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**MIT WORLD PEACE
UNIVERSITY** PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

**A PROJECT REPORT
ON
BUSINESS EXPOSURE**

BY

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**IN PARTIAL FULFILLMENT OF
Bachelor of Business Administration
Dr. Vishwanath Karad MIT World Peace University
PUNE: 411038**

(i)



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CERTIFICATE

This is to certify that Mr. / Miss Prajwal Baghele
of Faculty of Management (UG), Dr. Vishwanath Karad MIT World Peace University has
successfully completed the project work in partial fulfillment of requirement for the award of
Bachelor of Business Administration.

This project is the record of authentic work carried out during the academic year
2018-19.

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DECLARATION

I, Mr. / Ms _____ Prajwal Baghele _____ hereby declare that this project is the record of authentic work carried out by me during the academic year 2018-19 and has not been submitted to any other University or Institute towards the award of any degree.

(Prajwal Baghele)

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Mapro Gardens is a garden park in the hill station of Panchgani, Maharashtra, India, situated close to Mahabaleshwar, known for their strawberry produce, and a popular tourist destination. It is located in village of Gureghar and developed and maintained by Mapro - a food processing company. Mapro set up a fruit processing unit at Gureghar with 12 permanent employees and also involving remaining villagers into farming. Mapro provided the farmers technical guidance and also guaranteed to buy their produce. The region has the highest produce of strawberries in India and constant increase in tourist inflow over time. Tourist recognition led to the development of the **Mapro Garden** which is the popular identity of Gureghar among tourists now.

Gureghar or Mapro Garden is host to the annual Strawberry Festival. Mahabaleshwar contributes to 85% of the total Strawberry produce in India and about 80% is consumed fresh. The Strawberry Festival encourages the strawberry cultivation in the belt. The highlights of this festival are fresh farm picked strawberry lined up on tables for visitors to eat to their fullest as well as traditional folk performances such as Shivkalin Dhol and Lezim, a high energy dance for which dancers are invited from Pratapgarh.

Gureghar also boasts of being one of the first villages to have 100% sanitation with every house having their own biogas plant. Statistics reveal 100% employment in the village, with none under poverty line, and 100% literacy with a 0% dropout rate.

Mapro is a food processing company founded in 1959, in the hill-town of Panchgani, near Mahabaleswar - a popular tourist destination near Mumbai. Mapro was started by Kishore Vora a pharmacist by profession and later (1983 onwards) grown by his nephew Mayur Vora. The high fruit juice content of Mapro's crushes and squashes - 45 per cent, compared to 25 per cent for rivals Kissan and Mala's - made them instant hits.

The rise of modern retail gave Mapro a nationwide network. After tax reforms Mapro invested in setting up three new units in Satara and Pune districts in Maharashtra and Pathankot in Punjab. As of 2012^[1], installed capacity was 100 tonnes a day. As growth in the jams and squashes business started slowing in 2005, Mapro entered the confectionery and chocolate business.

Overview

At Mapro foods, we are obsessed with the desire to satisfy your hunger for junk food with the healthy and nutritious food. Mapro foods team is committed to provide you healthy alternatives for the food you crave for!

We not only specialize in creating mouth watering fruit jams, fruit concentrates and fruit bars but also create them using organically grown fruits in the farms technically guided and supervised by Mapro, in the hill town of Panchgani.

Started with a small food processing unit in Mahabaleswar - Panchgani, today after 50 years, Mapro, through its constant growth and innovative mindset, has gained one of the top food processing company's position in India, especially in Western India with the annual processing capacity of around 30 thousand MT. Mapro is not just a brand, it is the taste of India where every child, youth

Mapro's portfolio of products provides a high quotient of natural fruit in the form of Jams, Fruit bars and chews, Syrups, Crushes, Squashes, and Dessert Toppings. Its range of premium products such as Thandai crush and Kesar syrup are made from the finest selection of exotic ingredients. Mapro's products are known for their wholesome taste and quality, as also their natural goodness and nutritive value. Mapro was the pioneer of fruit-based confectionery in India, with its first jelly sweets being made from fruit juices and liquid glucose. The 'Falcro' pulpy fruit chews, which are better known as 'pates de Fruit' in the rest of the world - are excellent exemplars of Mapro's very own Innovation Labs. Faleros come in unique indigenous flavours that are suited to the Indian palate, like Kacchi Kairi (Raw Mango), Alphonso Mango and Strawberry and elderly can be assured of the quality along with the taste.



