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Rayat Shikshan Sanstha's,

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## **NATIONAL LEVEL SEMINAR**

### ON **Globalization & Branding**

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## **Conference Proceedings**

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## BRANDING AND INDIAN DAIRY INDUSTRY

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- **Introduction:-**

Branding means giving a distinctive name/number; or mark to a product for its identification from competitors product. The term branding refers to the entire process involved in creating a unique name and image for a product (goods or services) in the consumers mind, through advertising campaigns with a consistent theme. Branding is an art of creating the brand. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

- **Definition:**

- 1) **Jared Spool** : "Branding means creating an emotional association that customers form with the product, service or company.
- 2) **Costantino** : Branding is to help achieve and maintain a loyal customer's base in a cost effective way in order to achieve the highest possible returns on Investments.

*Branding is the process of finding and fixing the means of Identification. In other words naming a product, like naming a baby is known as branding. Branding is a management process by which a product is named i.e. branded.*

- **The aim of Branding-**

- 1) The aim of branding is to convey brand message vividly.
- 2) To create customer loyalty
- 3) To pursued the buyer for the product
- 4) To establish an emotional connectivity with the customers.
- 5) To create product differentiation.

Brand creation is not just naming or symbolically tagging a product but it goes much beyond this. It is birth of a brand, which is headed to words fulfillment of all promises and guaranteeing top class services and product. To brand a product it is necessary to teach consumers "who" the product is - by giving it a name and using other brand elements to help identify it- as well as what the product does and why customers should care.

- **Importance of Branding:-**

**A) To customers:-**

- 1) Brands facilitate the identification of products at the point of purchase.
- 2) Brands offer a measure of protection to consumers because they usually identify the manufacturer or supplier.



- 3) Brands lead to improved products due to competition and continual product differentiation.
- 4) Brands simplify consumer problems – solving and information processing.

#### **B) To Firms:-**

- 1) The brand often forms the cornerstone of the marketing communication and merchandising decisions and the whole product image is structure around the brand name.
- 2) Products, and particularly the brands; have to be pre-sold through advertising so that the consumer will recognize and select those products on retailers shelves.
- 3) Strong brands command higher price points and higher margins.
- 4) Brand strength is a lever for attracting the best employees keeping satisfied employees.

#### • **Dairy Business in India :**

India secured first rank in milk production from 1998. It is world record to secured continuous 1<sup>st</sup> rank in milk production. As per the Economic survey of 2012-13 India produced 132.43 mmt of milk and milk products. 14% of milk & milk products are produced in India .57% of Buffalo and 16% of cows are In India. 90% dairy machinery is manufactured in India. 70 million families are engaged in dairying. Dairying is the secondary source of income. 70% women are engaged in this business. The average milk production increase is 2.2% of world where as 4.04% of India. The world nutritional advisory committee index indicates the average per day requirement of each men is 220 grams milk. The world health organization index is 283 grams. 302 grams per day milk is available in India. This success achieved with the help of Research & Development Institutes, Agricultural Universities, veterinary services, animal health science; fodder crops and basic infrastructure. There are ten most successful brands in India. World famous Amul brand from co-operative sector and Nestle India from private sector are most popular milk brands.

#### • **Branding and Indian Dairy Industry**

The milk production is increased fast in last three decades It is the impact of operation flood scheme The operation flood scheme was launched in 1970 by National Dairy Development Board. It was the mission to increase the milk production and productivity of milk animals. late Dr. Varghese Kurien , father if operation flood scheme, saw a dream to secured 1<sup>st</sup> rank In the world in milk production. India ranked first in the world but productivity of cattle is low. The main reasons for the low yield are as follows.

- 1) Lack of scientific practices in milking.
- 2) Inadequate availability of fodder in all seasons.
- 3) Unavailability of health services.

The operation flood scheme organized co-operative sector. Basic infrastructure and veterinary services gate available in the cattleshed. The impact of operation flood scheme in 1997-98 India ranked first in the world.

- **Milk Production of India**

S. N.	Year	milk production (mm tones)	per capita availability (Grams)
1	1991-92	55.6	178
2	1995-96	66.2	195
3	2000-01	80.6	217
4	2005-06	97.1	241
5	2009-10	116.4	273
7	2011-12	127.9	291
8	2013-14	132.4	301

Source : Dept of animal husbandary, dairying & fisheries, GOI

From the above chart it seems that

- 1) India has increased 4.04% milk production annually.
- 2) milk production increase rate is higher than population rate i.e. 2.2%.
- 3) per capita availability of milk is more than suggested by world health organization.

