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Comparatively study of Marketing of Milk and milk products in Latur District.

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Introduction

This paper explains Marketing of milk and milk products and its advantages by comparative study.

Objectives

1. Demand increases by marketing of Milk products.
2. Marketing Potential of Milk industries.
3. Creating regular consisting Demand to Maximize profit
4. Increase in Market capacity Builds social bond with industry proving "Health is Wealth..."
5. Marketing essential for milk and milk products industries.
6. Milk and Milk products full fills social daily need.

Research Methodology

Mainly for this research paper, primary as well as secondary data is referred and information is gathered from daily news papers in Latur district and Agriculture magazines.

Hypothesis

H₀- Hypothesis no Effect

H₁- Effective in Efficient way

Defination of Marketing

Marketing may be defined in several ways, depending on the role of the advertised enterprise in relation to the strategic role in positioning the firm within its competitive market.

"Marketing is defined as a social and managerial process designed to meet the needs and requirements through the processes of creating and exchanging products and values. It is the art and science of identifying, creating and delivering value to meet the needs of a target market, making a profit : delivery of satisfaction at a price " by Giancarlo Pallavicini

1.Agriculture Marketing of milk and milk products.

"Agricultural marketing policy formulation is very complicated. First, it has to serve several conflicting objectives of farmers, consumers and market functionaries. Second, as it has to reconcile conflicting interests, marketing policies are often prone to criticism from one or other interest group. Third, agricultural marketing policies cut across a large number of federal ministries and departments and this requires very frequent inter-ministerial interactions. Fourth, several policies and their implementation involve expenditure or investment by the government, and this necessitates consultation with the Ministry of Finance or the Treasury. Fifth, in quite a few areas of agricultural marketing policies, the provincial governments and local self-government institutions have mandatory assigned roles. In such cases, federal governments are required to consult provincial or local governments, and this takes considerable time. Sixth, in recent years, marketing policies, particularly those relating to international trade

in agricultural commodities and domestic support to farmers, require that the commitments made by the country when signing AoA are complied with. In such matters, the Ministry of Commerce or Foreign Trade needs to be made an important partner in the formulation of internal marketing policies. Seventh, several policy changes require amendments to legal instruments, and this necessitates the involvement of the Ministry of Law or Legal Affairs. Eighth, the policy relating to the promotion or creation of marketing infrastructure such as roads and transport facilities involves other ministries. And ninth, policy relating to the promotion of value addition or agro-processing also requires the involvement of other related ministries." Ref.Agriculture marketing Journal

2. Features of Milk industries in Market;

Industry has great features in milk processing and its products

1. Milk pasteurization , The tank is made of food grade stainless steel, all the parts which will contact with products are made of 316 stainless steel.
2. Automatic temperature control and regulation, easy operation
3. High speed mixing, mixing speed is adjustable. The high shear mixing head is optional.
4. Three layers tank jacket, use polyurethane as insulating material.
5. The center opening for easy cleaning, conical bottom structure.
6. Steam heating and electrical heating are all available.
7. Connected with external ice water and tap water for products cooling.
8. All parts are placed on a stainless steel rack, easy to move.
9. Capable to design and manufacture according to customers' specific requirements.

3. Potential of Milk industries:

Milk industries in Latur have capacity producing milk, equipped with quality milk processing units, quality oriented products and healthy milk products which create tremendous demand ,sharp delivery chain. The best allocations strong market for proving its potential. Capacity of milk industries are in huge and modern technological balance.

4. Builds Socio-economic Status Symbol by proving, " Health is wealth" :

Milk has been used for human consumption for thousands of years. Today cow's milk is one of the most popular animal milks consumed by humans. Around the world, people drink the milk of many other animals

including camels, goats, llamas, reindeer, sheep and water buffalo. ...

Milk is one of the most nutritious naturally occurring liquids. It offers several health benefits and is regarded as complete food for infants. Here we give you some quick nutritional facts about milk. The way in which milk is processed changes its nutritional value. It can be condensed or dehydrated or its fat content can be removed to get milk in its different forms. Know about these and more, and don't forget to get your daily dose of this wonder-drink - a glass of milk! It builds Strong bond in fulfilling social daily need

Conclusion

The above objectives are verified and can be obtained; It shows Comparatively study of Marketing of Milk and milk products has its important role in Agriculture Marketing.

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