CHAPTER -6
Summary, Conclusion and Suggestions
Product planning is gaining more and more attention day by day due to its impact on the business. In a competitive economy, it is the consumer who decides the success or failure of a business. The idea underlines the concept of 'consumer sovereignty which is accepted as a modern marketing concept.

With the advancement in technology and intense competition, the creation of new products has become a way of life in India. However, India being a developing country, is yet to face a situation of too many products chasing and attracting a handful of customers. Moreover, the sheer size of the Indian market and the continuing economic development have opened up new vistas for launching new products. An analysis of new product developments in the recent past shows that these products have been either off-shoots of technological developments in the West or improvements over the existing products in the areas of their design, style, substance or packaging.

A product is usually defined as 'anything offered for sale'. It can be tangible, intangible, or a combination of both. Its attributes (taste, size, utility, pleasure, etc.) over everything the purchaser gets for the money paid.

Development of new products is a continuous feature and function of marketing management in the present-day environment. The products offered by a firm to the customers should be suitable to meet the changing needs of the customers. The life of the firm is closely related to the development of new products through technological innovations. The technological innovations are important
to the growth of established business as well as to the development of new business. Businessmen must make a detailed study of the market in relation to the products. New products mean new profits.

Thus, it becomes necessary on the part of market on dairy industry which emerges as one of the competitive industries, but in reality, there are hardly any specific and comprehensive studies conducted on product planning in development. Hence, the present study was undertaken with the following objectives to:

1. identity the basic problems being faced by the cooperative dairy sector;
2. understand consumers' needs for making the right products available at right place and at right price;
3. examine the impact of dairy cooperatives of milk produces;
4. analyse the growth of milk produces in co-operatives;
5. find out the reasons why some consumers are not buying Saras brand products;
6. observe the impact of the changing economic environment on dairy industry in general and Saras products in particulars; and
7. to make certain suggestions for the improvement of organizational and management effectiveness so as to increase the sales volumes of the dairy products.
To study the above objectives, twenty urban and rural areas were selected, methodologically, 200 consumers and 50 agents were selected by following the random sampling technique. The data were collected from them through a pre-tested questionnaire, personal interviews and observation techniques. The questionnaire was of structured type. The questions included offered multiple choices.

The study comprises six chapters-

1. Introduction
2. Research Methodology and Review of literature
3. Dairy Industry
4. Product Planning and Development in Dairy Industry
5. Data Analysis of Consumers and Agents Study
6. Summary, Conclusion and Suggestions

Before studying the objectives, a detailed review of literature was conducted on the relevant aspects of the study. Later each objective has been studied in a separate chapter with the help of relevant tools.

Findings of the Study

The main findings of the study are detailed in chapters V, which these are summarized below:-
Consumer Study Analysis

1. **Demographic Factors** :- Table No. 5.1 shows that as per analysis, majority of the respondents i.e. 50.5 percent were in the age group of below 30 years only 17 respondents who were for 8.5 percent of the total sample were above 50 years of age. 25.0 percent of the respondents in the age group of 31-40 years and 16.0 percent are in the age group of 41-50 years.

2. **Respondents Educational Qualifications** :- The level of education and buying behavior are positively co-related. An educated consumer is always better informed and less dependent on seller during the buying process. Table 5.2 depicts the particulars of educational qualification of the respondents. The study revealed that nearly 67.5 percent of the Respondents were having graduation or Post graduation qualification 20.0 percent were the graduates and 47.5 percent were post graduates. 31 out of 200 respondents who accounted for 15.5 percent were at 10+2 level of education and 6.0 percent of the respondents were below 10\textsuperscript{th} class and 11.0 percent Respondent were having some other special qualification.

3. **Occupation** :- The occupational particulars of the respondents are presented in table 5.3 as can be seen from the table, 31.5 percent were employers and 26.5 percentage constituted the next largest group of milk product buyers followed by others and 21.5 percentage of business people and 21.5 percentage of professional.
4. **Monthly Income**: Knowing the economic level of the individuals would help to know the consumer opinion of various economic level grounds. Table 5.4 depicts the distribution of respondents based on their average monthly income. Around 62.5 percent of the respondents were in between Rs. 500 and Rs. 15000 and 45.5 percent of them from Rs. 5000 to Rs. 10000, group, and 37 percentage of the respondents were above Rs. 15000.

