

## Executive Summary :-

Mother Dairy is leading dairy company in India, established in 1974 as a wholly-owned subsidiary of the National Dairy Development Board (NDDB). It operates across various segments, including milk, fruits & vegetables, edible oils and more. The Company is known for its wide range of dairy products, including milk, ice cream, yogurt and cheese, distributed through a vast network of retail outlets. Mother Dairy is committed to quality and sustainability, sourcing milk directly from farmers and ensuring safe and hygienic processing practices.

## Earning Objectives and Outcomes :-

### → Revenue Growth :-

Mother Dairy aims to achieve consistent revenue growth through the sale of its diverse range of dairy products and other offerings.

### → Profitability :-

The Company strives to maintain and enhance its profitability by optimizing operational efficiency, managing costs and implementing effective pricing strategies.

→ Product Innovation :-

By continuously innovating and introducing new products that meet consumer preferences and demands, Mother Dairy aims to stay competitive and maintain its market leadership.

→ Marketing Expansion :-

Mother Dairy to expand its presence in existing opportunities to enter new geographic regions to reach a wider customer base

→ Customer Satisfaction :-

Mother Dairy focuses on delivering high-quality products and excellent customer service to ensure customer satisfaction and loyalty.

→ Sector of Business And Intern organization :-

Mother Dairy operates in the food and beverage sector, specifically in the dairy industry. Its primary focus is on producing and selling various dairy products such as milk, yogurt, ice cream, cheese, butter & dairy-based beverages.

Internally Mother Dairy is organized into various departments and divisions to manage different aspects of its business operations effectively. These may include

- 1) Production and Processing :-  
 Responsible for milk procurement, processing & packaging of dairy products.
- 2) Quality Assurance :-  
 Ensures adherence to quality standards and regulatory compliance in manufacturing, processing and product offerings.
- 3) Sales and Distribution :-  
 Manages the distribution network and sales channels to reach customers across different regions.
- 4) Marketing and Branding :-  
 Develops marketing strategies, promotional campaigns and branding initiatives to enhance product visibility and market presence.
- 5) Human Resources :-  
 Manages recruitment, training, performance evaluation and employee relations to support organizational goals and employee development.  
 These internal structures and departments work together to ensure the smooth functioning of mother dairy's operations and contribute to its success in the dairy industry.

## Summary of Activities:

During an internship at Mother Dairy, individuals typically get the opportunity to gain hands-on experience and exposure to various aspects of the dairy industry. Interns may be involved in:

1)

### Project work :-

Interns often work on specific projects (or) assignments related to their field of study (or) departmental needs.

2)

### Shadowing :-

Interns may have the chance to shadow professionals in different departments to learn about their roles.

This could include spending time with production staff, quality control teams, sales representatives (or) marketing managers.

3)

### Training and Development :-

Internship programs at Mother Dairy may include formal training sessions (or) workshops to enhance interns' skills and knowledge in areas such as dairy processing, quality assurance, marketing strategies (or) supply chain management.

#### 4) Field Visits :-

Depending on the nature of the internship, interns may visit dairy farms, processing plants, distribution centers (or) retail outlets to gain a deeper understanding of the end-to-end supply chain and operations.

#### 5) Mentorship :-

Interns may be assigned a mentor (or) supervisor who provides guidance, feedback and support throughout the internship period. This mentorship relationship can be invaluable for professional development and learning.

#### Industry Profile :-

Mother Dairy, established in 1974, is a renowned dairy company in India. It was founded as a wholly-owned subsidiary of the National Dairy Development Board (NDDB), an apex body for dairy development in India.

It was established to promote finance & support dairy cooperatives across the country. From its inception, Mother dairy's mission has been to support rural milk producers, ensure fair prices for their produce and provide consumers with safe and nutritious dairy products.

Mother Dairy operates a robust dairy Co-operative Network Sourcing milk directly from farmers through cooperative societies. This helps in empowering rural dairy farmers and ensures a steady supply of high-quality milk for processing.

