

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 9

June 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Cost of capital: an empirical case study of hindustan unilever limited	Dr. Vinod K. Ramani	Accountancy	1-2
2	Self Revolution	Mohanapriya.P	Arts	3-4
3	Wound healing activity of Cestrum elegans	V. Subhaa, Dr. D. Sukumarb, Dr. V. Elangoc	Chemistry	5-6
4	Anti Bacterial Activity of Apigenin 7-0-(6"caffeoyl) neohesperidoside from chrysanthemum indicum	M.Jerome Rozario, Dr.A.John Merina, Dr.V.Srinivasana	Chemistry	7-10
5	Adsorption Studies of Cu (II) and Cr (VI) from metal solution using crosslinked chitosan-g-acrylonitrile copolymer	Shankar.P, Gomathi T., Vijayalakshmi.K, Sudha P.N	Chemistry	11-13
6	An Insight into Derivative Markets: Indian Perspective	Dr. C.Shobha, Dr. T. Hanumantha raya	Commerce	14-16
7	Vision and Planning	Dr. J. K Sehgal	Commerce	17-18
8	An Analytical Study of Employee's Productivity in Some Selected Nationalized Banks of India	Dr. Jyotindra M. Jani, Manish B. Raval	Commerce	19-20
9	New Products of Tourism in India	Dr. M. K. Maru	Commerce	21-22
10	Inventory Management in Sugar Mills - A Comparative Study	Promila	Commerce	23-25
11	Price -Mix Straregy of Jammu and Kashmir Co-Operatives Supply and Marketing Federation Limited in Jammu District of J&K State	Tarsem Lal	Commerce	26-28
12	Warehouse Management Information System: A New Perspective in Supply Chain Management	Dr. Vipul Chalotra	Commerce	29-30
13	A Study on Consumer Satisfaction of Aavin Milk in Salem City	Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha, C.Sankar	Commerce	31-33
14	Hybrid Attribute Selection Process for Decision Tree Based Classification Algorithms	Mr. A. Jebamalai Robinson, Mrs. S. C. Punitha, Dr. P. Ranjit Jeba Thangaiah	Computer Science	34-36
15	Visualizing the validation of UML diagrams	Lavleen Kambow	Computer Science	37-38
16	Effectiveness of coconut palm insurance scheme in the coastal belts of India-A SWOT analysis	Prof. (Dr.) D. Rajasenan, Bijith George Abraham	Economics	39-41
17	An Analysis of the Efficiency of Selected Public and Private Banks in India during 2005-2011	Dr.Dinesh Kumar, Sanjeev	Economics	42-44
18	Measurement of Emotional Development of the Students	Dr. Nivedita K. Deshmukh	Education	45-46
19	A comparative study of effect of method of lecture and dramatization of Marathi teaching	Dr. Nivedita K. Deshmukh	Education	47-48
20	Peer pressure-problems and solutions	V.Vaithyanathan, Dr.P.Sivakumar	Education	49-50
21	Language Anxiety In Indian L2 Learners: Male or Female Learners - Who Scores High?	S. Gandhimathi, Dr.R.Ganesan	Education	51-52