5. **Consumer Awareness of Milk Product**: The knowledge of the awareness of these products is very much essential to the consumers in order to take buying decision on their own rather than depending on the seller. Table 5.5 revealed the respondents' awareness level of these Dairy Milk Product available in the market. It can be seen from the table 5.5 that 100 percent of respondents were aware of dairy milk products available in the market.

6. **Consumer Awareness of Dairy Products**: Table 5.5 denotes that the knowledge of the awareness of dairy products is very essential for the consumers. So that to take buying decisions on their own rather than depending on the seller. The respondent's awareness depends on the level of these dairy milk products available in the market. 100 percent of respondents were aware of dairy milk products available in the market.

7. **Consumer Awareness of Different Dairy Products**: Table 5.6 shows that 20 percent of respondents were unaware of
different types of milk products such of paneer, milk, ghee, shrikhand, etc. available in the market. 80 percent respondents were aware of all milk products.

8. **Awareness of Different Dairy Brands** :- Table 5.7 reveals the respondents' awareness of more than one brand was presented in table. Total of the respondents were aware of different types of milk brands available in the market.

9. **Awareness of a Particular Dairy Brand** :- Table 5.8 shows that 89.5 percent respondents were well aware of "Saras" brands and the rest of them were aware of other brands. Thus, it can be said that most of the consumers liked the Saras brand.

10. **Awareness of the Different Sources** -Table 5.9 shows how a consume learns about the availability of brands. Table shows that the most of the consumers were in the know of the product through Advertisements. As Advertising is an attractive sales promotion scheme for dairy and other products.

11. **Opinion about using a Particular Milk Brand** :- From the table 5.10 it is clear that different milk brands were available in market for consumers as per the table, "The Saras" milk brand was a reliable brand as they had consumed it, any other brands was new for them. Thus, the Saras demand is high in the market.

12. **Factors Influencing the Brand** :- Table 5.11 shows the reason why the respondents preferred a specific brands of milk product the table revealed that most of the respondents preferred a
particular milk brand because it was a quality product. easy availability and reasonable price which were also motivating and influencing factors for buying a particular milk brand according to the consumers.

13. Preference of Milk: It is evident from the table 5.12 that 48.0 percent of respondents preferred T.M. whereas a small group of respondents of 1 percent preferred skimmed Milk. 41.0 percent Saras gold and 4.5 percent of the respondents were buying DTM/Saras Smart milk and 5.5 percent of the respondents liked to buy Saras Lite milk.

14. Reason for Preferring the Milk: Table 5.13 reveals that 75.0 percent of the respondents liked the quality of milk and 5 percent liked the reasonable price and 28.5 and 4.0 percent were in favour of easy availability and some other reason for preferring the buying of milk.

15. Using the Present Brand of Milk: Table 5.14 depicts the details as to how long the consumers were using the present brand of milk. As it can be seen that 52.5 percent of the respondents were using this brand of milk for more than a year and above, very few i.e. 12.5 percent of the respondents were using the brand for the last 2 years. 19.0 percent were using their present brand since last one year.

16. Company Preference for Buying Dairy Product: Table 5.15 shows that all respondents liked almost dairy products of "Saras"
brand but in case of Butter, most of the respondents liked the "Amul" brands.

17. **Preference for Ice-Cream**: Table 5.16 reveals that 26.5 percent of respondents like Saras Brand Ice-cream. Few consumers like Saras Ice-Cream and second large group respondents were like Amul Ice-cream and first number was the Vadilal Ice-cream brand. 73 respondents or 36.5 percent favoured Amul Ice-cream and 75 respondents or 37.5 percent of them favoured Vadilal Ice-cream and the rest 10.5 percent liked any other brand Ice-cream available in the market.

18. **Reasons for Purchasing Saras Brand Milk**: Table 5.17 presented the reason for purchasing particular Saras Milk. 39.0 percent respondents assumed that quality and purity of Saras milk and 75 respondents said that regular supply in Saras Milk was the reason. 52 percent gave the reason of easy availability and 12 percent talked about that reasonable price for purchasing and 5 percent gave the reason of attractive packing and 3 percent of respondents said that it was safe for consumption.

