members of GCMMF. As such, GCMMF is quite responsive to the needs of farmers. Amul model spearheaded by GCMMF has

enabled the country to become largest producer of milk in the world. It has also catalysed dairy farming in the cooperative sector across the country. Impact of

Amul model can be seen all over the country. There are vibrant dairy cooperative societies in over 220 districts spread over 28 states duly supported by over 16 million members as mentioned on the website of Amul (Amul, n.d.).

GCMMF is said to be the largest food product marketing company. GCMMF in its current form was established in 1973. Turnover of the organization in 2019-20 was US\$ 5.1 billion (Amul b, n.d.). The organization procures approximately 24.6 million litres of milk from 3.64 million members through 18600 village-level milk cooperative societies every day (Amul b, n.d.). The village-level cooperative societies are affiliated to 18 member unions spread across 33 districts of Gujarat. The organization has a huge marketing network comprising 71 sales offices, 10,000 dealers, 1 million retailers (Amul b, n.d.). Products of Amul include milk, milk powder, health beverages, clarified butter, butter, cheese, pizza cheese, cream, chocolates and traditional Indian sweets (Amul b, n.d.). GCMMF has received several awards for its phenomenal work in cooperative sector such as Excellence in Crisis: Crisis Superheroes Award 2020 from IMC Ram Krishna Bajaj National Quality Award Trust, Marketer of the Year (FMCG Food) Award 2019 from India chapter of International Advertising Association, and World Dairy Innovation Award 2018 from Global Dairy Congress in Poland. So far, GCMMF has remained apolitical which has added to its growing competitiveness.

Company Profile

Amul is one of the most successful Indian business firm. It provides various milk products in which its main brand product Amul Butter is. The aim of this chapter is to review the literature on Dairy Cooperatives with focus on ICT Services. The main improving marketing strategy of the byproduct of Warana Milk Cooperatives. Manob Kanti AMUL and HIMUL. In this analysis On the other hand conducting a literature review is a vital component of the

research . Sample Elements: Baroda Dairy, Amul Dairy, Sumul Dairy, Panchamrut .. Mrs. Heena Rawal (1999), studied the profitability of five District Milk Producers May 5, 2015 It also enables the consumer an access to high quality milk and village of people towards Amul products.

The Birth of Amul It all began when milk became a symbol of protest Founded in 1946 to stop the exploitation Aug 15, 2016 Literature review of customer satisfaction of amul products, division show a reduction from 0.5 in the amount of sour milk/curd received at the an exemplary social enterprise, AMUL, India;s most successful cooperative, organizing millions of milk producers. Among the most trusted indigenous brands, on the extensive literature review, the authors identify knowledge gaps and suggest .. District Cooperative Milk Producers Union (Amul Dairy) in Rural Areas other countries. The author has tried to application letter for fresh graduate programmer trace the history and evolution of milk dairy cooperative industry across Literature Review . Amul (Anand Milk Union Limited) is one of the earliest dairy cooperatives in India and is based at Anand in .July 30, 2015 Reference to Coimbatore District Co-Operative Milk Producer;s Union . Brands like Amul .. responses, reports

OBJECTIVE-

- Amul has targeted the mass market of india with no premium offerings and works on providing the best quality products at affordable prices so amul formulates its pricing policy on the low – cost price strategy which has attracted a lot of customer in the past and it continue to do so.

- To develop self reliance co operation and self respect among the member.

- To purchase and supply raw materials , tools and equipment needed by workers.
- To obtain contact from the government and other organization.
- To purchase machinery and other equipment required by members and to hired them to the members for quality production.
- To construct take on rent go downs for finished products and raw material.
- To undertake all such activities needed for the wellfair and wellbeing of the member and the society

Aim Of The Study

Aim to provide value for money to the customers and protect the interests of farmer simultaneously the amul products is three tiered structure that is implemented in its dairy production.

- Amul acts as a direct link between milk producer and consumers that remove the middle man which help them offer products act affordable prices.
- Farmers mulk producers control procurement processing and marketing.
- Run by professional management with this model, amul has made a significant impact in the market along with taking care of the farmers and also providing value – for money services to its customers let us now understand amul’s target audience in the next section.

RESEARCH METHODOLOGY

Member Unions were informed about the programmer and channels ofprocurement of saplings, almost six month before to scheduled date ofprogrammer.

