

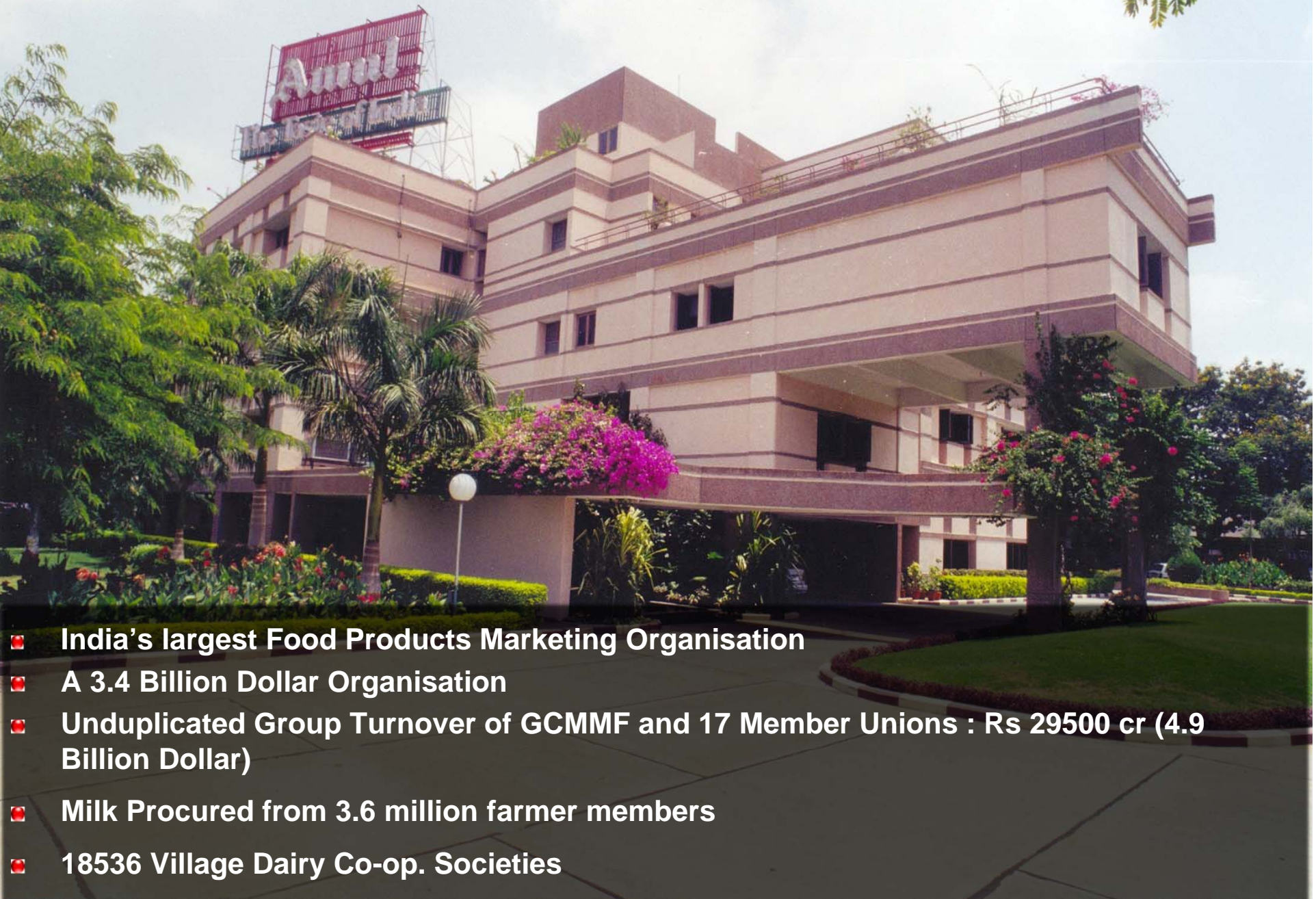


Presentation on Business Growth and Governance Challenges

Contents

- Introduction of “Amul Model” of Cooperatives
 - Business growth under “Amul Model” of Cooperatives
 - Governance Challenges
-