19. **Reason for not using Saras Brand**: From the table 5.18 it is clear that most of the respondents replied negatively that they did not like the smell and taste of the Saras brand of milk. Some of the respondents replied that it was not a fresh product. And some other respondents did not use the 'Saras' product due to these high prices that is the reason why they were not making use of the Saras brands milk.
20. **Jaipur Dairy Products Different from Other Diaries:** Table 5.19 reveals that 20.5 percent respondents said that the price manner was different in the Jaipur Dairy from other dairies. 10.0 percent said that packing manner was different in the Jaipur Dairy from other dairies. 31.0 percent and 62 respondents said that Hygiene manner was different from other brands and main manner was different from other dairies quality. 130 respondents and 65% percent most of the respondents said that quality manner was different from other brands and dairies.

21. **Jaipur Dairy is more Innovative than Others:** The table 5.20 it was observed by 78 percent of respondents who replied in the positive as the response for the Jaipur Dairy was more innovative than that of others.

22. **Jaipur Dairy Product Packaging Superior to Others** :- Table 5.21 shows that 73 percent of consumers liked the superior quality packing of the Jaipur dairy products.

23. **Ranking of the Quality of Jaipur Dairy Product**:- As per table 5.22 consumer gave the first rank to the taste of the dairy products, they gave the fourth rank to hygiene, the third rank to its freshness and some respondents gave the fourth rank to creaminess and some other gave the fifth rank to the density of Saras milk.

24. **Raking of the Saras Milk Products in Terms of Price** :- Table 5.23 reveals the opinion about the price of Saras products most
of the respondents, replied that the Saras milk and Ghee had high prices in comparison to others which some of the respondents replied that Saras Butter, paneer, lassi, shikhand, flavored milk had reasonable prices.

25. **Consumer Satisfaction** :- Table 5.24 shows that 74 percent of respondents were satisfied with the Jaipur dairy products the rest of them were not satisfied with its products.

26. **Reasons for Satisfaction** :- Table 5.25 shows the reasons of satisfaction being the easy Availability, hygiene and freshness. these factors play a vital role in satisfying the consumers.

27. **Customers Opinion about Leakage of Milk Packets** :- Table 5.26 shows the respondents view about the leakage of milk packets. 57 percent of the respondents replied that there was marked the leakage of milk packets occasionally.

28. **Opinion about Saras products** :- Table 5.27 shows that most of the respondents opined that the quality of the Saras brands was good and average no one said that it was excellent or very good. Hence, it is suggested that the Jaipur Dairy should improve the quality of its dairy products.
Table 6.1
Correlation

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<td>Rank the quality of Jaipur Dairy Product-(b) Creaminess</td>
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<td>Rank the quality of Jaipur Dairy Product-(c) Freshness</td>
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<td>Rank the quality of Jaipur Dairy Product-(d) Hygiene</td>
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<td>Rank the quality of Jaipur Dairy Product-(e) Taste</td>
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** Correlation is significant at the 0.01 level.
* Correlation is significant at the 0.05 level.

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r = \frac{N \sum AB - (\sum A)(\sum B)}{\sqrt{[N(\sum B^2) - (\sum B)^2]}}
\]
Correlation

In this study the opinion of customers regarding the different qualities of milk are taken into account and perused. It is known whether they gave the same rank to the density of milk, its creaminess, freshness, hygiene and taste, as they had given for the quality of milk. For this in the fore that study, correlation is used as a statistical tool. Correlation between different qualities of milk has been shown.

(A) Those who prefer density of milk, also give preference to the creaminess of milk. The same opinion was given by the consumers regarding the Density and Creaminess of milk. The result shows correlation value as .556 that indicates that the same opinion was given by the consumers about the density and creaminess of milk.

(B) Density of milk correlation with Freshness. Those who prefers density of milk, also give preference to the Freshness.

(C) The same opinion was given by to consumer regarding the density and freshness of milk.

Result :- The result shows correlation value as .261, that indicates that the same opinion was given by the consumers about the freshness of milk.

(D) Density of Milk with hygiene :- Those who prefer density of milk, also give preference about the hygiene.
Result :- The same opinion was given by the consumers regarding the density and hygiene of milk. The result shows the correlation value as .153 that indicates the same opinion about density and hygiene.

(E) Density of milk with Taste : Those who gave the rank to the Density of milk, also gave the right opinion regarding the taste of milk.

Result : The result sows correlation value was .087, which reveals that customer's opinion was not the same regarding the density and taste of milk. Customer's who gave good rank to density of milk, did not like taste of milk.