HISTORY :

Hobby Turned into Profession

It all started when one day a young connoisseur Kishore Vora, a business man and a pharmacist, decided to produce strawberry jam to help the distressed farmers of Panchgani, who were getting marginal money for their fresh produce of strawberries.

In a mutually beneficial relationship with farmers, soon, Kishore Vora tried to make jams with many other fruits grown in the area. The jams had a higher percentage of fruit content and were so good that Kishore Vora soon got the food processing license from the Indian government.

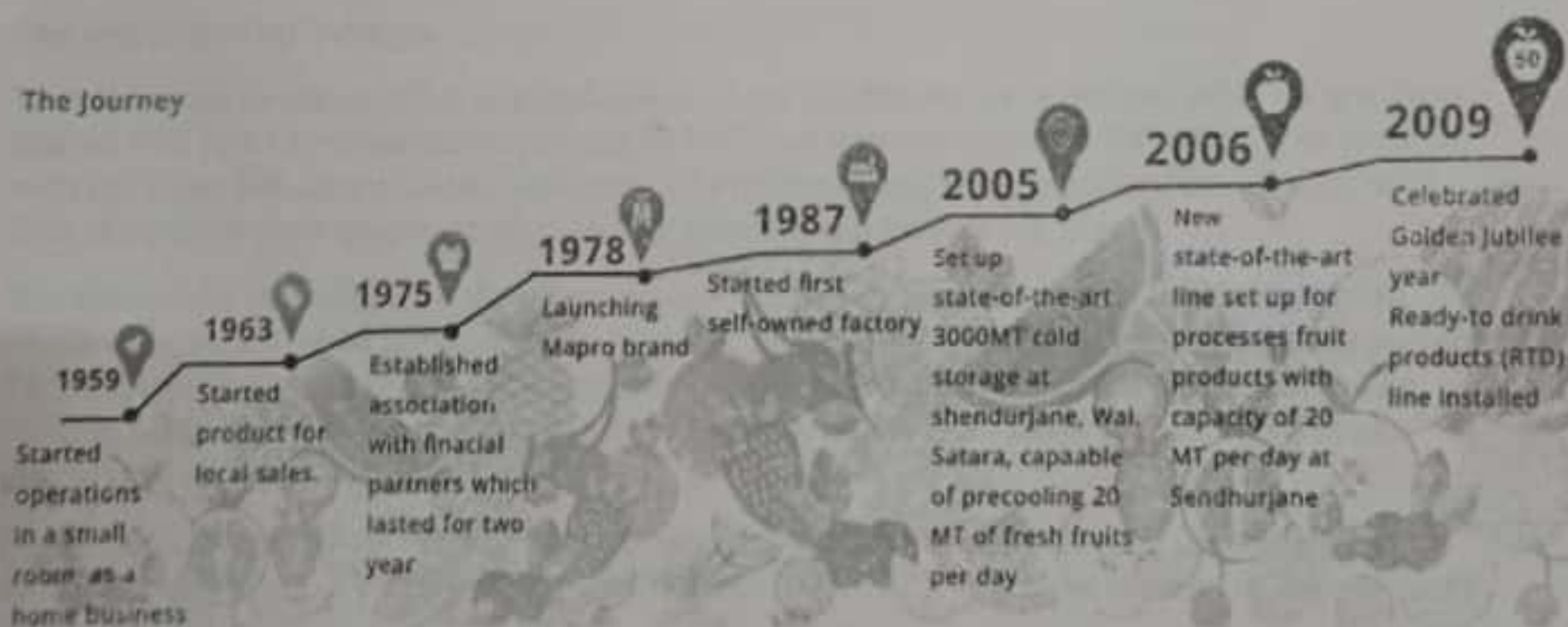
Mapro, which was started in 1959, soon became a top notch brand with its continued innovation in the development of processed foods ranging from jellies to fruit syrups and from crushes to dessert toppings.

With Mapro's technical guidance and support to farmers in the area prospered and Mahabaleshwar-Panchgani has become the India's top most strawberry county where more than 80 percent of the country's strawberries are grown. In 1959, Kishore Vora started operations in a small room, as a home business with a mutually beneficial relationship with the farmers to make strawberry jam for product sales. This eventually led to the launch of the Mapro brand in 1978.