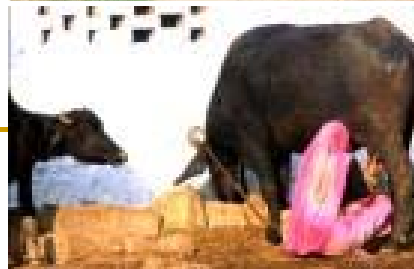
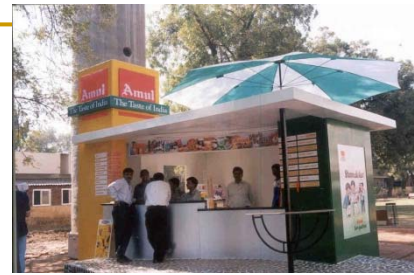
GCMMF – The Market Leader



- **India's largest Food Products Marketing Organisation**
- **A 3.4 Billion Dollar Organisation**
- **Unduplicated Group Turnover of GCMMF and 17 Member Unions : Rs 29500 cr (4.9 Billion Dollar)**
- **Milk Procured from 3.6 million farmer members**
- **18536 Village Dairy Co-op. Societies**

The Amul Model

- Establishment of a direct linkage between milk producers and consumers by eliminating middlemen
- Milk Producers (farmers) control procurement, processing and marketing
- Professional management



The Consumer



**State Co-op.
Milk Mktg. Fed.**



**Dist. Milk Co-op.
Union**



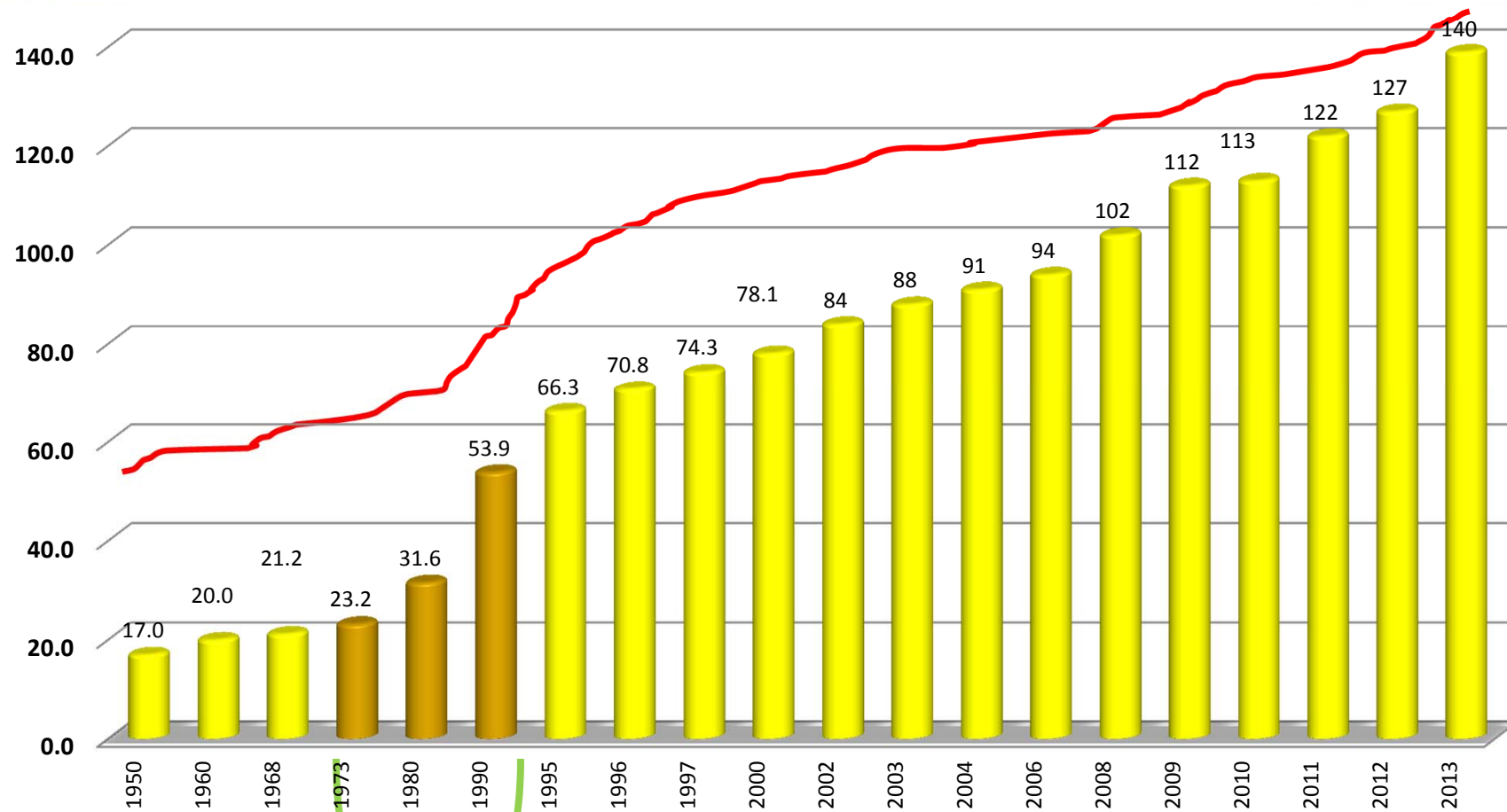
Vill. Dairy Co-op.