Conclusion

- Those who prefer creaminess of milk, also given preference to the freshness they had the same opinion about it. but they did not like hygiene or taste.

- Freshness correlation with Hygiene and Taste :- Those who prefer the freshness of milk, they did not like hygiene and taste of milk.

- Hygiene with Taste :- Those who prefer hygiene milk, they also like the taste of milk. So they had the same opinion about hygiene and taste.
Agents Study Analysis

In this study an attempt has been made to understand the agent's preferences of milk and milk products for selling.

In the process of finding the above requirements an indepth study was made on 50 agents about. Their preferences and agent's satisfaction which in turn might help the producers to change their marketing policies and strategies in order to fulfil their objectives. And, also this study may also be helpful to the new entrants in providing quality milk, which is required by the ultimate consumer.

1. Agents Selling Practices:- Table 5.28 reveals the selling practices of different brands of dairy products. 92 percent of the respondents replied that Saras brand was preferable for selling.

2. Opinion about Variety of Dairy Products:- The table 5.29 shows that they were selling chhachh ghee with dairy milk and 2 and 4 percent replied that they were not selling all dairy products.

3. Dairy Products in which Company Product Demand is Higher :- Table 5.30 shows as to the demand of which company was higher. In the opinion of the agent Saras brand was higher in demand in dairy products.

4. Factors motivating the sale of Saras products as compared to other dairy products :- Table 5.31 shows the motivating factors of the sale of 'Saras' products in comparison to other dairy
products. In the opinion of the agent product quality and brand name were the motivating factor for the sale of 'Saras' products.

5. **Opinion about the commission Received in Saras Dairy Product:** Table 5.32 gives the opinion about the commission received on 'Saras' products. 52 percent of respondents were satisfied with the commission and 48 percent replied that they were not satisfied with the commission paid by the Jaipur Dairy.

6. **Jaipur Dairy Product on Demand of Customers:** Table 5.33 presents the opinion about the sale of 'Saras' products on demand of customers. 84 percent replied in the positive they said that jaipur dairy sold its products on demand of customers.

7. **Opinion about Timely Supply of Milk by the Jaipur Diary:** Table 5.34 denotes the proper supply of Jaipur dairy at products right time. 68 percent of the respondents replied that the dairy had the right time supply of dairy products and 32 percent replied otherwise and said that there was slight delay in the supply of milk.

8. **Agents Opinion about the Type of Milk Consumed:** Table 5.35 present the opinion of agents about the specific type of milk sale the table shows that customers preferred to buy tonned milk and Saras gold milk.

9. **Agents Opinion about Reason of Consumers Preferences of Particular Milk:** Table 5.36 gives the Agents opinion about
the reason why consumers preferred a particular milk brands it was observed that agents gave their views that quality was the major factor in influencing the consumers while selecting a particular milk brand the easy availability was the second factor considered by the consumers.

10. **Customers Satisfaction**: Table 5.37, 84 percent of respondents were satisfied with the Saras product and 16 percent of them were not satisfied.

11. **Reason for the Satisfaction**: Table 5.38 shows the reason for the customer satisfaction; the main reason was the easy availability of milk in the market.

12. **Most Selling Products of Saras**: Table 5.39 show that most of the selling products of 'Saras' was the 'Saras' milk 80 percent of the respondents replied that Ghee also was the most selling product of 'Saras'.

13. **Opinion about Sales Volume in Last Four Years**: Agents sales volume per day is shown in table 5.40 which shows that 4 percent of the respondents were selling below 100 liters per day in the first year; in the second year 20 percent respondents were selling 100 to 200 ltr. per day and 28 percent of the respondents were selling in the third year 200-300 ltr. and most of the respondents, 48 percent were selling milk 300 ltr. and more per day in the last fourth year.
14. **Problems Found in Jaipur Dairy Products** :- Table 5.41 indicates the problems found in the Jaiur Dairy products the maximum number of the respondents replied that leakage of milk packets was the main problem. Due to this leakage problem, wastage of milk took place and it put both the dairy and the consumer to loss.

15. **Opinions about Leakage Problem** :- Table 5.42 gives the opinion about the leakage problem it shows that the maximum number respondents always faced the leakage problem of defective packing. They said that Jaipur dairy was not redressing this problem.