22	Topological Characteristics of ECG Signal using Lyapunov Exponent and RBF Network	Abinash Dahal, Deepashree Devaraj, Dr. N. Pradhan	Engineering	53-55
23	Development of slicing package of solid model for cone and sphere in rapid prototyping	Dineshkumar M. Patel, Prof. P.D.Solanki	Engineering	56-58
24	Hardware modeling Simulation with COSSAP	Krunali Amrutlal Ratanpara, Devendra Soni, Shrenik Rajesh Golwelkar	Engineering	59-61
25	Coordination Of Pss And Statcom To Enhance The Power System Transient Stability	Lalit K. Patel, Kaushik M. Sangada, Sunil S. Changlani , Ankit M. Patel	Engineering	62-64
26	Cooling Performance Analysis of Heat Sink	Mr. Pritesh S. Patel, Prof. Dattatraya G. Subhedar, Prof. Kamlesh V. Chauhan	Engineering	65-57
27	Thermal Modeling and Analysis of Friction Stir Welding	Rankit Patel, Prof. Bindu Pillai	Engineering	68-70
28	Review on shrinkage defect – A case study	Mr. Ravi N. Kalotra, Mr. Gajanan Patange, Mr. J.K. Gohil	Engineering	71-75
29	Stream Function Formulation of Lid Driven Cavity	Mr. Zankhan C. Sonara, Prof. Dattatraya G. Subhedar, Mr. Kartik Patel	Engineering	76-78
30	Implementation of ABT (Availability Based Tariff) - its Treatment & Proceedings	Dilip m.Bhankhodiya, Dipak t. Vaghela	Engineering	79-82
31	Active Filters for Power Quality Improvement	Dipak t. Vaghela, Dilip m. Bhankhodiya	Engineering	83-87
32	Design and Analysis of Air Bearing using Orifice and Feed Hole Pocket	Nileshkumar T. Raval, Prof. M.Y.Patil	Engineering	88-90
33	Drip irrigation technique enhancing water and fertiliser use efficiency in cauliflower	Dr. S.S. Yadav, Dr. R.S. Meena	Engineering	91-92
34	Experimental and FEA Evaluation of Hybrid Joint Strength of Single Lap joint.	S. S. Kadam, P. A. Dixit	Engineering	93-96
35	CFD Analysis of Mixed Flow Submersible pump Impeller	Mitul G Patel, Subhedar Dattatraya, Bharat J Patel	Engineering	97-100
36	EVA: An Innovative Parameter for Shareholders' Wealth Measurement	Shri. Arvind A. Dhond	Finance	101-103
37	Profitability and consistency analysis of Textile Sector in India	Dr. K. S. Vataliya, Rajesh Jadav	Finance	104-107
38	Harmonious Relationship between Art and Music Critical vision (comparison)	Dr. Marwan Imran	Fine Arts	108-109
39	Land Use Pattern and Crop Combination Region in Satara District : A Geographical Study	Dr. Rathod S. B., Mane-Deshmukh R. S.	Geography	110-111
40	Garlic---Benefits and Uses	Dr. Sneh Harshinder Sharma	Geography	112-114
41	An Assessment of Thermal Comfort Zones in Terms of Tourists: A case study of Karveer Tehsil	Mr. Prashant Tanaji Patil, Miss. Mane madhuri maruti, Miss. Mugade Nisha Ramchandra	Geography	115-117