Over the years, Mother Dairy has diversified to include various dairy products such as yogurt, ice cream, butter, cheese and dairy-based beverages. It has also expanded into other food categories like fruits & vegetables and edible oils.

Mother Dairy has witnessed significant expansion and growth since its inception. It has established a strong presence in both urban and rural markets across India, supported by a widespread distribution network of retail outlets and partnerships with supermarkets & online platforms.

Mother Dairy is known for its commitment to quality and innovation. It has implemented stringent quality control measures and adheres to international standards to ensure the freshness, purity and nutritional value of its products.

The company also invests in research and development to continuously improve its offerings and stay competitive in the market.

In recent years, Mother Dairy has increasingly focused on sustainability initiatives, including promoting responsible sourcing practices, reducing environmental impact and supporting local communities.

### Mother Dairy Mission:

Mother Dairy as a company aims to provide quality dairy products to consumers while supporting farmers and ensuring sustainable practices in the dairy industry. Their mission typically revolves around four main pillars:

#### 1) Quality Products:

Mother Dairy is committed to offering safe and nutritious dairy products to its consumers adhering to strict quality standards throughout the production process.

#### 2) Farmers Welfare:

They strive to uplift dairy farmers by providing them with fair prices for their produce, access to training and technology and ensuring their overall well-being.

#### 3) Sustainability:

Mother Dairy emphasizes environmentally friendly practices, including efficient resource management, waste reduction and eco-friendly

Packaging to minimize their ecological footprint.

#### 4) Customer Satisfaction :-

The company is dedicated to meeting and exceeding customer expectations by consistently delivering high-quality products and excellent service.

#### Mother Dairy Core Values :-

#### 1) Student centric approach :-

Mother Dairy can collaborate with educational institutions to provide students with opportunities for learning and skill development related to dairy farming, production and sustainability practices. This can include workshops, internships and training programs.

#### 2) Innovation :-

Innovation is crucial for Mother Dairy to stay competitive and meet evolving consumer demands. Leverage technology, such as IoT sensors, data analytics and automation to optimize production processes, improve supply chain efficiency and enhance product quality and safety.

### ③ Equal Opportunities:

Implementing policies and practices that promote diversity and inclusion in recruitment, ensuring equal consideration for candidates regardless of gender, ethnicity, religion(s) background.

### 4) Social Impact:

By sourcing milk from local farmers, Mother Dairy contributes to rural livelihoods and economic development, empowering farmers and their communities.

### 5) Mother Dairy Objectives:-

Ensuring the production and delivery of high quality dairy products that meet stringent safety and nutritional standards. Maintaining consumer trust and satisfaction.

#### Main objectives of Mother Dairy :-

- Farmer's Empowerment
- Career Opportunities
- Market Leadership.

#### Corporate Profile :-

Mother Dairy is one of the leading dairy companies in India, known for its wide range of dairy products and commitment to

Quality Sustainability and Social responsibility.

To provide safe, nutritious, and affordable dairy products to consumers while supporting dairy farmers. Quality, integrity, customer focus, sustainability, innovation, teamwork and social responsibility.

The company maintains strict quality standards throughout its production processes, ensuring the safety and integrity of its products. Mother Dairy actively engages in community development initiatives, supporting education, healthcare & social welfare programs. Mother Dairy products are often certified for quality and safety by various regulatory bodies and organizations.

Mother Dairy products are distributed through a network of retail outlets, supermarkets and online platforms across India. Mother Dairy is involved in various CSR activities, including supporting education, healthcare, environmental conservation and rural development.

#### Introduction:-

Mother Dairy is a renowned dairy company that has been a household name in India since its inception in 1974. Established under the guidance

11

of the National Dairy Development Board (NDDB). Mother Dairy is committed to delivering safe, nutritious and high-quality dairy products to consumers across the country.

