

Project Work Report on
**A STUDY ON CONSUMER PERCEPTION AND PREFERENCE
ON NANDINI MILK AND MILK PRODUCTS**

BY

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4LV17MBA41

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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Marketing Officer
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Department of MBA

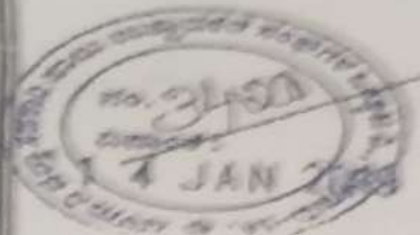
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Manglore Taluk, D.K-574225

April 2019



**BELAGAVI DIST. CO-OP MILK PRODUCERS
SOCIETIES UNION LTD., BELAGAVI-590017.**



Date: 13.02.2013

CERTIFICATE

This is to certify that Kumar SHANKAR V. UMARANE student of Alva's Institute of Engineering & Technology Shobharana campus, Milar, Moodbidri, Mangalore, Studying in MBA Course did his/her Project work in Belagavi Dist. Co-op Milk Producers Societies Union Ltd., Belagavi On the subject "Consumer Perception and Preference On Nandini Milk And Milk Products" for the period from 03.01.2013 to 15.02.2013. He/She completed the Project work satisfactorily.

For Belagavi Dist. Co-Op Milk Producers
Societies Union Ltd., Belagavi

Managing Director
Belagavi Dist. Co-Op Milk
Producers Societies Union Ltd.,
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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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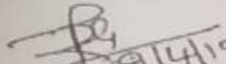
Email : principalet08@gmail.com, Web:www.alet.org.in

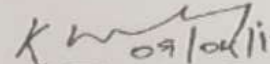
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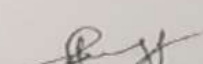
Certificate

This is to certify that **Mr. SHANKAR V UMARANE** bearing **USN 4LV17MBA41** is a bonafide student of Master of Business Administration course of the Institute affiliated (2017-19) to Visvesvaraya Technological University, Belagavi.

The project report on the topic "**A STUDY ON CONSUMER PERCEPTIONS AND PREFERENCES ON NANDINI MILK AND MILK PRODUCTS WITH REFERENCE TO BELAGAVI DISTRICT CO-OP MILK PRODUCERS SOCIETIES UNION LTD (A UNIT OF KMF)**" is prepared by him under the guidance of **Prof. Reema Frank**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Prof. Reema Frank
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal

EXECUTIVE SUMMARY

In India dairy is a dynamic productiveness at this present circumstance. India is recognized as resting tremendous of the overall dairy occupation. The improvement of co-usable dairy can be seen in the opportunity period. Dairy business supported as the premise of co-employable dairy industry worked, accomplished, and helped by ranchers at foul premise level. The co-usable program of dairy industry in India is helped loads of town family old fashioned milk creation.

Karnataka co-employable milk producer's gathering constrained is the pinnacle association in speaking to Karnataka dairy agriculturalists. It remains in the second position in milk delivering among 28 states in the nation its like unsurpassable. In southern part its entirely ahead of all comers where it shares the two deals just as acquisition of milk. The primary goal of KMF is to advance its items just as milk. Nandini is where it is perceived for its quality, taste and freshness. The milk is sold for the sake of Nandini to the urban just as rustic regions.

KMF is the commanding association in milk industry. Where it has 14 milk associations, from 23,000 towns milk is been creating. 14,000 co-usable social orders are there to support ranchers. 23,00,000 milk fabricators partners. 64,00,000 liters of milk winning every day. 18,00,00,000 Rs of every day installment is made to the famers. 400rs crores of benefit. This is the manner by which the organization is been straightforward to its clients since they have begun its organization.

KMF fabricates all sort of items to be specific cheddar, spread, ghee, curd, paneer, desserts, powder, frozen yogurts and it likewise manages various types of milk like conditioned, twofold conditioned, sanitized so that purchaser premise they are been delivering. Indeed, even they send out milk powder to Egypt, Singapore and Malaysia. In couple of years they even get into global market. They are building an agreeable connection between the purchasers and top dimension. Fundamental divisions in KMF are monetary, HR office, MIS office, Marketing office, building office and what so. These office are associated with achieving their objective.