



Industrial Research Paper: The Mother Dairy Smart Card System and its Impact on the Indian Dairy Industry.

SANNE ALAM

ABSTRACT :

This paper examines the Mother Dairy Smart Card System inside the broader context of the Indian dairy enterprise. It explores the contemporary panorama of milk manufacturing and consumption in India, highlights the position of Mother Dairy as a key player, and information the objectives and technique of a project centered on expertise the effectiveness and challenges of the smart card device for milk sales. The goal is to provide insights into customer and agent perceptions, ultimately contributing to strategies for superior marketplace penetration and patron retention inside the aggressive dairy zone.

1. Introduction

India's dairy industry is a cornerstone of its agricultural financial system, with milk manufacturing attaining 239 million tonnes annually, making it the world's main manufacturer. The area is projected to expand considerably, from INR 18.97 trillion to INR 57 trillion by using 2033, fostering severe opposition amongst market gamers. To keep and expand their consumer base, corporations are adopting diverse techniques, inclusive of card-based totally milk income structures. This paper delves into the Mother Dairy Smart Card System, studying its implications for consumers and shops within the Delhi location, and presenting a framework for know-how its operational dynamics and marketplace impact.

2. Indian Dairy Industry and Company Overview

2.1. Indian Dairy Industry Profile

The Indian dairy industry has witnessed regular increase since independence, with milk manufacturing soaring from 17 million tonnes in 1951 to 239.3 million tonnes in 2024. This growth is largely attributed to structural adjustments added approximately by using the established order of dairy cooperatives. The market turned into worth USD 235.30 billion in FY2024 and is projected to develop at a Compound Annual Growth Rate (CAGR) of 9.33% to attain USD 274.09 billion by way of 2032. The industry is especially fragmented, with 70 million rural families comprising the unorganized area. There are 471 grams of milk available each day in keeping with man or woman in India. Despite being a top manufacturer, India contributes minimally to global dairy trade and might come to be a internet importer because of rising home call for.

The organized managing of milk commenced with Military Dairy Farms, evolving into cooperative milk unions and big-scale pasteurization plants throughout important Indian cities. "Operation Flood," a landmark dairy improvement software initiated in 1970, drastically boosted milk production and cooperative networks thru three levels, turning dairying right into a device for rural financial development.

2.2. Mother Dairy: Company Profile

Mother Dairy, an entirely-owned subsidiary of the National Dairy Development Board (NDDB), became hooked up in 1974 as a part of the Operation Flood Program. With each day sales of approximately It is a major player in India's dairy industry, selling 3.2 million liters of milk in the markets of Hyderabad, Mumbai, Delhi, and Saurashtra.

Mother Dairy distributes 2.5 million liters of branded milk according to day thru extra than one thousand distinct shops and 1400 retail outlets, accounting for 66% of the Delhi market.

Mother Dairy's core objectives encompass imparting exceptional milk and meals products at aggressive expenses to purchasers while making sure honest market prices for farmers. It has an aggressive facet way to its unique distribution network, which consists of bulk vending milk booths, cellular units, and retail locations. The corporation is licensed underneath IS/ISO 9002, IS 15000 HACCP, and IS 14001 EMS, with its Quality Assurance Laboratory accepted by using NABL. Mother Dairy affords a extensive variety of products underneath several names similarly to milk:

Mother Dairy: Packaged Milk (Full Cream, Standardised, Toned, Double Toned Skimmed, Pro-biotic), Butter, Dahi, Ghee, Cheese, Ice Creams, UHT Milk, Lassi & Flavoured Milk.

Dhara: Edible oils such as Refined Vegetable Oil, Refined Soybean Oil, Refined Sunflower Oil, Refined Rice Bran Oil, Kachi Ghani Mustard Oil, and Filtered Groundnut Oil.

Safal: Fruits, vegetables, rice, and processed foods like ketchup, jams, and juices, as well as fresh and frozen fruit and vegetable items.

Mother Dairy has a robust presence in Delhi-NCR, running round 2,500 shops and sourcing almost 98% of its milk from dairy cooperatives. The company maintains to amplify its national footprint, with a turnover of approximately ₹15,037 crore in FY 2023-24, projected to attain over ₹17,000 crore in FY 2024-25.

3. Research Objectives and Methodology of the Smart Card System Project

3.1. Objectives of the Project

A assignment on the Mother Dairy Smart Card System aimed to:

- Understand milk income thru the Card System, encompassing sales at card counters and home delivery.
- Develop Standard Operating Procedures (SOPs) to beautify income through the Card System.
- Determine the level of cognizance amongst clients and outlets concerning the Card System.
- Examine the perceptions of each retailers and clients regarding the card gadget.
- Identify factors motivating customer milk purchases via the Card System (retail and home shipping).
- Analyze reasons for now not utilizing the Card System despite focus.
- Evaluate the advantages of the Card System for sellers.
- Comprehend the difficulties agents face throughout Card System implementation.

3.2. Scope of Study and Research Methodology

The have a look at turned into designed to help Mother Dairy's advertising team in developing marketplace-responsive plans and gaining insights into competitive advertising and marketing environments. The examine used a mixed-methods approach, gathering information the usage of each qualitative and quantitative strategies.

Primary studies techniques protected:

Surveys: Online surveys for quantitative information on emblem recognition, purchase frequency, factors influencing choices, new product cognizance, and pride ranges. In-individual/intercept surveys had been carried out at Mother Dairy booths, Safal outlets, and principal retail shops to seize on the spot remarks. Retailer/distributor surveys provided insights into supply chain demanding situations, stock availability, and promotional effectiveness.

Focus Groups: Utilized to gain in-intensity qualitative insights into emblem image, motives for product selections, unmet needs, reactions to new product principles, and specific remarks on product attributes.

In-intensity Interviews (IDIs): Conducted with key informants which include dairy professionals, nutritionists, pinnacle outlets, and excessive-cost clients to accumulate expert opinions and strategic insights.

Observation/Ethnography: Involved in-store observations of patron behavior at dairy aisles and Mother Dairy cubicles, in conjunction with restricted home visits to apprehend actual intake patterns.

Secondary research concerned reviewing enterprise reports (e.G., IMARC Group, Mordor Intelligence), competitor analysis, educational research, authorities reviews (NDDB, FSSAI), news articles, alternate publications, and Mother Dairy's internal income facts.

Conclusion

The Mother Dairy Smart Card System mission objectives to provide vital insights into leveraging era for market gain in India's booming dairy quarter. By expertise customer and agent perspectives, Mother Dairy can refine its strategies to enhance customer satisfaction, streamline distribution, and preserve its competitive edge in a dynamic market.