With its headquarters in New Delhi, Mother Dairy operates with a mission to support dairy farmers, promote sustainable practices, and contribute to the welfare of society. The company's diverse products portfolio includes milk, yogurt, butter, cheese, fruit juices, ice cream and frozen vegetables, catering to the varied tastes and preferences of consumers.

One of the Mother Dairy's core strengths lies in its commitment to farmers' welfare. Through various initiatives, the company empowers dairy farmers by providing fair prices for their milk, access to veterinary enhance their livelihoods and well-being.

In addition to its focus on quality and farmer welfare, Mother Dairy is dedicated to environmental sustainability. The company implements eco-friendly practices such as resource conservation, waste reduction, and sustainable packaging to minimize its ecological footprint.

## Suggested programmes

### Student have

- 1) Internships: Mother Dairy offers internships for students to gain practical experience in various fields such as dairy, food processing, marketing and sustainability.
- 2) Training programs: The company conducts training programs for students interested in learning about dairy technology, quality assurance, supply chain management and other aspects.
- 3) Research projects: Students can collaborate with Mother Dairy on research projects related to dairy product development, innovation & sustainability, providing them with valuable insight and experience.
- 4) Career Opportunities: Mother Dairy provides career opportunities for students and recent graduates in areas such as production, quality control, sales, marketing, finance and human resources.
- 5) Scholarships and Sponsorships: Mother Dairy may offer scholarships (s) sponsorships for students pursuing studies in dairy-related fields such as agriculture, food, science, nutrition

and business administration.

\* Students Must Have

- 1) Practical Learning Experience & providing students with hands-on learning opportunities through practical projects, on-the-job training and real-world challenges.
- 2) Industry Certification :- Offering Certification programs (or) courses in partnership with Mother Dairy that equip students with industry-recognised credentials and enhance their employability in the dairy sector.
- 3) Innovation Challenges & Organizing innovation challenges (or) Competitions for students to propose Creative Solution to real-world problems faced by the dairy industry, fostering critical thinking and problem-solving skills.
- 4) Industry Conference and events & Facilitating participation in the industry conferences, trade shows & networking events where students can interact with industry experts, thought leaders and potential employers.

- 3) Digital Learning platforms :- Offering access to digital learning platforms, online classes and educational resources on dairy-related topics to supplement students.

**ACTIVITY LOG FOR THE FIRST WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In- Charge Signature</b>
Day -1	Orientation class on digital Marketing by Smart bridge	Learned the basic of digital marketing	
Day -2	Introduction to the keywords researched find the keyword and site	Learned how to find the keyword of some particular product we use	
Day -3	Introduction to the different types of market -ing strategies	Learned the different types of market -ing strategies	
Day -4	Introduction to the what GPT was been provided.	Learned how to use that GPT's note about that GPT .	
Day -5	Introduction to the Brand Identity and about brand.	Learned how to identify a brand and brand identity	
Day -6	No assignments were been provided as they were been waru introduction classes .		

## WEEKLY REPORT

WEEK - 1 (From Dt. .... to Dt. ....)

### Objective of the Activity Done:

#### Detailed Report:

Our first week was the commencement of the long term internship program on digital Marketing.

Day-1:- Attended the student orientation class on

Digital marketing by Smart Bridge.

Day-2 :- Introduction to the Keyword Research and

Lifes were provided in the orientation class

Day-3 :- Introduction to the Marketing Strategies and different types of Strategies were provided.

Day-4 :- Introduction to the use of Microsoft about Microsoft, on what platforms it works

were taught by us in the orientation class

Day-5 :- Introduction to the Brand Identity and Brief explanation on Brand about Brand was provided & learnt by us.

Day - 6 :- There was no Assignment of project provided by Smart Bridge on digital Marketing to us as the classes were Introduction Classy.

## ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	<i>Brief Introduction on Content Marketing and its Strategies.</i>	Learned how to use content marketing and its strategies	
Day -2	<i>Introduction to Brand Awareness, SEO and SEO meaning was explained.</i>	Learned what is Brand Awareness and what is Meant by SEO	
Day -3	<i>Orientation class on Keyword Research tools-the tools used for key words Research</i>	Learned what are the tools used for key words Research	
Day -4	<i>Orientation class on Strategy , planning and content marketing .</i>	Learned how to do planning and content Marketing	
Day -5	<i>Introduction to the Social media Marketing was provided.</i>	Learned what is Social Media Marketing Briefly	
Day -6	<i>Assignment were provided with creating video and poster</i>	Learned how to create a video and posters	

## WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

### Objective of the Activity Done:

**Detailed Report:** In this second week we have learnt

more about strategies, planning, content Marketing and also the Social media planning

Day- 1 :- Attended the Student Orientation class provided on digital Marketing by the Smart Bridge

We came across the introduction of content Marketing and its strategies

Day- 2 :- In this second day we learnt about Brand's Awareness, SEO, SEO meaning etc

Day- 3 :- On this third day we learnt about what is keyword Research, keyword Research tools which helps in Keyword Research.

Day- 4 :- On this fourth day we learnt about Content Marketing, Content Marketing and planning

Day- 5 :- On this fifth day we learnt about what and how to use Social media Marketing.

Day- 6 :- On this sixth day we learnt about creating video and editing video using Inshot.

Assignments were provided on Day 30 sec video Making and post marking.

### ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Introduction on face book platform and Basics in Facebook	Learned how to use Facebook for marketing	
Day -2	We were asked to Create a facebook account with a new gmail account	Learned how to create a New Facebook account with the certain	
Day -3	Brief description on How to use Facebook for Marketing	Learned how to use Facebook for marketing	
Day -4	Introduction to Meta Business Suite and its uses.	Learned what is Meta Business Suite & its uses	
Day -5	Meta Business Suite and its uses and its importance were provided	Learned the uses & Meta importance of meta Business Suite	
Day -6	Assignment on creating a facebook Reel on a product was given	Learned how to create facebook Reel & post on product and upload in account	

## WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt.....)

### Objective of the Activity Done:

Detailed Report:

In this third week we have learnt how to use Facebook and Meta Business Suite for Social Media Marketing.

Day-01 :- Attended the orientation class on Digital Marketing related to Introduction on facebook Platform and Basics in Facebook.

Day-02 :- We learnt how to create a Facebook Account using a new Gmail account which was created by us.

Day-03 :- We learnt how to use Facebook for Social Media Marketing.

Day-04 :- Introduction to Meta Business Suite with its uses and importance.

Day-05 :- Importance and function of Meta Business Suite in the Social Media Marketing world.

Day-06 :- Assignments were been provided on Creating a facebook Reel and facebook Post on a product or a Brand we like the most.

## ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day -1	Introduction to the Social Media Marketing with Instagram platform.	Learned how to use Instagram in Social Media Marketing	
Day -2	Created a new account in Instagram using same Gmail account used for Facebook account.	Learned how to create a new Instagram account for Marketing	
Day -3	Created a Username for the Instagram account for Marketing personnel	Learned that Instagram requires	
Day -4	Assignment was been given to create an Instagram post a product to Market	Learned how to Create Instagram Post and Post a Product	
Day -5	Overview on Instagram Insight User analysis importance in Marketing	Learned how to use Instagram Insight in Marketing	
Day -6	Introduction to the functions of both facebook & Instagram and functions.	Learned how to use facebook & Instagram and functions.	

## WEEKLY REPORT

WEEK - 4 (From Dt. .... to Dt. ....)

### Objective of the Activity Done:

#### Detailed Report:

In this fourth week we learnt more about the Digital Marketing using the platform called Instagram, came across Instagram Insights, Reels, Posts etc.

Day-1 :- We had Introduction to the Social Media Marketing using to Instagram platform.

Day-2 :- We were asked to create a new Instagram account using the same email account we used for creating the Facebook account.

Day-3 :- We created an Username in Instagram account for marketing.