42	Hematological changes due to the impact of Lead nitrate on economically important estuarine fish <i>Mystus gulio</i>	Dr.S.Palani Kumar	Horticulture	118-119
43	Stress Management level in the employees of Manufacture Industries By considering key parameters with reference to Bhavnagar city	Dr. K. S. Vataliya, Adv. Ajay H. Thakkar	Human Resource	120-122
44	The Case of ABC Group-A Case on Performance Appraisal System	Shivani Sah	Human Resource Management	123-124
45	A Study On Performance Appraisal of Employees in Health Care Industry in a Private Multi-Speciality Organization	Dr. C. Swarnalatha, T.S. Prasanna	Human Resource Management	125-126
46	(Upnyas - Jansi ki Rani Laxmibai (vrundavanlal varma)	Dr. Sneh Harshinder Sharma	Literature	127-128
47	"Educational Technology for Professional Development of English Teachers: A Case Study of the College Teachers of English in Jammu Province"	Dr. Wajahat Hussain	Literature	129-130
48	The Reality of Sultana's Dream: A step towards success Rokeya Sakhawat Hossein	Riju Sharma, Ruchee Aggarwal	Literature	131-132
49	Road blocks of Match Industry in Andhra Pradesh: Certain Issues and Concerns	Anuradha Averineni	Management	133-134
50	Government's Assistance Towards the Development of Small Scale Industries in India with Special Reference to Krishnagiri District	B. Mohandhas, Dr. G. Prabakaran	Management	135-140
51	Effects of Role Stress on Employee Job Satisfaction and Turnover	Dr. T.G.Vijaya, R.Hemamalini	Management	141-144
52	"MNP – A major concern of Telecom Operators in Gujarat"	Mohsinali Momin, Dr. Deepak H. Tekwani	Management	145-147
53	A Study on Fiscal Support Provided by Vijaya Bank to Msme in Coimbatore City	Mrs. G. Murali Manokari, Mr. G. Lenin Kumar, Mrs. G. Sathiya	Management	148-150
54	Competencies for HR Professionals	GAYATHRI. M	Management	151-153
55	Cost and Strategic Management - Application, Framework and Strategies for the Growth of Sme Sector	Manisha gaur	Management	154-156
56	Development of Management Education System in India	Mr. Goudappa Malipatil	Management	157-158
57	Study on Volatility and Return of Major Indices of Indian Stock Market with Reference to Sensex And Nifty	Mr. Mukesh C .Ajmera	Management	159-160
58	A Need for an Epitome Shift in Management Education A study on Conceptual Teaching practices	Mrs. Vanishree K. Jamashetti, Mr. Sanjeev Rathod	Management	161-162
59	Personal Social Responsibility – A novel thought	Parul Jain, Dr. N.C Pahariya	Management	163-164
60	Green Marketing – A Consumer's Perspective in the Indian Scenario	Nidhi Srivastava, Preeti Pillai	Management	165-166
61	Challenges and Opportunities of Mobile Banking - An Indian Scenario	Sandhya.Ch.V.L	Management	167-169
62	A pragmatic study of civilizing amortment among The diverse countries	Mr. Vimal P. Jagad, Mr Mukesh .C Ajmera	Management	170-171
63	Celebrity Endorsement in India An Effective Tool of Sales Promotion	Piyush Shah, Dr. N C Pahariya	Management	172-176

64	A Study of Prominent Character Strengths and Their Relationship with Well Being Among Business Management Students	GarimaKamboj, DikshaKakkar	Management	177-180
65	Coffee Consumption in India: An Exploratory Study	Shri. Arvind A. Dhond	Marketing	181-183
66	Applicability of Retail Service Quality Scale (RSQS) in India	M. Ramakrishnan, Dr. Sudharani Ravindran	Marketing	184-186
67	Account Holders perceptions towards Self Service Technologies: a study of selected Private Sector Banks	Dr A Kumar, Prof Ankur Gangal	Marketing	187-189
68	Impact of Sales Promotion on Sales figures of Select International FMCG Brands	Dr.Sharif Memon	Marketing	190-193
69	Factors Affecting Green Product Design: Marketing Professional's Perspective	D. S. Rohini Samarasinghe	Marketing	194-196
70	The Impact of 'Ambience' and Variety on Consumer Delight: A Study on Consumer Behaviour in Ahmedabad	Dr A Kumar, Prof Vineeta Gangal	Marketing	197-200
71	Co-Relation of Social Justice with Human Rights: A Review	Dr. Monica Narang	Marketing	201-202
72	Study of Iron Status and Free Radical Activity in Plasmodium Falciparum and Plasmodium Vivax Malaria Infection	Sangita M. Patil, Ramchandra K. Padalkar	Medical Sciences	203-205
73	GOAL SETTING TENDENCIES, COMMUNICATION SKILLS AND WORK MOTIVATION VIS-À-VIS AGE DIFFERENCE – A STUDY ON PUBLIC SECTOR ORGANIZATION	Dr. Swaha Bhattacharya, Dr. Monimala Mukherjee	Psychology	206-208
74	Role of NGOs in Social Mobilization in the context of SGSY	Dr.Veershetty C. Tadalapur	Sociology	209-211
75	Age at menarche and its secular trend in rural and urban girls of bathinda district	Jyoti Sharma, Dr. Ajita	Sports Science	212-213
76	Effect Of Resin Finishing On Stiffness And Drape Of Khadi Fabric	Dr. Suman pant, Ms. Noopur Sonee	Textiles	214-216



A Study on Consumer Satisfaction of Aavin Milk in Salem City

*Dr.A.Vinayagamoorthy **Mrs. M.Sangeetha ***C.Sankar

* Associate professor, Department of Commerce, Periyar University, Salem-11.