Started the first self-owned factory in 1989 and then set up state-of-the-art cold storage at Wai, in 2005, which is capable of precooling 20 MT of fresh fruits and produce chocolate. Its food park is open for all guests looking for delicious treats.

The company has grown organically over the last five decades with sustained profitability. Known for its quality and innovation, Mapro has been built on its founder's philosophy of developing products that are wholesome, nutritious, value-for-money, and imaginative.

The Journey

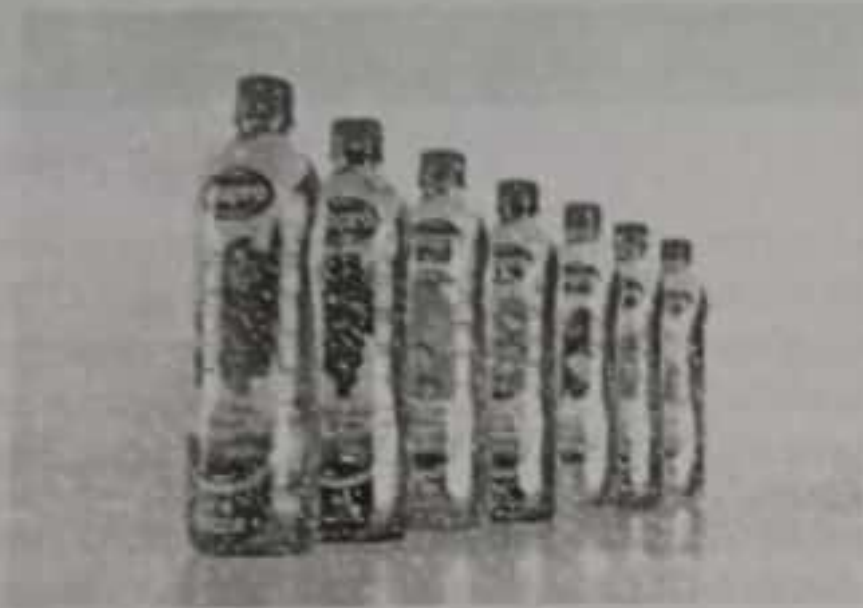


PRODUCTS :

Palatable Healthy and Fruitilicious Range of Food products for Anytime Hunger

Mapro is a trendsetter and a leader in the fruit-based confectionary market in India and offers a full of fruit wide variety of delicious, high quality and nutritious food products for anytime hunger. Start your day with the sweetness of Honey, enjoy the goodness and variety of fruits in your breakfast with a range of healthy fruit jams. Add Thandai, Lichi, Kiwi, Mango and a wide range of other fruit crushes to your breakfast. Use exotic natural flavor of Green apple lounge, Strawberry lounge, and many other lounge flavors to prepare a wide variety of beverages, smoothies and dessert toppings.

Refresh yourself with Rose sharbat, Khus Sharbat and a wide variety of other cooling and energizing squashes and syrups. Mapro mid meal hunger satisfiers such as Falero pulpy fruit chews or 'pates de Fruit, as known by the rest of the world, come in unique indigenous flavors such as Kacchi Kairi (Raw Mango), Alphonso Mango and Strawberry. Mapro candies and Jellies are made of fruit juices and liquid glucose and are one of their own kinds.



PEOPLE :

Our people are Our Strength...

With the collective team effort and dedication of our people, we have become what we are today. Started with just 12 permanent employees in 1971, we now have around 300 employees working with us. In our flat organizational structure, all our employees work together like a family with their different set of experiences to grow our business and nurture our brand.

In a family like atmosphere of the company, the employees take their lunch together with the wholesome meal cooked in the canteen. Mapro is proud to take the responsibility of its employees. The employees are recognized for their hard work and for their long service with awards. The families of the employees are a part of all celebrations and the education of their children are encouraged and supported by Mapro.

Besides this, Mapro has also taken the responsibility for the development and the social and economic upliftment of the entire Gureghar village since 1971. When the farmers in the area were

struggling with their living. Mapro held their hands and gave them a new hope. Today these farmers have regular income and a ready market at their doorstep.

With Mapro's support, Gureghar has become a village with 100% sanitation, 100% literacy rate and no one below the poverty line. In addition, each house has its own biogas plant.



Strawberry Festival

Have you ever plucked juicy and fresh strawberries from a farm and tasted them fresh to your heart content! During the strawberry festival you can actually pluck strawberries and eat as many strawberries as you want. A four day strawberry festival celebration in the month of April, during summer vacations, is the most awaited event for tourists as well as locals of Mahbaeshwar-Panchgani, which is the sole producer of the 80% strawberries of the country.

