

ACKNOWLEDGEMENT

We would like to express our special gratitude to our beloved principal, the teachers of Management studies department as well as MILMA diary Trivandrum who gave us this opportunity to make a report based on our Industrial visit.

Also, we would like to thank the sir who explained everything for us at MILMA diary. Preparing this report made us understand more about MILMA.



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INTRODUCTION

Milma Dairy in Trivandrum, part of Kerala Cooperative Milk Marketing Federation (KCMMF), plays a pivotal role in the dairy industry of the region. Beyond renowned for its commitment to quality and co-operative ethos, Milma has established itself as a trusted provider of dairy products. The dairy sources raw milk from local farmers through an extensive network of collection centers, where high quality checks are conducted with a focus on maintaining high status, Milma employees advanced processing techniques including pasteurizing and homogenization to ensure the production of safe and nutritious dairy item. The co-operative involves local farmers, fostering a sense of community and shared prosperity. Milma dairy's dedication to quality, transparency and sustainability positioned it as a key player in Trivandrum's dairy sector, meeting the diversities of consumers while contributing to the agricultural sector.



BACKGROUND

Trivandrum Milma, also known as Thiruvanthapuram Milma, is a part of the Kerala Co-operative Milk Marketing Federation (KCMMF), popularly known as Milma. Milma is a co-operative organization in Kerala, India, that plays a crucial role in the dairy industry. It was established to promote the dairy sector and ensure fair returns to dairy farmers.

Trivandrum Milma operates under the larger umbrella of Milma, contributing to milk production, procurement and distribution in the Thiruvananthapuram district of Kerala. The co-operative model involves local dairy farmers who are members of Milma, and it aims to provide consumers with quality products while supporting the livelihoods of farmers.

Milma has been instrumental in the white revolution in Kerala, significantly boosting milk production and transforming the dairy industry in the state. The co-operative structure empowers farmers by involving them in decision-making processes and ensuring they receive a fair share of the profits from dairy activities.

INFRASTRUCTURE

The dairy's infrastructure includes advanced processing units, modern chilling centers, and an extensive distribution network. These facilities are equipped with state-of-the-art technology to ensure the quality and safety of dairy products. Milma dairy Trivandrum has made significant investments in maintaining hygiene standards.



MILK PROCUREMENT

The Milma Dairy Trivandrum actively engages with local dairy farmers. Cooperative procurement encourages sustainable and ethical practices, offering fair prices to the farmers. The milk procurement process involves efficient collection, transportation, and testing to maintain the highest quality standards. The milk and milk products are marked under the brand "MILMA". Milk is marked only in sachets and the variants of milk marked are:

- Toned Milk (3.0% FAT and 8.5% SNF)
- Double Toned Milk (1.5% FAT and 9.0% SNF)
- Milma RICH (4.5% FAT and 8.5% SNF)

The Milma Dairy in Trivandrum Sources raw milk from local dairy farmers, who deliver their products to designated collection centers. The collected milk undergoes rigorous testing for quality and quantity, ensuring adherence to Milma's stringent standards. Parameters like fat content and hygiene are meticulously examined. Approved milk is then transported to the processing plant, where it undergoes pasteurization to eliminate harmful bacteria while retaining its nutritional value. Post-pasteurization, the milk is homogenized and packaged in various forms. Stringent quality controls are maintained throughout the process. Final products are distributed to retail outlets, guaranteeing customers access to fresh and high-quality dairy items. This well-structured procurement process highlights Milma's commitment to maintaining excellence in its dairy products.



MARKET PRESENCE

MILMA is the first product and inimitable organization, which created a revolution in the procurement, processing, marketing and distribution of pure milk in the state. "Your health is our concern" has now become a synonym for assured quality. The name is familiar in each and every house of Kerala.

Milma products have a strong presence in the market, not only in Trivandrum but across Kerala. The majority of the consumers are satisfied with Milma products because of their good quality, reputation, easy availability etc. Some aren't satisfied because of high prices, lack of service and spillage and low shelf life etc. Therefore, with slight modifications in marketing programmes such as dealers & outlets and promotion programmes etc. are increased a monopoly and string market leaders and for retaining potential consumers, it is necessary to identify those factors which motivate consumers to purchase the products. The Cooperative has effectively utilized modern marketing strategies to promote its products, creating brand loyalty among consumers. The availability of Milma products in various retail outlets ensures easy access for consumers.