** , *** Research Scholar, Department of Commerce, Periyar University, Salem-11

ABSTRACT

People complaint that fat in milk increases the content of cholesterol in their body in their body causing some disease. To get rid of this complaint people can go for skimmed milk. Previously, the availability of cattle farm was more and the population was less. To carry out all the day-to-day life activities, energy is needed. Food gives energy. Hence it is irritable for any human being to intake food. One of the important factors that must be considered in food is its nutritious value. Nutritious is the science of food. It is the process by which the organism ingests, digests, absorbs, transports, utilizes, nutrients and disposes its end products. Collectively, it is the process of intake, digestion and assimilation of food. Consumer's preference for a readily available, good quality product has lead to the increased demand for packet milk. Moreover, the contents of the packet milk are highly nutritious. It has no cholesterol. This enable even aged people to consume packet milk. As such, being a nutritious food is important for the human being. Milk is an essential item used by the people as vegetarian diet more consumption of milk depend not only on its factor but also on the availability of children and also by practice of taking coffee, tea, etc. The chief factor which influence the consumption of milk are availability level of income of people and prices. Milk is not only an essential items but also most frequently and commonly used by the people

1.1 INTRODUCTION

Milk is an essential item used by the people as vegetarian diet more consumption of milk depend not only on its factor but also on the availability of children and also by practice of taking coffee, tea, etc. The chief factor which influence the consumption of milk are availability level of income of people and prices. Milk is not only an essential items but also most frequently and commonly used by the people.

People complaint that fat in milk increases the content of cholesterol in their body in their body causing some disease. To get rid of this complaint people can go for skimmed milk. Previously, the availability of cattle farm was more and the population was less. The requirement by a family was met by sufficient supply from their own farm or a milk vendor.

Due to advancement in technology, milk is available in packet of fixed required quantity. Generally, packet milk is a skimmed milk. In this competitive world, various brands of packet milks are available. Packet milk is preferred for its merits economy hygiene, quality, availability and so on. Packet milk is available to consumers at any time wherever it is needed. Moreover, it is teasty to carry as they as sold in packets. It is sterilized at required temperature so that is quality is assured.

Consumer's preference for a readily available, good quality product has lead to the increased demand for packet milk. Moreover, the contents of the packet milk are highly nutritious. It has no cholesterol. This enable even aged people to consume packet milk. As such, being a nutritious food is important for the human being.

The modern milk supply system to urban consumers dates back to late 1940' when Aarey Milk Colony of Bombay milk supply scheme launched the supply of pasteurized in bottles for the first time in India on large scale.

2.2 STATEMENT OF THE PROBLEM

In the busy world of ours, each human being is running like a machine. This makes him to prefer every product to be in such a state which will be easily available to him for consump-

tion and milk is not an exception. Since the time a person gets up from his bed till he goes to sleep, milk plays a key role. Mostly milk is consumed either adding it to prepare complain etc. It is also used to prepare curd, sweets, etc, in each and every house. The availability of milk in packets further helps the busy people (producers and consumers) by reducing their time. There is no need for them to wait for the milk man, whenever it is required for them. They can more to the dealer where they can buy according to their requirement.

These reasons made the researcher to take up the research study entitled. "A study on Consumer Satisfaction Of Packet Milk in Salem City with special Reference to Aavin".

1.3 OBJECTIVE OF THE STUDY

1. To analyse these socio – economic factors of packaged milk customers.
2. To study the conceptual back round of packet milk in Salem.
3. To examine the brand loyalty and other related concepts.
4. To evaluate the factors influencing in using particular brand of packaged milk.
5. To offer probable suggestions for improving brand loyalty of packaged milk.