Few years back, the strawberry festival was started to promote strawberries when the growth of strawberries exceeded the market demand. The strawberry festival has attracted tourists from all over the world and has increased tourism in Panchgani. Every year thousands of enthusiasts come to this festival to taste a wide variety of strawberries grown in the area. In addition to strawberries, a number of lip smacking strawberry creations such as strawberry chocolate pizza with strawberry topping and chochoberrywitch made of bread; chocolate sauce and fresh strawberries, strawberry bhel, chocolate dipped strawberries and strawberry sandwiches are available in strawberry festival for taste and satisfy strawberry hunger.



AMUL- Anand Milk Producers Union Limited



Anand Milk Producers Union Limited or Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat.

Formed in 1948, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat.

Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products.

The white revolution was spearheaded by Tribhuvandas Patel under the guidance of Sardar Patel and Verghese Kurien. As a result, Kaira District Milk Union Limited was born in 1946. Tribhuvandas became the founding chairman of the organization and led it until his death. He hired Dr. Kurien three years after the white revolution. He convinced Dr. Kurien to stay and help with the mission.

Kurien, founder-chairman of the GCMMF for more than 30 years (1973–2006), is credited with the success of Amul. Amul has become the largest food brand in India and has ventured into markets overseas.

History

Amul-cooperative registered on 14 December 1946 as a response to the exploitation of marginal milk producers by traders or agents of the only existing dairy, the Polson dairy, in the small city distances to deliver milk, which often went sour in summer, to Polson. The prices of milk were arbitrarily determined. The government had given monopoly rights to Polson to collect milk from Kaira and supply it to Bombay city.

Angered by the unfair trade practices, the farmers of Kaira approached *Sardar Vallabhbhai Patel* under the leadership of local farmer leader *Tribhuvandas K. Patel*. He advised them to form a cooperative (Kaira District Co-operative Milk Producers' Union) and supply milk directly to the Bombay Milk Scheme instead of *Polson* (who did the same but gave them low prices). He sent *Morarji Desai* to organise the farmers. In 1946, the milk farmers of the area went on a strike which led to the setting up of the cooperative to collect and process milk. Milk collection was decentralized, as most producers were marginal farmers who could deliver, at most, 1–2 litres of milk per day. Cooperatives were formed for each village, too. By June 1948, the KDCMPUL had started pasteurizing milk for the 'Bombay Milk Scheme'.

The cooperative was further developed and managed by *Dr. Verghese Kurien* with *H.M. Dalaya*. *Dalaya's* innovation of making skim milk powder from buffalo milk (for the first time in the world) and a little later, with *Kurien's* help, making it on a commercial scale, led to the first modern dairy of the cooperative at *Anand*, which would compete against established players in the market. *Kurien's* brother-in-law *K.M. Philip* sensitized *Kurien* to the needs of attending to the finer points of marketing, including the creation and popularization of a brand.

The trio's (*T. K. Patel*, *Kurien* and *Dalaya's*) success at the cooperative's dairy soon spread to *Anand's* neighbourhood in Gujarat. Within a short span, five unions in other districts – *Mehsana*, *Banaskantha*, *Baroda*, *Sabarkantha* and *Surat* – were set up, following the approach sometimes described as the *Anand* pattern.

In 1970, initiated **White Revolution** of India, as it help create, Gujarat Co-operative Milk Marketing Federation Ltd., which now overlooks *Amul*, in 1973, and today, it is the second best dairy in India.^[1] To combine forces and expand the market while saving on advertising and avoid competing against each other, the GCMMF, an apex marketing body of these district cooperatives, was set up in 1973. The Kaira Union, which had the brand name *Amul* with it since 1955, transferred it to GCMMF.

In 1999, it was awarded the "Best of all" *Rajiv Gandhi National Quality Award*.

Technological developments at *Amul* have subsequently spread to other parts of India.

The GCMMF is the largest food products marketing organisation of India. It is the apex organisation of the dairy cooperatives of Gujarat. It is the exclusive marketing organisation for products under the brand name of *Amul* and *Sagar*. Over the last five and a half decades, dairy cooperatives in Gujarat have created an economic network that links more than 3.1 million village milk products with millions of consumers in India. Gujarat Cooperative Milk Marketing Federation Ltd.