16. **Opinion about Compensating the Leakage and Spoiled Packets** :- Table 5.43 presents the opinion about the plan of compensating the leakage and spoiled packets. Most of the respondents replied that there was no replacement of the leakaged milk packet and they did not get compensation for the leakage and damaged packets.

17. **Opinion about Customers' Complaints** :- Table 5.44 shows the opinion about customer's complaints according to the agents opinion the problem of leakage milk packets and their customer's complaints. 16 percent of the respondents said that they refused to take back milk packets and 48.0 percent of the respondents said that the complaints were solved and 12.0 percent of the respondents said that the considered it as the customer's mistake.
and 24 percent of the respondents said that they would compensate it in case of default.

18. **Opinion about the Sales Promotion Scheme** :- Table 5.45 gives the opinion about the sales promotion scheme. 48 percent of the respondents replied that the quality discount would attract them in the sales promotion scheme.

19. **Sales Promotion and Distribution Offer given by Saras** :- Table 5.46 sales promotion and distribution offers given by 'Saras' as per the table respondents replied that commission was given to them by the Saras and there was no any other sales promotion scheme for them.

**Testing of Hypothesis**

1. As assumed in the hypothesis, the study shows that quality plays an important role in influencing the preferences of consumers regarding the selection of a brand of their choice. From the study, it was explored that nearly two-thirds of the respondents preferred to buy the quality milk of the Saras brand.

2. Most of the consumers were satisfied with the Jaipur Dairy products due to its product quality, packaging, hygiene, easy availability, etc. Thus, the level of consumer satisfaction Jaipur Dairy was higher than that of other dairy products.
3. It was found that in this study most of the respondents were aware of the Saras brand and they had consumed its products in a routine basis.

4. In this study it was found that Jaipur diary was more innovative than other dairy.

5. It was seen that consumers bought milk at the agent's milk booth which showed that agents played an important role in milk industry. Most of the agents sold Jaipur Dairy Products due to the supply of the product in right time and with commission facilities.

6. Saras brand products demand is higher in market than that of the products of other dairies.

Thus, it can be concluded that the success of marketing Strategies of Jaipur Dairy is based on product quality product planning and development.

Suggestions

On the basis of the conclusive findings of the above study, some significant suggestions are made which are given below :-

- For product development in Jaipur dairy the quality of products should be improved to a large extent, and price should be reduced to the minimum to increase the supply Sweets Products like Rasmali, Bangali Rasgula, Rabdi can be launched keeping in view the quality and standard.
• Dairy Products should be hygienic because these products are directly related to the health of the consumer.

• 'Saras' as a brand is very strong and popular in this market but it needs improvement in some areas like-distribution, price and effective advertisements to increase its consumer segments.

• Jaipur Dairy should obtain feedback from market and consumers about their Dairy based products.

• Jaipur Dairy should maintain a healthy relationship with market distributors channels i.e. whole sellers, distributors, retailers which will boost the brand image.

• Incentives and schemes should be given to the agents and retailers such as quantity discount, Free coupon, and some scrutiny should be followed to check the scheme being communicated properly by distributor's or sales persons.

• Saras and Amul both have a relatively good distribution network, but still, the industry is not able to fulfil the demands of outlets in the peak season. So, during the peak time the industries should supply thrice a day instead of twice a day.

• Allotment of distributorship should be done in such a way that not more than one distributor is being placed in the same market area.
• 'Saras' should start giving some scratch coupons, gifts, or any free scheme to attract the customers for buying the dairy products.

• Saras milk provides a better availability in urban areas but in rural areas Saras should have easy availability.

• While enquiring about butter consumption, Some respondents said they could not come over with any brand name except Amul butter. It was an extremely popular brand name for butter, countrywide. So 'Saras' butter should improve its quality, and reduce the price reasonably.

• Saras should open Ice-cream parlours everywhere in the distant areas and range of Ice-Cream should be improved. Fruit shake should be launched by the Saras.

• It should make more products like white chocolates, Fruit cream etc.

• Milk packets should be made available in 5 kg. cans which should be available at reasonably price, and Saras chhach should be packed and made available in 2 kg. packets also.

• The price should be reasonable flavoured milk smells like medicine, so the quality of flavoured milk and the range of ice-cream should be improved and be made fragrant with fine flavour.
• Expiry date should be mentioned in clear and striking colour printed on the packets and consumption of products must be clear in a day or two at least.