1.4 METHODOLOGY SOURCE OF DATA

The study is based on primary data, the source of data which lies with the respondents of the study. Secondary data were collected from various articles, periodicals, websites, dissertation, thesis and journals pertaining to the relevant matter of the subject under study.

SAMPLE SIZE

A sample size consists of 150 Aavin milk consumers where selected. The sample size is selected by adapting convenient random sampling techniques.

TOOLS FOR COLLECTION OF DATA

The questionnaire is the major tool used for collecting the primary data from the respondent. The first part with personnel

information of the respondents and the second part deal with the consumer satisfaction of packet milk.

TOOLS FOR ANALYSIS

The statistical tools used for the purpose of analysis of this study as

- 1). Descriptive Percentage Analysis
- 2). Chi - square Analysis
- 3). Friedman Ranking

1.6 LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

1. Due to lack of time, the study has been restricted to Salem City only.
2. The response is not so good because majority of the respondents are
3. housewives and they feel shy in filling up the questionnaire.
4. The respondents have answered the questionnaire out of their memory and is subject to their personal ability.
5. The study pertains to Salem city only and the results are applicable to places of similar size and demography and not to metros.

1.7 PROFILE OF THE AAVIN DAIRY IN SALEM

1.7.1. AAVIN DAIRY IN SALEM

The Salem District Co-operative Milk Producers' Union Ltd., was registered on 10-07-19789 under Tamilnadu Co-operative Societies Act and started functioning from 07-10-1978. the object of the Union is to carry out activities conducive to the economic development of agriculturists and agricultural tenants and labourers by organizing effectively production, processing and marketing of milk commodities. The commercial production of products viz. Butter, Ghee and Skim Milk Powder started on 16.08.1983.

1.7.2 LOCATION

The dairy complex is situated in about 46 acres of land bounded by Sithanur and Dhalavaipatty Villages in Steel Plan Road.

1.7.3 PROCUREMENT

In total 1100 Milk Producers Co-operative Societies are affiliated and 932 Societies are functioning. The milk is collected through 55 milk routes daily ranging from 2.5 lakhs to 3.25 lakhs litres of milk per day depending on the season. The procurement and input operations are managed through 8 milk procurement team offices at Salem, Sankari, Namakkal, P. Velur, Attur, Rasipuram, Mettur, and Valapady. The milk is delivered at the dock of the three Chilling Centres at Namakkal, P. Velur, Attur and the Main Dairy at Salem for chilling.

1.7.3 INPUT

The input consists of 8 teams Technical Assistance in fodder and breeding given through Veterinary Doctors and Technicians to the fanner of Primary Society in increasing the milk production. Artificial Insemination Service, input Veterinary Service and Emergency Veterinary service and being provided to the animals of the producers in societies by the Veterinarians of this union. Further, artificial inseminations with exotic, cross bred and murrha bull semen are being undertaken through the 564 Artificial Insemination Sub-Centres of the Primary Societies/Union and doing on an average of 26,000 Artificial Insemination per month. Nutritious Cattle Feed is being supplied to the members at par rate.

1.7.4 FODDER

The union has taken up cultivation of fodder crops like Cumbu Napier, Hamil grass, Buffaloe grass, Subabul, Sithakathi Chulam, Cumbu, Maize, Cowpea and Hedge Lucerne etc. for distribution of seed materials to the milk producers through milk cooperative societies at free of costs/at nominal cost.

1.7.5 DAIRY

The Dairy has installed capacity to process 3 Lakh litres of milk per day, to produce 10 MT of Skim Milk Powder 9 MT of Buffer and 6 MT of Ghee. The quantity of milk available after

local sales and dispatch to Chennai is converted into products viz., Butter, Ghee and Skim Milk Powder. Ghee and Skim Milk Powder are being sold in the markets all over India through the Tamil Nadu Co.op. Milk Producers' Federation Ltd., Chennai with "Agmark" and "ISI" grades respectively. Our products bear the famous brand name of "AAVIN". I.S.O.9002 Certificate also obtained for Production and Supply of Milk, Skim Milk Powder, Butter, Ghee and UHT Milk in Tetra Pack.