Day-4 :- Assignment was been given to create an Instagram Reels Instagram post on a product to Market.

Day-5 :- Overview on Instagram Insights who and its importance in Marketing field was explained.

Day-6 :- Both the functions of Facebook &

Instagram, common facts and types of creating and posting of Reels and posts were explained in the Productivity orientation class provided by the Smart Institute.

## WEEKLY REPORT

WEEK - 4 (From Dt..... to Dt.....)

### Objective of the Activity Done:

#### Detailed Report:

In this fourth week we learnt more about the Digital Marketing using the platform called Instagram, came across Instagram Insight, Reels, Posts etc.

Day-1 :- We had Introduction to the Social Media Marketing using to Instagram platform.

Day-2 :- We were asked to create a new Instagram account using the same email account we used for creating the Facebook account.

Day-3 :- We created an username in Instagram account for marketing.

Day-4 :- Assignment was been given to create an Instagram Reels Instagram post on a product to market.

Day-5 :- Overview on Instagram Insights uses and its importance in Marketing field was explained.

Day-6 :- Both the functions of Facebook & Instagram, Common facts and types of creating and posting of Reels and posts were explained in the introductory orientation class provided by the Smart Interns.

## ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day -1	Introduction to the Business Ad Manager wif uses & Importance in Marketing.	Learned what is Business ad Manager with its uses & Importance.	
Day -2	Introduction to the Benefit of Advertising for Marketing.	Learned what are Benefits of doing Advertising for Marketing.	
Day -3	Introduction to Social Media Marketing Using LinkedIn	Learn how to use LinkedIn in Social Media Marketing.	
Day -4	Assignment was been provided to Create an advertisement on Brand using Canva app.	Learn how to create an ad on a Brand or product using the canva app.	
Day -5	Introduction to the Google ads & its uses in Social Media Marketing	Learn what is Google advertising wif in Social Media Marketing	
Day -6	Introduction to the Types of Google ads and its uses in Social Media Marketing .	Learn what wif Google ads and its types and uses of them.	

## WEEKLY REPORT

WEEK - 5 (From Dt..... to Dt.....)

### Objective of the Activity Done:

Detailed Report: In this fifth week we learn about

Business ad Manager, Advertising , LinkedIn , Google ads for Social Media Marketing.

Day-1 :- Introduction to Business ad Manager i.e users , importance in Social Media Marketing.

Day-2 :- Introduction to Benefits of Advertising for marketing .

Day-3 :- Introduction to Social Media Marketing using LinkedIn Platform

Day-4 :- Assignment - was been provided to create an advertisement on a Brand or product - using Canva app.

Day-5 :- Introduction to what is Google ads and its uses in Social Media Marketing

Day-6 :- Introduction to types of google ads and its types and uses in the world of Social Media Marketing . Google ads account - was been created under to continue with google ads.

## ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	<b>Briefly explained Social Media Marketing and its platforms.</b>	Learned how to use Social Media Marketing and its platform.	
Day -2	Gave a practice on Social Media Marketing using different platforms.	Learned and practiced Social Media Marketing through Quiz	
Day -3	<b>Continuation of the Practice on Social Media Marketing</b>	Learned and practiced Social Media Marketing through Quiz	
Day -4	There was Quiz-4 weekly test as a practice.	Learned to answer the questions and practice.	
Day -5	<b>Self practice on face book platform for Social Media Marketing</b>	Learned how to use facebook for Marketing purpose.	
Day -6	<b>Self practice on creating posts on a brand or a product using the Canva app.</b>	Learned how to Create and post using the Canva app.	

## WEEKLY REPORT

WEEK - 6 (From Dt..... to Dt.....)

### Objective of the Activity Done:

Detailed Report: In this Sixth Week We learnt in Brief what is Social Media Marketing.

Day-1 :- Brief explained uses, types, types of platforms in Social Media Marketing.

Day-2 :- Did Practice on Social Media Marketing using different platforms.