• In the urban areas where the use of packed milk sales is very high, consumers expect that milk they like should be available throughout the day to carry as per their convenience. So Saras should provide a carry bag for milk packets.

• Saras Dairy milk packets have found the leakage problem; due to leakage problem milk gets spoiled and consumers often buy milk in Advance and preserved it the refrigerator. If the packet is having any small leakage, not only it turns unhygienic, but it also spoils the refrigerator. Hence, there is need to bring about improvements in packing of milk packets and prevent the leakage problem. This would bring about improved customer and agents' satisfaction.

• Density of milk is one factor which is believed to be an important factor responsible for the satisfaction of the milk user. So improvement should be made in the density of milk in the Saras Diary.

• Saras should be provided promotional activities, especially advertising to bring awareness about their brand in the minds of consumers for this, proper selection of channel for communicating their brands is also very important.
• To reduce the operating cost and improve the profitability of the Jaipur Dairy, a proper cost control is required. The manpower of functional staff support services may be reduced to a certain extent. The prices of milk and milk products should be based on the cost of production and purchasing power of the common man. The procurement price of milk in flush season must be lower than the price in transitory period. In the lean months of production, it may be raised depending on the open market price of milk as during festivals, marriages and summer seasons the price of milk is raised by unorganized sector.

• The milk distribution system in local markets should be so designed that consumers are not only assured of an adequate availability of milk, but also the supply of milk according to their preferences.

• The market should be properly segmented to increase the sales volume.

• Amongst Saras users the problem is mainly of packaging. Thus, alternate, especially larger pack size should be developed in order to cater to the needs of the institutional sector and to tap the sweet shops, small and large restaurants, hotels, hospitals etc. which may be more open to supply in a large can/container as is the current practice with local supplier.
• Regular market research for target group should be conducted in order to know the pulse of consumers. Sales promotion schemes should be launched on festivals and in off-season.

• To remove the misconception of "unhygienically packed milk and milk products" the dairy should invite the consumers to visit the dairy plant.

• No sour milk received at RMRD should be mixed with good milk thereby improving the flavour of fresh milk. Milk should be processed at earliest possible after reception. Quality Control Standards should be enforced strictly and maintained properly.

• It is observed that the consumers are more concerned about the quality of milk. They can pay high price if assured of high quality. Since Jaipur city is expanding very fast and the new developed colonies are coming up; so they should be covered under the distribution network. The timings for opening of booths should be fixed and, strictly followed. The vehicle departure time from the dairy and the time of distribution of milk to the booths must be regulated and under constant observation of the field staff.

• The tetra pack milk is not known by most of the people, so suitable promotional methods should be adopted to increase the sales volume.
• The Saras Ghee demand is on rise and there is ample scope in urban as well as rural areas. The rural areas should be explored for milk products, as there is vast untapped rural market.

• The success of any marketing programme depends on understanding consumer needs and making right product available at right place and at right price.

• The overall work culture of the organization needs to be improved. Every member of the organization must realize that survival of the organization is possible only when the coordinated efforts of all concerned are made and they strive towards the single goal i.e. complete consumer satisfaction.

• Quality Management means should be more than the details of product manufactured it means keeping the customer at the centre of all that they do, an unceasing effort to achieve quality leadership in everything that they do, setting standards by which others benchmark themselves, building in continuous learning and improvement, satisfying the customers better than their competitors can today and tomorrow and shaping of people's ideas and attitudes so that they are always motivated to give their best.

• The Total Quality Movement in the village should be the essential first step to achieve sustained improvements in product quality, reductions in the cost of production and improvements in the efficiency and effectiveness of milk procurement.
• The TQM Movement should be cascaded to the Wholesale Dealers by organising them into Quality Circles that work in tandem with the sales of force. To meet the growing demand of milk and milk products there is need to revamp the country's milk policy and promote manufacturing of high quality dairy products that meet international standards.

• The industry will also" have to relate to free market as compared to the present dominance of the organized dairy industry by state units and cooperatives if it intends to make forays into the international market. The expenditure elasticity of demand for milk among the poorer classes in the country is high and rising incomes will further increase its consumption. If there is a sustained growth of our GDP, the demand for milk could go up to 173 million tonnes per year by 2020.