1.7.6 PRODUCTS

Table 1.7

The following table 1.7 showing that types of packet milk

Sl. No.	Products	Types of Milk	Pack Types
1	Milk	Toned Milk	250 ml, 500 ml
		Standardised Milk	500 ml, 1000 ml
		High Fat Milk	500 ml, 1000 ml
2	Butter	Cooking Butter	500 gm
3	Ghee		200 gm Pet Jar 450 gm Sachet 450 gm Tin 500 gm Sachet 500 gml Tin 900 gm Sachet 900 gm Tin 1000 gm Sachet 1000 gm Tin 1800 gm Pet Jar 5 Kg. Jar 15 Kg. Tin
		Skim Milk Powder	1 Kg. 25 Kg.
5	Khoa	50 gm. 200 gm	
6	Curd		150 ml
7	Butter Milk		200 ml
8	Tetra Mil	Plain Milk	200 ml. 1000 ml
		Toned Milk	200 ml. 1000 ml
		Doubled Toned Milk	200 ml. 1000 ml
		Flavoured Milk	200 ml
		Mango Drink (Maavin)	200 ml

1.7.6 ASEPTIC PACKAGING STATION

Ultra High Temperature treated milk has a self life of 120 days at room temperature without refrigeration. For Ultra High Temperature treatment, milk of low bacteriological count is taken and is subjected to high temperature of 140 degree C gradually (Exposed for 2 second) and cooled back to ambient temperature and packed in sterile Aluminum foil polythene paper in the shape of Brick.

1.7.7 QUALITY CONTROL

The wing comprises of sections: as Chemical and Bacteriological. The role of the lab is to assist in stage-wise testing and reporting the quality status of milk processed and standardized so that milk of the correct standards are prepared and marketed. Similarly Cream, Butter, Butter-Milk, (Thee and Skim Powder are tested at regular intervals both during production and storage to check that there is no quality deterioration. Water, cleaning chemicals packing materials, etc., are also tested regularly to ensure their conformity to pre-set standards.

1.7.8 MARKETING

Salem Union markets about 83,000 litres of liquid milk per day in Salem & Namakkal Districts through 15 Routes, 375 sale points and 25 parlours.

1.7.9 CLEAN MILK PRODUCTION

To improve the quality of milk at farmer level, a special scheme has been introduced during the year 2004. Here the farmers are educated to produce and handle the milk with most hygienic quality by providing them necessary training and infra structure. And the Bulk Milk Coolers are installed at village level to chill the milk immediately after collection to reduce the bacterial load to the maximum level possible.

1.7.10 ASEPTIC PACKAGING STATION

An Aseptic Packaging Unit, consisting of a sophisticated tetrapack packing plant imported from Sweden and Stormac UHT Plant are installed in the Union. This is the first of its kind in Tamil Nadu. This unit is packing 200 ml! Flavoured Milk, 500 ml Tetra Fino and 1000 ml standardized milk. This Milk has a shelf life of 120 days.

Ultra High temperature treated milk was introduced in India during 1985. It has a shelf life of 120 days at room temperature without refrigeration. For Ultra High Temperature treatment, milk of low bacteriological count is taken and is subjected to high temperature of 140 degree (gradually) Exposed Aluminum foil polythene paper in the shape of Brick.

The main advantages of Ultra High Temperature treated milk are:

1. No refrigeration is required until opened.
2. Very hygienic and no adulteration can be done.
3. Single way transportation, easy for storage, pilfer-proof and ready to consume product.
4. Reasonable price.

As Salem District is known familiar with Mango fruits, fresh mango juice is packed in Tetra pack with shelf life of 120 days in the brand name of MAAVTN and supplied to the consumers throughout the year.

1.7.11 ISO - ORGANISATION

Aavin Salem is an ISO 9001:2000 certified Organisation since 24.10.2002.