Continuous follow up were taken from the member unions about the status of activities planned for the programmer. Meeting on tree plantation programmer was held at GCMMF Ltd., Anand almost a month ago in which status of action plan was each Member Union Was discussed at length.

MUs Coordinator properly explored and communicated the saplings acquiring sources/nursery details to VDCSs. They also ensured that saplings reach the VDCSs before 3 days. press note was prepared by the coordinator of the programmed at MU level and which were given in the newspapers on a day before tree plantation to boost morale of producer members and mentally prepare them for the execution of programmed onnext day.

At time of handing over the saplings to members from VDCS, the producer memberstook oath to protect the saplings and accepted the responsibility for successfully growing the sapling into tree.

On 15th August, after the milk collection process, at a predefined time sirens at VDCSs were sounded or other means like beating Thali/utensil, loudspeaker etc. were used to facilitate the gathering producer members in time at predicated place in the village for celebration of Independence Day in VDCS premises, common plot, school etc. After flag hoisting ceremony, the tree plantation activity was executed by the producer members. In many villages the milk producer members planted the trees after performing the Puja (worship) of saplings before planting them.

To add fervor and enthusiasm in the programmed at many places the Chairman, ManagingDirector and Board of Directors of Member Unions participated in the programme.

Next day after the programmers on a post programmer press note was preparedgiving details of the programmer celebrations along with photographs.

Research Design

India has a long tradition of paternalistic philanthropy. The process, though acclaimed recently, has been followed since ancient times albeit informally. Philosophers such as Kautilya from India and Pre-Christian era philosophers in the West preached and promoted ethical principles while doing business. The concept of helping the poor and disadvantaged was cited in several ancient literatures. In the reindustrialized period philanthropy, religion and charity were the key drivers of CSR. The history of CSR is almost as long as that of companies. Concerns about the excesses of the East India Company were commonly expressed in the seventeenth century. During the independence movement, there was increased stress on Indian Industrialists to demonstrate their dedication towards the progress of the society. Mahatma Gandhi introduced the notion of "trusteeship", according to which the industry leaders had to manage their wealth so as to benefit the common man."I desire to end capitalism almost, if not quite, as much as the most advanced socialist. But our methods differ. My theory of trusteeship is no make shift,certainly no camouflage. I am confident that it will survive all other theories." Gandhi's influence put pressure on various Industrialists to act towards building the nation through socio-economic development. According to Gandhi, Indian companies were supposed to be the "temples of modern India". Under his influence businesses established trusts for schools, colleges, hospitals and also helped in setting up training and scientific institutions. The operations of the trusts were largely in line with Gandhi's reforms which sought to abolish untouchability, encourage empowerment of women and rural development .According to Gandhi, Indian companies were supposed to be the "temples of modern India". Under his influence businesses established

trusts for schools, colleges, hospitals and also helped in setting up training and scientific institutions. The operations of the trusts were largely in line with Gandhi's reforms which sought to abolish untouchability, encourage empowerment of women and rural development.

Types of Research

Organizations of all sizes are rapidly discovering that Corporate Social Responsibility (CSR) and sustainable business practices can foster improved programs and overall environmental stewardship. Today, we are seeing increased awareness and active participation by business professionals in the development of CSR policies. Organizations are increasingly more involved in green initiatives by adopting sustainable processes and practices, adapting products and services to the low-carbon economy and innovating in all areas their business. The net positive on reducing waste, designing green buildings, implementing green operations and maintenance plans all have continually proven to yield a positive return on investment (ROI). CSR has come to rely on a more complex set of factors than corporate governance alone, and likewise also depends on sustainable development, environmental impact and supply chain management.

The development of the new carbon trading markets, verified emission reductions (VERs), also known as carbon offsets, and renewable energy credits (REC's), it has become easier for organizations to create and measure direct ROI from CSR. Likewise, CSR efforts have shown to yield measurable returns in waste reduction, improved efficiency, diminished liabilities, improved community relations, and brand recognition. Through communicating clear and measurable sustainability objectives and the implementation of practical and equally functional corporate governance mechanisms, organizations are

realizing that they can have a achieve ROI through their sustainability efforts.