Milk Producer



Milk Production: India (MMT)

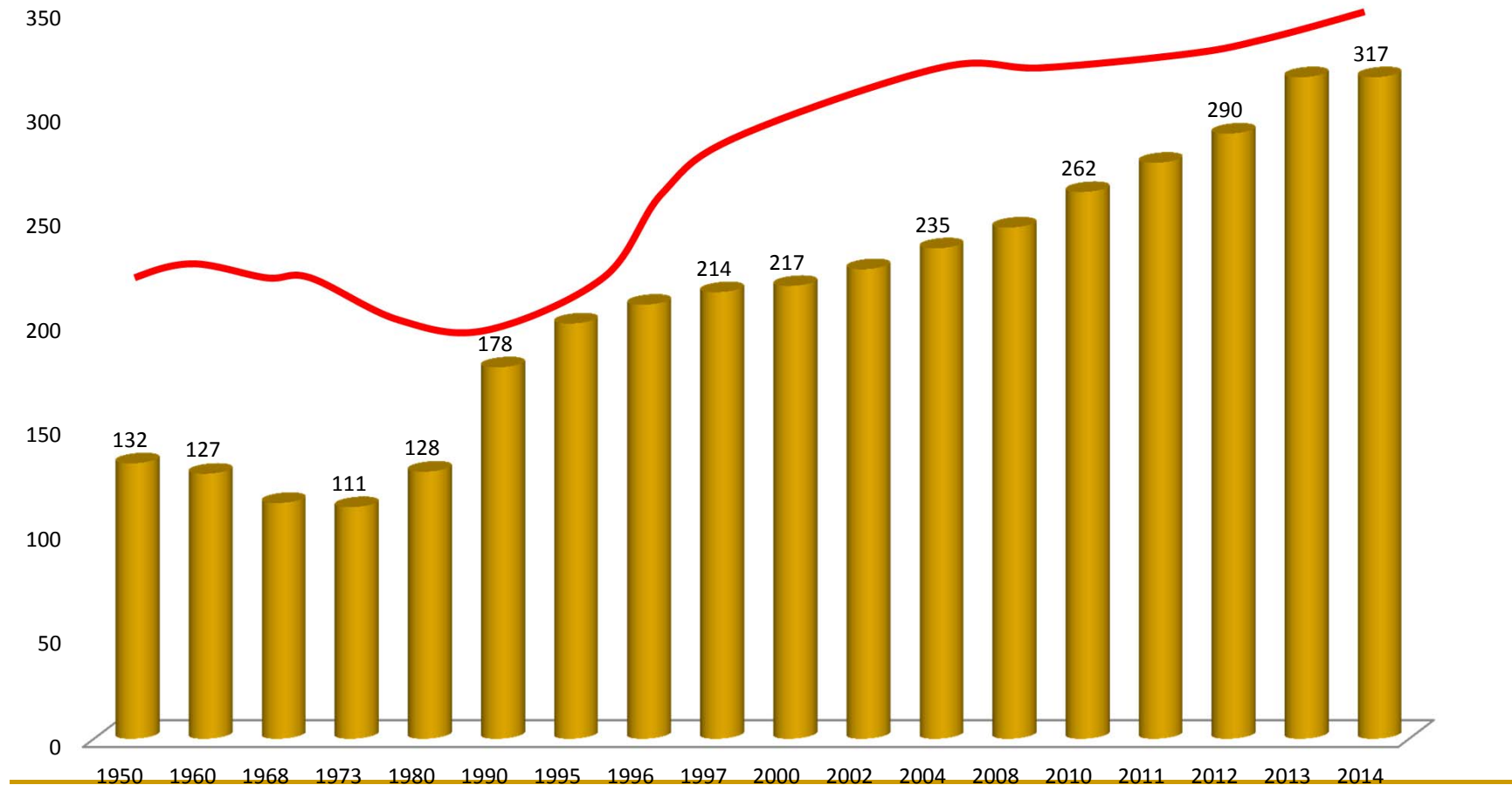


Operation Flood (1970-1996)

Graph not to scale



Per Capita Availability India (Gms. Per Day)