- **Main Milk players in india**

The main milk players are from co-operative sector, Govt. companies and private Industries. They are as follows.

1. **AMUL:-**

Amul is an Indian dairy product company based at Anand, Gujarat, founded by Verghese Kurien in 1946. The word Amul refers to priceless and it is abbreviated form of Anand Milk Union Limited. It is one of the best dairies in India.

It has provided employment to the people of its village Kaira at Anand. They make various milk products such as milk toast, milk bread, cookies any many things.

2. **MOTHER DAIRY:-**

Mother Dairy was founded in the year 1974, headquartered in Delhi. At mother dairy, processing of milk is controlled by process automation. They use microprocessor technology to produce high quality products and to completely automate all functions of the milk processing areas. The dairy make products in huge varieties such as ice-creams, dahi, chocolates, juices and fruit beverages made of milk etc.

3. **KARNATAKA CO-OPERATIVE MILK FEDERATION(KMF):-**

KMF is leader in dairy products in south India. The major objective of the federation is to lead the rural prosperity with the development of dairy. Their milk products are healthier as well as tastier. The brand "Nandini" is the household name for pune and Fresh milk products.



**4. KWALITY LIMITED:-**

The company is examined to be number four due to its monthly searchers in the list of top 10 Dairy Companies in India. Kwality limited is incorporated in the 1992 and certified company.

**5. AAVIN:-**

Avvin was established in 1958 at Tamil Nadu and it is a Trademark of Tamil Nadu Co-operative Milk Producers Federation Limited. Avvin produces 4 varieties of milk toned milk, Doubled toned milk, standardized milk, full cream milk, their objective is distribution of quality milk and milk products to the consumers at reasonable price.

**6. MILMA:-**

Kerala co-operative milk marketing federation is popularly recognized as MILMA, formed in the year 1980. They specialize in milk products, fermented products, ice-cream, chocolates and lots more. Their mission is farmers prosperity through consumer satisfaction.

**7. OMFED:-**

Orissa State Cooperative Milk Producers Federation popularly termed as OMFED is a company situated in Bhubaneswar, Odisha. Their main activities are the promotion, procurement, production and marketing of milk produce in Orissa in order to economic condition of the rural farming community. They produce various types of milk production ice-cream and horticulture products.

**8. DUDHSAGAR DAIRY:-**

Mehsana District co-operative milk producers union Ltd known as Dudhsagar dairy which is located at mehsana in Gujarat. The established recently two milk processing plant at Kadi and Hansapur.

**9. AP DAIRY:-**

Andhra Pradesh Dairy Development cooperative federation Ltd. Started its business in the year 1990 since then they maintained their dignity in the minds of its customers. It manufactures milk and other productions are very famous brand "vijaya". Their products contains 80% milk fat with salt and color and their products are Agmark special Grade products.

**10. DYNAMIX DAIRY:-**

On the basis of its searches in a month, it is considered to be at number tenth in the list of top 10 dairy companies. Dynamix Dairy is located at Baramati Taluka in Maharashtra. Errie international had invested in Dynamix Dairy in 1999 and it is the marketing agent of Errie international for milk products they are recognized for its best dairy products. Mc Donalds India has approved Dynamix Dairy for supplying cheese to its restaurants. Its main competitors are Amul, Nestle and NDDB.

● **Conclusion & Suggestion:-**

- 1) India secured 1<sup>st</sup> rank in the world in milk production but per capita availability of milk is low than western countries.
- 2) India secured 2<sup>nd</sup> rank in population but only 14% of world milk & milk product are produced in India.
- 3) The productivity of milk animal is low i.e. 12 kg. Where as in US, Brazil, New zeeland , France is 28 kg per day.
- 4) Only 29% of total milk production is sold out under Brand. 71% milk is sold out in loose form.
- 5) Anand Milk Union Ltd (Amul) is most popular brand in India and abroad.
- 6) The number of successful brands from co-operative sector is less.
- 7) The private sector invested more funds in framing brands than co-operative & Govt. sector.
- 8) Private plant sector more aware about brand.
- 9) There are huge chances to generate income source from milk & milk products in rural India.
- 10) More part of the customers are not aware about the brand.

● **Suggetions:-**

- 1) Each state Govt. should try for single branding from co-operative sector.
- 2) R&D institute should plan for cort reduction, productivity of milk cattle.
- 3) Collection procurement processing, packaging, distribution & marketing should be improved. Advertising. & campaigning programme should be planned.
- 4) Co-operative, govt. and private plant should be HACCP certified. Sureurity of clean fresh & good quality milk should be given to customers.
- 5) Promotion scheme should be organized for branded milk and milk products.

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