Integral strategies in ensuring substantive long- term results include

Define path of progress in CSR and strategically manage expected organization all out comes Ensure basic CSR values are culturally integrated across the organization Adopt an effective engagement strategy with stakeholders to create buyer awareness and loyalty

Properly map organizational objectives and critical success indicators with CSR performance metrics

Innovative organizations that understand the value of CSR work to create a corporate culture in which each employee is committed to doing his or her part to improve the environment. According to Forrester Research, effective CSR and sustainability practices within large companies have been shown to contribute to a profit increase up to 35 percent.

Sample Design



The Story of the Amul Girl, India's Most Loved Ad Icon Amul Girl is the official mascot of the Amul brand. It is a

hand-drawn cartoon of a young Indian girl dressed in a polka-dotted frock with blue hair and a pony tied up.

The Amul Girl was created as a response to Amul's rival brand Polson's butter-girl back in 1967. It has made a world record for the longest run ad campaign that ever happened on planet earth.

GCMMF (AMUL) has the largest distribution network for any FMCG company. It has nearly 50 sales offices spread all over the country, more than 5 000 wholesale dealers and more than 700 000 retailers.

Amul became the world's largest vegetarian cheese and the largest pouched milk brand.

AMUL is also the largest exporter of dairy products in the country. AMUL is available today in over 40 countries of the world. AMUL is exporting a wide variety of products which include Whole and Skimmed Milk Powder, Cottage Cheese (Paneer), UHT Milk, Clarified Butter (Ghee) and Indigenous Sweets. The major markets are USA, West Indies, and countries in Africa, the Gulf Region, and SAARC neighbours, Singapore, The Philippines, Thailand, Japan and China, and others such as Mauritius, Australia, Hong Kong and a few South African countries. Its bid to enter the Japanese market in 1994 did not succeed, but it plans to venture again.

In September 2007, Amul emerged as the leading Indian brand according to a survey by Synovate to find out Asia's top 1000 Brands.

In 2011, Amul was named the Most Trusted brand in the Food and Beverages sector in The Brand Trust Report, published by Trust Research Advisory. rediff.com; "India's top 20 brands: Amul is No. 1"

Sample Of The Study

Amul's product range includes milk powders, milk, butter, ghee, cheese, Masti Dahi, Yoghurt, Buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulab Jamuns, flavored milk, basundi, Amul Pro brand and others. Amul PRO is a recently launched brown beverage just like bourn vita and horlicks offering whey protein, DHA and essential nutrients to kids along with its chocolaty taste. In January 2006, Amul launched India's first sports drink **Stamina**, which competes with CocaCola's PowerAde and PepsiCo's Gatorade. Amul also offers mithaimate which successfully competes with milkmaid by nestle by offering more fat % at lower price. In August 2007, Amul introduced Kool Koko, a chocolate milk brand extending its product offering in the milk products segment. Other Amul brands are Amul Kool, a low Calorie thirst quenching drink; Masti Butter Milk; Kool Cafe, ready to drink coffee and India's first sports drink Stamina.

Amul's Ice creams are made from milk fat and thus are ice creams in real sense of the word, while many brands in India sell frozen desserts made from vegetable fat. Amul cares for its consumers and tries to offer them the best products at best price.

Amul's sugar-free Pro-Biotic Ice-cream won The International Dairy Federation Marketing Award for 2007

AMUL ON DIGITAL PLATFORM

In this increasingly digitized world, every brand needs to revamp its marketing strategy. Amul too has cut down its expenditure on TV Ads and has started focusing more on the online form of advertising just like its competitors. But before that let's have a look at its social media presence from the below table.

1. Amul on Facebook, Google & Instagram

In the present day, The shift from offline to online marketing was fairly an easy task for Amul. They were already creating content for banners and newspapers and now they just follow the same style for their creatives on Facebook & Instagram as well. Their most popular creatives on Facebook and Instagram revolve around the

Amul Butter Girl the buzz-worthy happenings all around the world. Let's now take a look at some of Amul's digital marketing campaigns which were a hit on Facebook as well as Instagram. In this section, we would go through Amul's social media marketing strategy and campaigns implemented by them.

CSR - ORIENTATION TO DISTRIBUTORS & RETAILERS



The GCMMF has identified the distributors and retailers as its important link in its vendor supply chain. Through surveys the GCMMF found that 90% of the distributors do not get any opportunity of exposure to latest

management practices. The GCMMF realized that it was a corporate social responsibility to strengthen the core business processes of its distributors so as to keep them in mainstream business and compete with those with formal training in management. The GCMMF has developed and trained all its distributors through Value-Mission-Strategy

Workshops, competence building, Amul Yatra, Amul Quality Circle meetings, computerization, electronic commerce activities.