Day-3 :- Did Practice on Social Media Marketing using different platforms.

Day-4 :- Attended the Quiz-4 Conducted by Smartbridge on account of Social Media Marketing

Day-5 :- Did self Practice on Social Media Marketing using the facebook platform, created posts and Videos on a Brand and Product.

Day-6 :- Did self practice on creating the posts for marketing purpose for different platforms Facebook, Instagram, LinkedIn, Twitter etc using the awesome application called Canva and Inshot for creating video posts.

## ACTIVITY LOG FOR THE SEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In Charge Signature
Day-1	Self practice on Face book platform for Social Media Marketing.	Learned how to use Facebook for Marketing purpose.	
Day-2	Introduction to the E-mail Marketing and its uses.	Learned what is E-mail Marketing and its uses.	
Day-3	Introduction to the types of E-mail Marketing Campaigns.	Learned types of E-mail Marketing Campaigns.	
Day-4	Introduction to the E-mail Marketing account and Setup E-mail Marketing	Learned Account and Setup of E-mail Marketing	
Day-5	Self practice on the E-mail Marketing Campaigns.	Learn more about E-mail Marketing Campaigns.	
Day-6	Self practice on Social Media Marketing using Twitter and LinkedIn	Learn more about Social Media Marketing during Twitter and LinkedIn	

## WEEKLY REPORT

WEEK-7 (From Dt..... to Dt.....)

### Objective of the Activity Done:

Detailed Report In this seventh week, we have learnt about E-mail marketing, uses and types of Email marketing.

Day 1:- Did self practice on Facebook platform for Social Media Marketing.

Day 2 :- Learnt what is E-mail Marketing and its uses in Social Media Marketing

Day 3 :- Learnt more about E-mail marketing and its types and uses in Social Media Marketing.

Day 4 :- Learnt about account and setup of account with E-mail marketing.

Day 5 &- Did Self Practice on Social media

Marketing using twitter, linkedin

Day 6 :- Did more Self Practice on the E-mail marketing uses, Campaigns . Self practice on E-mail marketing uses and its types, Self practice using twittter and LinkedIn were used as the Social Media Platform.

## ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In Charge Signature
day-1	Self practice on E-mail learnt how to use marketing and Insta -gram Insight	E-mail Marketing and Instagram insight for mark -eting	
day-2	Introduction to how to import contact to marketing for Social Media Marketing.	Learned how to import contact to marketing for Social Media Marketing.	
day-3	Introduction to Auto motion and Behavioural Triggers -al triggers via e-mail marketing for Social Marketing -ing Media Marketing	Learned the auto motion and Behavioural Triggers -al triggers via e-mail marketing for Social Marketing -ing Media Marketing	
-4	There was a Grand MS Seminar Test containing all the topics relate of the 4 questions of multiple choice	Learned Required related to the digital Marketing.	
5	Then was a Revision class for all the Topics all the Topic which were held.	Learn & Revised	
	Self practice on the platforms of social media Marketing like Instagram for LinkedIn Facebook, Insta Marketing	Learn how to use Facebook, LinkedIn Instagram for	

**WEEKLY REPORT**

week-8 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report:- In this Eighth week we learnt about  
**Automated Behaviours & E-mail Marketing for  
Social Media Marketing**

Day-01 :- We did self practice on E-mail Marketing  
and Instagram Insights.

Day-02 :- There was introduction class on how to  
Report Contact to Matching for Social Media  
Marketing

Day-03 :- There was Introduction to Automation  
and Behavioural Triggers in E-mail Marketing  
for Social Media Marketing.

Day-04 :- There was a Brand Assessment Test  
Consist of thirty Questions of Multiple choice.

Day-05 :- There was a Revision class for all the  
Topics held till date.

Day-06 :- Did self practice on the platforms of  
Social Media Marketing like LinkedIn, Facebook  
Instagram for Social Media Marketing which  
is useful for Digital Marketing platform.