On September 30, 2018, Prime Minister *Narendra Modi* inaugurated *Amul's* chocolate plant in *Mogar*, *Anand* near their headquarters.

AMUL GIRL :

Amul girl refers to the advertising mascot used by *Amul*, an Indian dairy brand. The *Amul girl* is a hand-drawn cartoon of a young Indian girl dressed in a polka dotted frock with blue hair and a half

pony tied up. The Amul girl advertising have often been described as one of the best Indian Advertising concepts because of their humour.



Origin

The Amul girl was created as a response to Amul's rival brand Polson's butter-girl. The idea was conceived in 1967 once ASP (Advertising, Sales and Promotion) clinched the brand portfolio from the previous agency FCB Ulka. It was executed by Sylvester Da Cunha, the owner of the agency and his art director Eustace Fernandez on hoardings, painted bus panels and posters in Mumbai. The mascot, since then, has been mobilized to comment on many events of national and political importance like the Emergency in India in 1976.

Development

In 1966, Amul decided to give their account to the advertising agency called Advertising and Sales Promotion (ASP) to work on their ad campaign. Sylvester da Cunha, then the managing director of the agency and Eustace Fernandez, art director decided to create something that would grab the attention of every housewife in the country. Dr Verghese Kurien, then chairman of the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF) suggested a mischievous little girl as a mascot with two requirements. It had to be easy to draw and memorable as most of the advertising would be outdoor media which required hand painting in those days and the hoardings had to be changed frequently.

Olympics

Amul was seen to come up with an association with Cricket World Cup and Formula-One Racing. Amul was the official sponsor of the Indian team for dairy products for the

The earlier clips of the campaign when Amul, The Taste of India went on air tried to connect Amul with "food" and "taste" and fix it in the viewers' mind before the campaign went on to promote a variety of Amul products.

The need for a new corporate Amul logo was being increasingly felt because the Federation dairies began making more and more different dairy products. And the polka dotted dress wearing cute

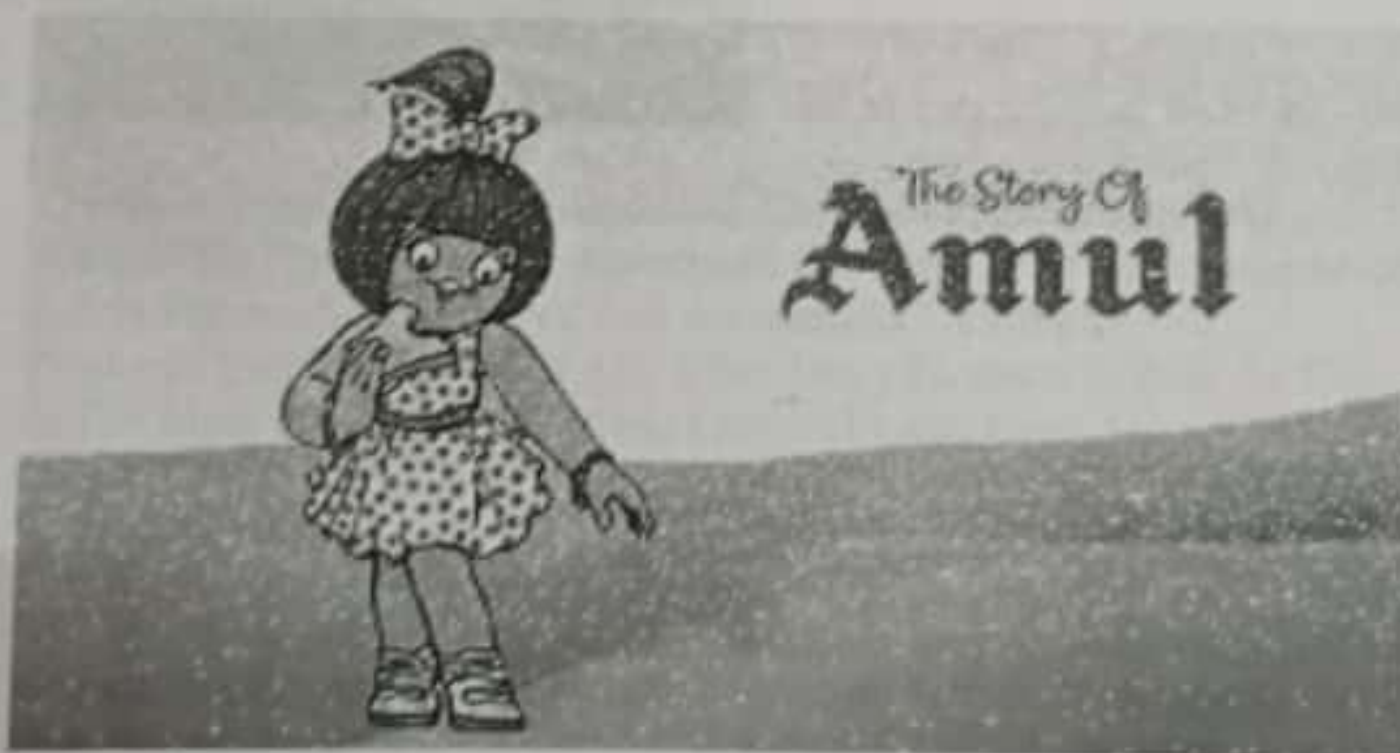
girl after all covered only Amul Butter, even though at that time, Butter was our flagship product, and in many ways still is.