Competency Building Module of the GCMMF is meant to infuse professional selling Skills by making the distributors and their salesmen aware of latest sales management tools and techniques; enhance their knowledge of products; positioning and Segmentation strategies for various products. Under Amul Yatra the distributors and Their salesmen are taken on a visit to Anand. During this visit they are shown dairy plants, their upkeep, international standards of hygiene and quality; the practices adopted for clean milk production, and above all the cooperative philosophy. Through One to one talk with the farmers, the distributors and salesmen realize AMUL is a large business of small farmers. The visit leaves an everlasting impression on their minds that by selling AMUL products, they are discharging a social responsibility towards a large number of poor farmers whose livelihood depends upon their skill and integrity. They feel proud that they are participants in development of rural society and thus in nation building.

Recommendation

- Amul The Taste of India Thirty days convenience to the retailers, sweet mart holders, tea stall holders, Newspapers stall holder to keep the AMUL milk & milk products for the sale in their outlets, by visiting their outlet as per the particular areas given to me by my external guide (AMUL Sr sales executive).
- During eight days we have done group activity like distribution of boarder, sticker of AMUL ads, posters as well as publicity of AMUL product at the retail outlet. We have also distributed discount coupon to the customer to increase sale.

- During the first seven days of the project have daily visited at 4.30 a.m. morning to the distribution place of AMUL milk at MEDICAL SQUARE, Nagpur to know all the activities takes place regarding to the distribution of milk.
- During fifteen days | have done survey by filling up scheduled questionnaire carried out at MEDICAL SQUARE retail outlets , sweet marts , tea stalls Newspapers Stalls.

Suggestion

The price of Amul Gold Milk is high as compared to other brands of same quality(higher fat percentage). So the price should be decreased to increase the sale of the product.

The G.C.M.M.F. should advertise for the product to increase the awareness level and sales of the products specially for Amul Double Toned milk.

“ The G.C.M.M.F. should launch beneficial schemes for the retailers.

“The awareness of Amul Gold Milk was because of Shopkeepers.

“The price of the "Amul Gold Milk" is Comparatively high as compare to products of other company of same quality.

"Generally people do not buy" Amul Gold Milk" because of higher price and because Amul Gold is Buffalo Milk which is not been preferred to give to the infants. "The awareness of "Amul Double Tonned Milk" was Zero. I "Advertisement should be given to increase the level of awareness and sale of the product. us During the survey, it was found that the market share was approximately 70% “It was found that Amul Taaza is the most preferred brand of Amul Milk.“It was found that consumers buy Amul Taaza more than Amul Gold. B"Generally people buy the product because of better quality and brand name.During the survey, it was found that still there consumer that are unaware about the “Amul Gold Milk.”

CONCLUSION

Each of the ecosystems models described is unique and offers key aspects for better understanding of relationships between ecosystems’ actors and their environment. These ecosystems have evolved as entities of reasonable stature from very humble beginnings. All these ecosystems have created value by collaboration and the processes add value to all constituents. All business ecosystems studied have certain common governance principles namely Trust and Quality. The governance principle of equitable price exists in all the business ecosystems except Coromandel Fertilizers Ltd and Indian Film Industry ecosystems. E-Choupal, Project Shakti, Cluster Development at Tirupur, Titan Industries Limited, Coromandel International Ltd and Indian Film Industry has sustainability as a key governance principle. Community governance principle is a major feature in ecosystems of Project Shakti, Titan Industries Limited, Coriander, and Indian Film Industry. Lijjat Pappad ecosystem has a unique governance principle of equitable profit sharing.

- Inspiring Leadership and Consuming Values
- Building Networks
- Coordination for Competitiveness
- Technology for Effectiveness

- The main aim of the study was to find the consumer buying behaviour of Amul Milk.
- To know the consumer satisfaction level.
- To know the consumer response to the quality of the product.
- To know the competitors position in Nagpur market.
- To collect the valuable suggestions of the consumer in terms of quality of product and services of AMUL.

REFERENCES

www.amul.com

www.bbamantra.com/segmentation-targeting

<http://www.rediff.com/slide-show/>

Amul's India-Based on 50 years of Amul
advertising

BOOK:

Marketing management by Philip Kotler