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A study on marketing of Sudha dairy & It's product (Paneer & Ghee) in Vaishali district of (Bihar)

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Abstract

The present study was undertaken with a view to analyze popularity of Sudha milk and milk product in Vaishali district of Bihar. The study was conducted to find out following objective: To study Market share of Sudha dairy product. This study aims to investigate and evaluate the market share of Sudha dairy products within the Vaishali district of Bihar. Sudha, a renowned dairy brand in Bihar, has gained significant popularity over the years. Understanding the factors contributing to its market share is essential for assessing its competitive position and identifying potential growth opportunities. The study focuses on several key aspects, including consumer preferences, purchasing patterns, brand loyalty, product quality, pricing strategies, and distribution networks. By analyzing these factors, the research aims to identify Sudha's strengths and weaknesses, assess its market positioning compared to competitors, and explore potential strategies to enhance its market share.

Keywords: Sudha dairy products, market share, Vaishali district, Bihar, consumer preferences, brand loyalty, product quality, pricing strategies, distribution networks, marketing strategies

Introduction

The Bihar State Milk Co-Operative Federation Ltd is a state government cooperative under the ownership of Ministry of Cooperation, Government of Bihar. It was established in 1983 as the implementing agency of Operational Flood (OF) programme of dairy development on "Anand" pattern in Bihar in state government cooperative of the Government of Bihar, India. It markets its products under the label "Sudha Dairy". The co-operative facilitates the procurement, processing, and marketing of dairy products. It provides education to the unions on efficient dairy processing, and assists them with animal care including artificial insemination, vaccination, and feeding.

Till the end of Programme in March 1997, there were five district level Milk Producers' Cooperative Unions covering eighteen districts of Bihar. The dairy development work continued and at present there are eight district level milk unions covering thirty-three districts of Bihar. Comfed develops the districts first in terms of dairy development coupled with capacity development of milk producers to shoulder broader responsibilities and then hands over the entire operations to the representatives democratically elected by the milk producers.

Research Methodology

Selection of the District

There are 38 District in Bihar state out of these Vaishali district was selected purposively for the study as the district is famous for producing the large amount of milk in Bihar.

Selection of Block

There are 16 Blocks in Banka District out of which Patepur block was selected purposively on the basis of maximum production milk.

Selection of the Village

A list of all villages falling in selected block was prepared. Out of 110 villages 5% of villages was randomly selected.

Selection of the Respondent

From the selected village list of all the people doing animal husbandry was obtained from the village development office in each selected village. 10% farmers were randomly selected from each village and then farmers were classified into three groups.

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Selection of market and Marketing functionaries

The block Patepur was selected purposively for the study of primary data. It is basically a primary market where milk is collected for further distribution.

Method of data collection

An interview schedule was designed for collecting the relevant information of selected variables. The data were collected personally with the help of pre-tested interview schedule.

Tools of analysis

Marketing Cost

The total cost incurred on marketing by various intermediaries involved in the sale and purchase of the commodity till it reaches the ultimate consumer was computed as follow.

$$C=Cf+Cml+Cm2+Cm3 +. + Cmn$$

Marketing efficiency

Shepherd's Market Efficiency Method (Shepherd, 1965) will be used to analyze the marketing efficiency: The ratio of price paid by the consumers (total value of goods) to total marketing cost is used as a measure of marketing efficiency.

$$ME = V / I - 1$$

Garett ranking technique

This technique was used to evaluate the problems faced by the

researchers. The orders of merit given by the respondents were converted in to rank by suing the formula:

$$\text{Per cent Position} = \frac{100 \cdot (R_{ij} - 0.50)}{N_j}$$

Result and Discussion

The result is a presentation of the findings of the given study, purely based on the objective:

To study Market share of Sudha dairy product.

Table 1: Market share of Various Milk Brands

S. No.	Brand Name	Total sales in Liter	Percentage
1	Sudha Dairy	11790	32
2	Bihar Milk cooperatives	9620	26
3	Sunshine Agency	4200	11
4	Amul	3100	8
5	Namaste India	4350	12
6	H I Dairy Products Ltd.	2715	7
7	Mathura Milk Products	1400	4
8	Total	37175	100

Table 1 illustrates about the market share of various milk brands in Vaishali in which Sudha dairy has a market share of 32% followed by Bihar Milk Cooperative has 26%, Namaste India has 12% share, Sunshine agency has 11%, Amul has 8% share, H I dairy products limited has 7% share and Mathura milk products has 4% share.

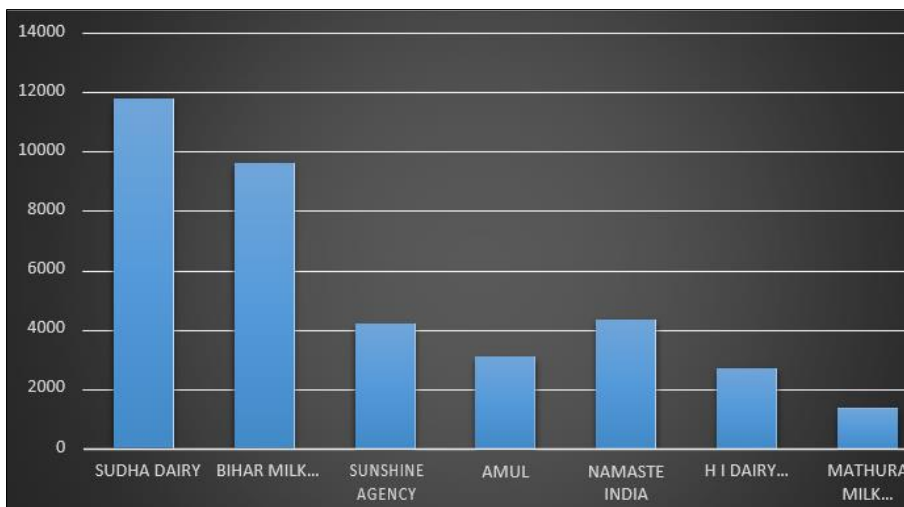


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Conclusion

Global milk demand is growing by 15 million tons per year, mostly in developing countries. Once this increased volume of milk is being produced by small-scale dairy farmers, approximately 3 million jobs per year may be created in primary production. This presents a unique opportunity for building up a sustainable dairy chain that sources milk from smallholder dairy farmers to meet not only the demands of

local consumers but also those of the world market. While capitalizing on this opportunity could generate significant wealth in rural areas and provide benefits to all stakeholders involved in the dairy value chain, it calls for a sound dairy development strategy. To be successful, any dairy development strategy should be based on the principle of creating value" in every segment of the dairy chain. This means that every player in the chain (farmer, farm input supplier, milk traders, processors, retailers, etc.) makes a profit, i.e. the returns are higher than the costs. A well-functioning dairy chain also provides benefits to the consumer: she/he will be able to obtain more dairy products for the same amount of money or will need to spend less for the dairy products she/he consumes.

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