COMMUNITY IMPACT

Milma Dairy Trivandrum has a positive impact on the community by providing a stable market for local dairy farmers. The cooperative's initiatives have Contributed to the overall Socio-economic development of the region, empowering farmers and enhancing the standard of living.

Milma (Kerala Co-operative Milk Marketing Federation] Dairy in Trivandrum, like other cooperative dairies, has a significant community impact. It plays a vital role in the local economy by market for milk produced by local farmers. The dairy contributes to rural development by supporting dairy farmers and ensuring a fair income for their produce.

Moreover, Milma promotes Self-sufficiency in milk production, reducing dependency on external Sources. This has positive implications for food security in the region.

Additionally, the dairy likely creates jobs. Opportunities, further contributing to the economic development of the community.

Beyond the economic aspect, Milma Dairy may also engage in community outreach programs, promoting education and awareness about dairy farming practices. This holistic approach helps foster a sustainable and thriving Community around the dairy.





QUALITY CONTROL

Quality Control is a top priority of Milma Dairy Trivandrum. The Cooperative follows strict quality assurance protocols at every stage of production. Regular testing of milk samples ensures that only the finest quality milk is used for processing. This commitment to quality has earned Milma a reputation for reliability and consumer trust.



PRODUCT RANGE

The Dairy offers a diverse range of products including fresh milk, curd, ghee, butter and various types of dairy-based sweets. Milma Products are known for their purity, nutritional value, and taste making them a preferred choice among consumers in Trivandrum.

PRODUCT RANGE



MILMA

SUBSTANTIAL CONSIDERATION

Common sustainability considerations for dairy industries include:

- Environmental Impact:** Dairy farming and processing can have environmental consequences, such as water usage, land degradation, and greenhouse gas emissions. Sustainable practices aim to minimize these impacts.

- Animal Welfare:** Ensuring the well-being of dairy animals is a key consideration for sustainability. Ethical treatment of animals, providing proper living conditions and minimizing stress are important considerations.

- Supply Chain Efficiency:** Streamlining the supply chain helps reduce waste and energy consumption. Efficient transportation and distribution methods contribute to sustainability.

- Resource Management:** Efficient use of resources, including water and energy is crucial for sustainability. Implementing technology and practices that reduce resource consumption is a common goal.

- Community Engagement:** Engaging with local communities positively and addressing their concerns is essential for the overall sustainability of a dairy operation.

SUGGESTIONS

Milma Dairy Trivandrum has achieved significant success, but there are always areas for improvement. Here are some suggestions for further enhancement:

- **Technology Integration:** Embrace advanced technologies for milk collection, processing and distribution. Implementing smart systems can improve efficiency, reduce wastage and enhance overall productivity.

- **Educational Initiatives:** Launch programs to educate local farmers on modern and sustainable dairy farming practices. This could include workshops, training sessions or collaborations with agricultural experts to enhance the quality and quantity of milk production.

- **Quality Certifications:** Obtain and prominently display quality certifications to further enhance consumer trust. Highlighting International Standards can reinforce Milma's commitment to delivering high-quality dairy products.

- **Cost management:** Streamline operational costs without compromising on quality. Efficient resource management can help maintain competitive pricing.

- **Global Expansion:** Explore opportunities for international expansion, considering trends and demand in other regions. This can contribute to market growth and competitiveness.

- Customer Feedback system:** Establish robust feedback system to understand customers. preferences and concerns. Use the information to Continually improve products and services.

- Digital presence:** Enhance the online presence through a user-friendly website, social media engagement and e-commerce capabilities to reach a broader consumer base and improve accessibility.

CONCLUSION

In conclusion, Milma Dairy Trivandrum plays the local do a pivotal role in the dairy sector, showcasing a commendable commitment to quality and community welfare. Through its robust production and distribution system, Milma ensures a steady supply of high-quality dairy products. The dairy's emphasis on innovation and sustainable Practices reflects its dedication to both economic growth and environmental responsibility. Serving Source as of nutrition for a reliable community.