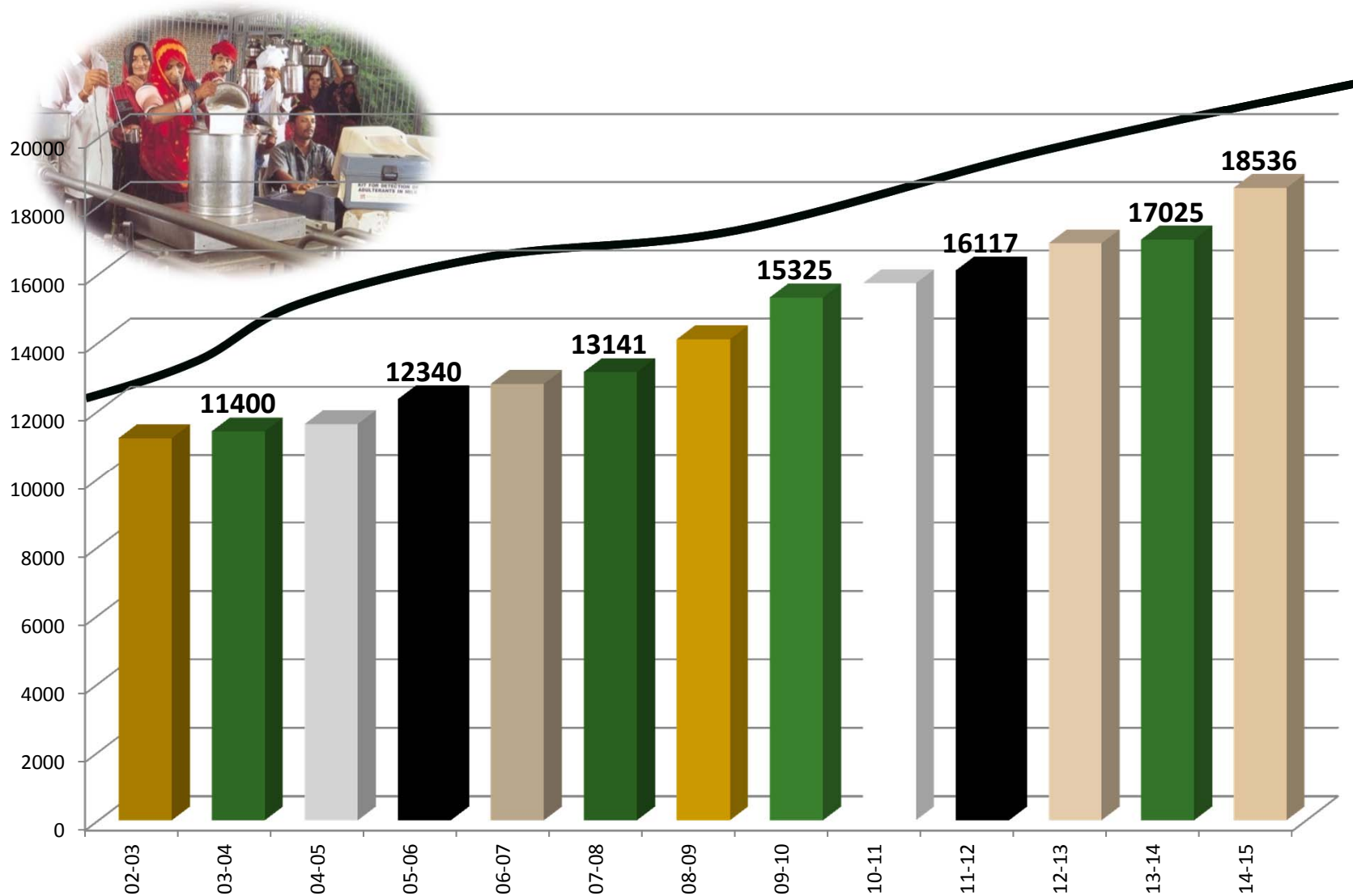


AMUL - Manufacturing facilities

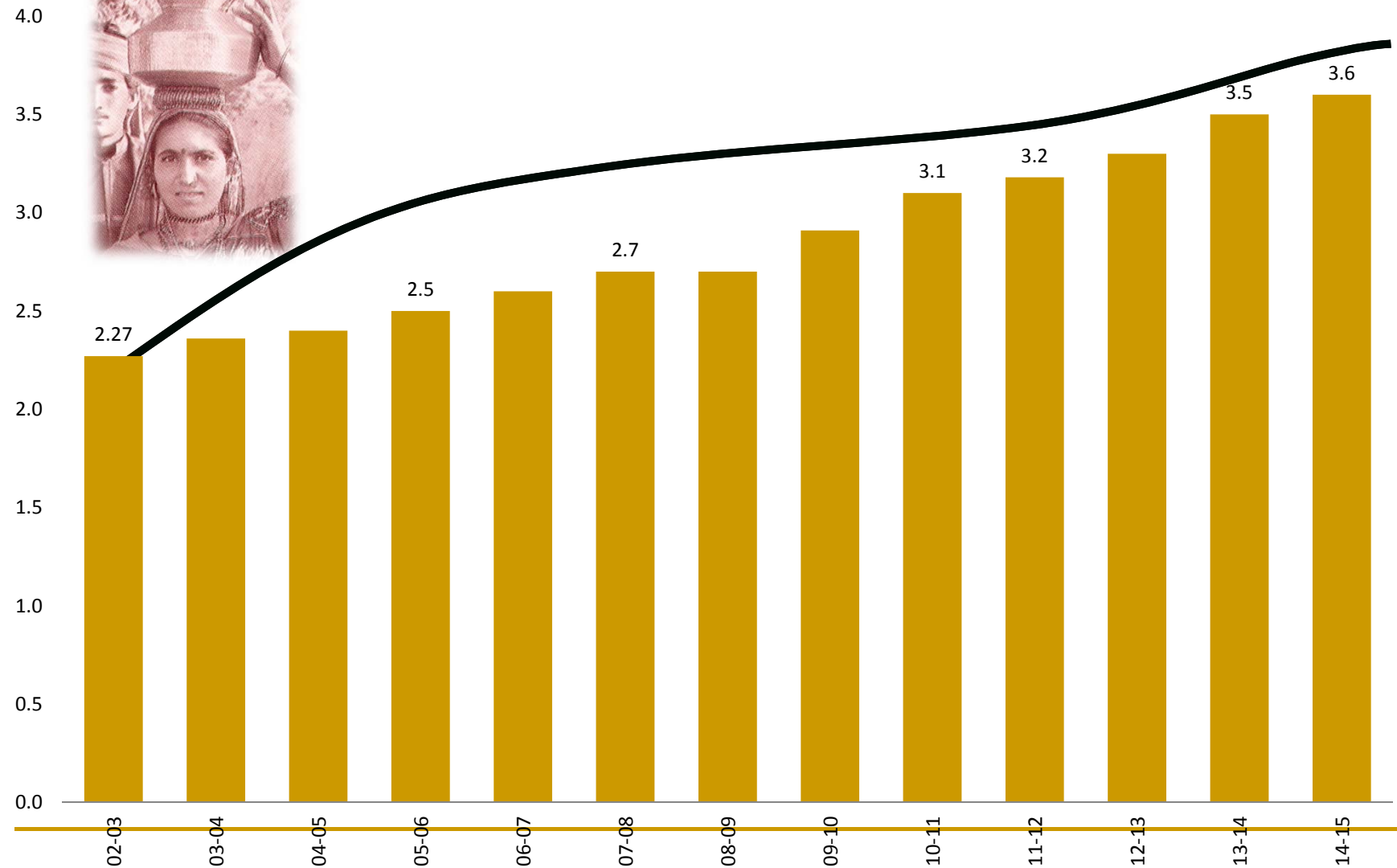
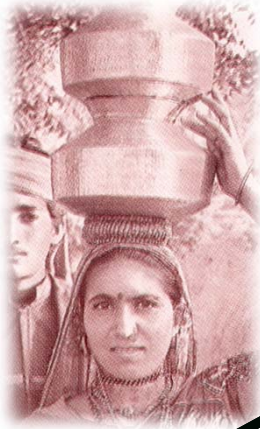
- Dairy Plants : 58
- Total Milk Handling Capacity: 24.00 MLPD
- Avg. Milk Procurement: 15.6 MLPD
- Plants with one MLPD Capacity: 6
- Milk Drying Capacity: 820 MTPD
- Cattle Feed Mfg. Capacity: 6800 MTPD