It took many sittings of ASP Advertising with Dr Kurien and other Federation Officers to finally approve the Taste of India logo with its red and green background. In the last meeting Dr Kurien asked Shri Kanon Krishna, "But how will this insignia look on my products?" Shri Krishna said, excuse me, and sipped down his jersey to display the bright "Amul, The Taste of India" emblazoned on a white "T" shirt that he wore. Yes, he had come prepared. He distributed some more "T" shirts to the officers present. So fond did Dr Kurien become of this logo that he would ask in the meetings with other ad agencies covering different other products, "Have you included The Taste of India" in your Artwork?"

When people driving by the Federation Office at Anand at night look at the shining Taste of India neon sign, they may not know that after going the extra mile for Federation and giving it an unforgettable logo, its author died at the age of 48 after serious cardiac problems.

The Taste of India – these four words are more than what the common man may think of these – a mere slogan. Advertising people call this corporate positioning. But jargon apart these four words lend meaning to Amul's never ending crusade; they reinforce Amul's commitment of taking quality food products right down to the rural man, products, the common man otherwise would have never afforded. It was Amul that first made chocolate affordable to the 'aam admi', then followed the same with Ice Cream, pizza and a gamut of value added products. Who would have thought that a tailor in Azamgarh or a traveling salesman in Barabanki, UP would be digging into a cup of Amul Ice Cream on a hot summer day?

But Amul's networking, pricing and more so commitment to reach every part of India has made this possible. Shri Kanon Krishna truly understood what Amul stood for and therefore aptly believed that "The Taste of India" said it all.



CHOCOLATE FACTORY AMUL

At Ahmedabad Our Last Visit Was Of Amul Industries. We Were Lucky To See 3 Industries At One Go. First The Amul Plant At Airport Road, Second The Amul Chocolate Factory And The Main Amul Plant At Anand.

The First Plant Of Amul Was The Airport Road Plant. In That Plant The Quality Of The Milk Was First Checked Which Was Brought From The Milkmen Which Are Associated With Amul. Then The Milk Was Packed And Sent To Nearby Places Within Ahmedabad. The Plant Also Consisted Of Production Of Milk Powder And Ice Cream. About Lakhs Of Litres Of Milk Is Produced Everyday At This Plant And Milk Is Stored In The Cold Storage Of 4 Degree Celsius. The Material Used For Packing Is Also Produced In This Plant. Eg. Tetrapackaging.

The Second Plant Of Amul Was The Chocolate Factory Plant. This Plant Is Mainly In The Production Of Different Varieties Of Chocolate. It Was Inaugrated In The Month Of September 2018 By Our Prime Minister Shri Narendra Modiji.



The Third Plant That We Visited Was The Main Plant Of Amul At Anand. This Plant Was Fully Automated The Other Two Were Semiautomated But In Fututre Amul Aims At Full Automation. This Plant Produced Ghee, Butter, Milk And Other Dairy Products In Bulk As This Is The Main Plant Of Amul. Many Famous People From Around The World Have Visited This Plant . The Daily Turnover Of This Plant Alone Is Rs700 Crores.

It Was An Altogether A Refreshing And Good Experience To Visit These Plants And Gain Knowledge About Production And Manufacturing Of Milk And Various Dairy Products.

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- www.mapro.com

THANK YOU!