1.7.12 QUALITY POLICY

Salem Aavin is committed "to supply milk and milk products to meet needs and satisfaction of customers by adopting best standards in a hygienic and safe environment with continual Improvement of Quality with Motivation, commitment and training of employees.

1.7.13 MILK PROCUREMENT BY DCMPUs: PRICE REVISION

Most of the rural people especially women make their livelihood by rearing mulch animals and by supplying milk to the Co-operatives. Keeping this in view and to improve the rural economy and to enhance the personal income of the stake holders in rural area, Government of Tamilnadu directed the Tamilnadu Co-operative Milk Producers' Federation and District Co-operative Milk Producers' Union to raise the procurement price of the cow's milk from Rs.18.00 to Rs.20.00 per litre and that of the buffalo's milk from Rs.26.00 to Rs.28.00 with effect from 18.11.2011 and the milk cost as per the revised procurement price is being disbursed to the Milk producers. (VIEW G.O)

Average milk procurement in DCMPUs in lakh litres per day.

Year 2001-2002	17.49
Year 2002-2003	15.79
Year 2003-2004	17.26
Year 2004-2005	20.56
Year 2005-2006	21.59
Year 2006-2007	22.10
Year 2007-2008	21.64
Year 2008-2009	22.00
Year 2009-2010 (up to June)	22.30
Year 2010-2011 (up to Aug)	24.00

(Sources-secondary data)

1.8 SUGGESTIONS

1. To improve the performance of the union it should be maintain good relationship with the agents and customers.
2. The union should be improve the quality of Aavin Milk by the way of advanced scientific methods.
3. The union should be increase the number of the Aavin Milk Booths and expand the door delivery system to increase the sale of Aavin Milk.
4. The union should be make arrangements for 24 hours service to the consumers in the Aavin Milk booths.
5. To improve the packing of the Aavin Milk and the package should be state the expiry time of the Aavin Milk.
6. The price should be comparatively moderate with other brands.
7. The union should be create awareness about the Aavin Milk.

9.9 CONCLUSION

Milk and Milk products rated as one of the most promising sectors in food processing industry through traditional dairy products. The milk is used for the preparation of various milk products including milk sweets. In today competitive business environment brands play a vital role. Key factors for the success of Branded Milk is mainly concerned with High Quality and Product Safety. This will reach the people only through good advertisements. In this modern competitive world, customer mainly prefer taste and new style of package. Available data suggests that the share of consumer expenditure on milk and milk products in increasing both in urban and rural areas of India and this increase in consumption would again further momentum in year to come. If suggestions given above are followed by the Salem District Co-operative Milk Producers' Union Limited it can supply still better quality milk with other brands and milk products to the consumers around Salem District.

REFERENCES

- Gupta. S.P. (1984) "Statistical Methods", Sultan Chand & Sons, New Delhi. | Kothari. C.R (1990) "Research Methodology", Wiley Eastern Company, New Delhi. | Sharma. D.D (1992) "Marketing Research", Sultan Chand & Sons, New Delhi. | Philip Kotler (2004) "Marketing Management" Prentice Hall of India Private Limited, New Delhi, 2004. | Anderw L. Winton (2000) "Milk and Milk Products", Agrobios (India) Publishers | and Distributors, Jodhpur. | SriLakshmi. B (2001) "Food Science" New age International Private Limited, | Publishers, New Delhi, Third Edition. | Mangala Kango (1998) "Milk and Milk Products", RBSA Publishers Jaipur (India). | Pandey. H (2007) "Water Management for Reduction of Dairy Waste", Beverage & Food World, Vol. 34 (6), pp 42-45 | Anant Patkar.S (2007) "Milk & Dairy Products", Food Patents, Vol. 29 (2) pp 87 -89. | Websites: www.aavin.com | www.google.com | www.dairy.development.in India.com | www.dairy.development.in Tamil.Nadu.com | www.aavin.dairy.in Salem.com



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in