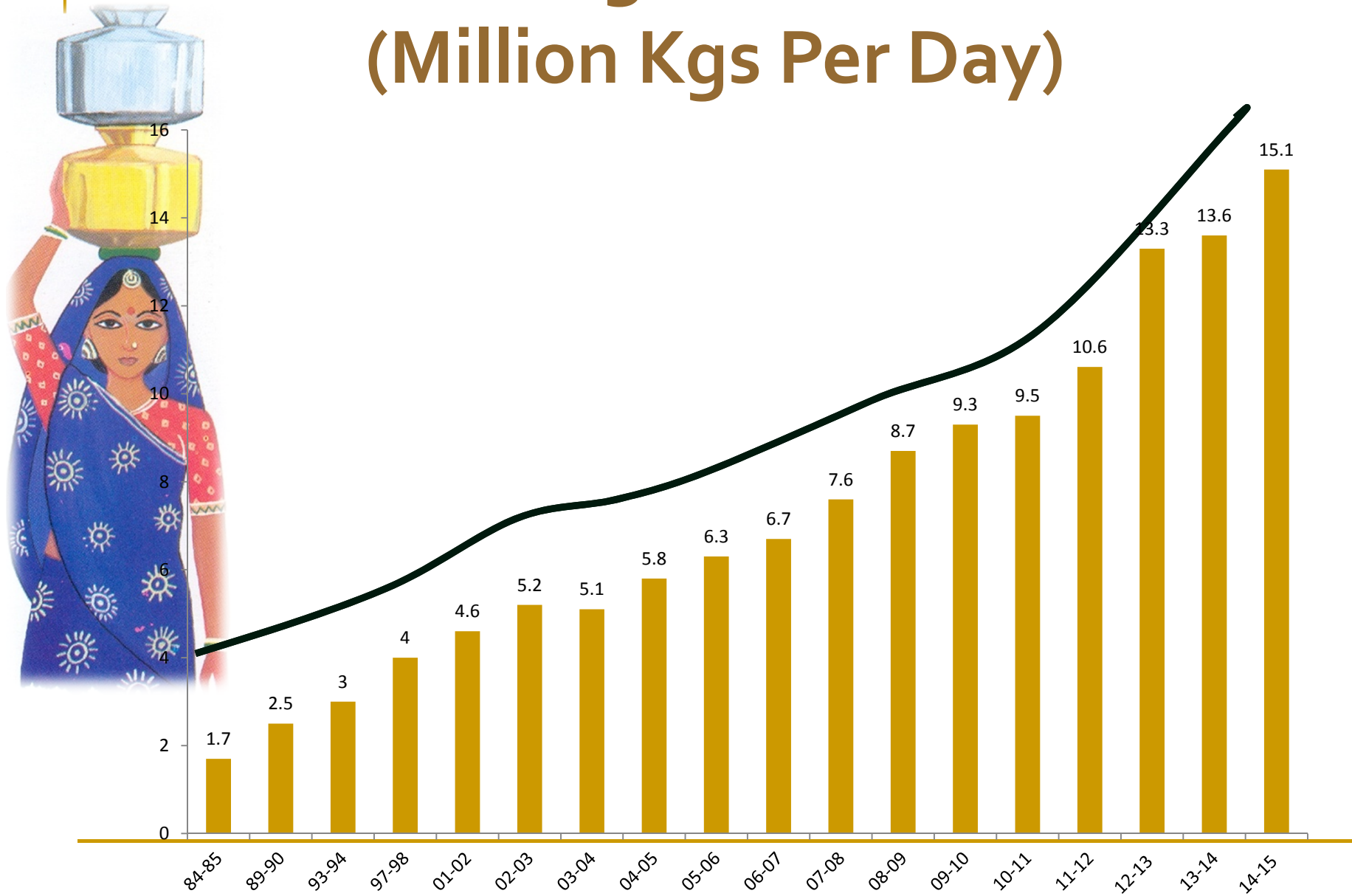
GCMMF – Member VDCS



GCMMF – Milk Producer Members (Million)



GCMMF Average Milk Procurement (Million Kgs Per Day)



The Largest Exporter



- India's Largest Exporter Of Dairy Products
- UHT Milk, Ghee, Cheese, Butter, Paneer, etc. exported in consumer packs
- Whole Milk Powder, Skimmed Milk Powder in bulk
- Major Markets : Gulf, SAARC Region, USA, Singapore, Hong Kong, The Philippines, Japan, Australia, New Zealand etc.

