

PREFACE

Dairy industry, under co-operative sector, is playing a most significant role in the economic development of our country. Particularly, in rural India it is being taken as a business subsidiary to agriculture by small and marginal farmers and as a main source of living by those landless labourers who were otherwise forced to migrate to the nearby, already over-crowded urban centres. Active involvement of village women folk, not only in augmenting the incomes of their families but also in the decision-making process of village co-operatives is made possible through these co-operative dairies. Thus, the dairy movement under co-operative sector is increasingly becoming an instrument of economic and social change.

What is true to India is equally true to Karnataka. Operation Flood, the world's largest dairy development programme on co-operative basis was extended to Karnataka during 1980's with the establishment of Karnataka Co-operative Milk Producers' Federation, Limited (K.M.F.). To provide a regular and remunerative market to the milk producers of the state, its effective use is also essential. After meeting the daily milk needs of urban consumers a still sufficient quantum remains and to utilise this milk in a more effective way, the milk product's manufacturing plant at Dharwad is launched by K.M.F.

The present work is a study of marketing strategy developed by K.M.F's product plant at Dharwad. Since 1980, in Karnataka, considerable changes are witnessing in the field of marketing milk products. Significant among them is the increase in the number of products placed in the markets. Not to talk of conventional milk products such as baby foods, milk powder, Ghee and butter, now many new products like shrikhand, peda, rasgolla in addition to flavoured milk are manufactured and marketed by K.M.F.

The multi-national companies and small product-manufacturers are now outweighed by K.M.F in competing for a greater market-share. In other words, it has developed better capabilities to cope up with the competing marketing realities. It is because milk products, unlike milk, are not necessities always, but if developed and marketed creatively can create a market for themselves.

I have great pleasure in having associated with Dr. J.K.Sirur, professor in the department of commerce, Chhatrapati Shahu Central Institute of Business Education and Research, Kolhapur, under whose inspiring guidance and supervision, this dissertation has been prepared by me. I take this opportunity of acknowledging my sincere feelings of gratitude to and regards for his valuable help throughout the present study.

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M.Phil, Teacher Fellow,
Chhatrapati Shahu Central
Institute of Business
Education and Research,
Kolhapur.



(A.D. Navalgund)

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