

Vijaya Dairy (Telangana State Dairy Development Cooperative Federation Limited – TGDDCFL)

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The Indian dairy sector is undergoing a significant transformation under the framework of *White Revolution 2.0*, characterized by changing consumer preferences, increasing competition from private dairy brands, and the growing importance of value-added and digitally driven dairy products. In this evolving context, cooperative institutions such as **Vijaya Dairy (Telangana State Dairy Development Cooperative Federation Limited – TGDDCFL)** face both opportunities and challenges in retaining consumer trust while adapting to modern market demands.

This study aims to understand the pulse of modern consumers in Telangana by analyzing their awareness, perceptions, satisfaction levels, and purchasing behaviour towards Vijaya Dairy in comparison with private competitors such as Amul, Heritage, and Jersey. The research is based on **On-the-Job Training (OJT)** conducted at Vijaya Dairy, Nizamabad, combining operational exposure with field-level marketing interactions. A **descriptive research design** was adopted, and primary data were collected from **129 respondents** using structured questionnaires through online and in-person surveys. Secondary data were sourced from NDDDB reports, TGDDCFL publications, and relevant academic literature.

The findings reveal that Vijaya Dairy enjoys **high brand awareness, trust, and affordability**, particularly among rural and middle-aged consumers. However, its appeal among younger and urban consumers remains moderate due to limited product variety, conventional packaging, and weak digital presence. In contrast, private brands are perceived as more innovative, visually appealing, and digitally active. Demographic factors such as age, occupation, and income significantly influence dairy consumption patterns and openness to new products.

The study concludes that while Vijaya Dairy's cooperative model and farmer-centric approach remain strong competitive advantages, strategic modernization is essential. Enhancing packaging, diversifying product offerings, strengthening digital marketing, and improving online accessibility are critical for sustaining relevance in the contemporary dairy market. The study offers practical insights for cooperative dairy organizations seeking to balance tradition with innovation in the era of White Revolution 2.0.