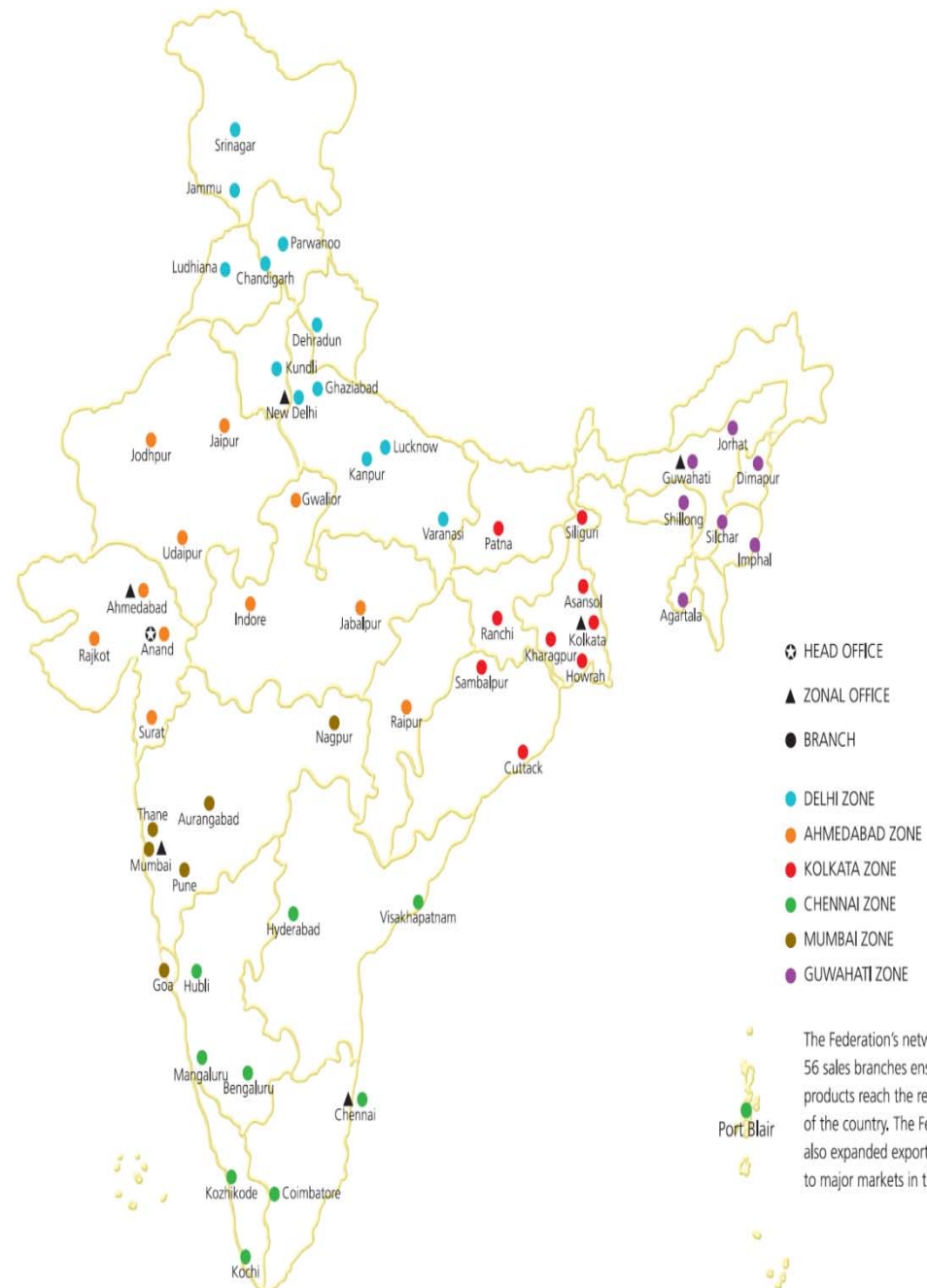
Growing from Strength to Strengt

60 sales Office

10,000+ Dealers

10,00,000 + Retailers

Reach extends to all parts of
the country and many parts
of the world



Supply Chain



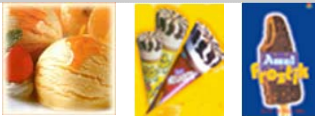
**3.6 Million Families,
18536 Villages**



**58 Dairy Plants
across India**

4 High Traffic Distribution Highways

FROZEN



CHILLED



AMBIENT



FRESH



60 Sales Offices & Stock Points + Exports

10,000 Distributors

10,00,000 Retailers across India

Cooperative Governance

❑ External environment

- Government policies
 - ❑ Regulatory framework
 - ❑ Taxation

❑ Internal environment

- Organizations structure
 - Byelaws
-

External Environment

❑ External environment

■ Government policies

- ❑ Rules and regulations under specific Act.
- ❑ Support and restrictions compared to similar organizations functioning under separate form. i.e. Cooperatives Vs Private companies
- ❑ Scope of political interventions
- ❑ Taxation policy of Government affecting transactions among different interrelated units of organization structure.

❑ Grievance redressal mechanism

Internal Environment

❑ Internal environment

- Organizations structure
 - ❑ Management structure
 - Policy decision framework
 - Managerial decision framework
 - Byelaws
 - ❑ Membership
 - ❑ Management committee
-

Selfless leadership and dedicated professional – Key to success



Selfless, dedicated farmer-leaders travelled on
—foot from village to village to educate farmers—
on the benefits of cooperatives



Thank You