

Institute of Computer Technology  
B. Tech Computer Science and Engineering  
Subject: ED (2HS309)

**Case Study (H.W.)**

**Title: - AMUL and challenges they faced in pandemic**

**Business they started: -** Verghese Kurien, Tribhuvandas Patel, and Harichand Megha Dalaya made an association of milk producers around all across village.

**Problem Faced: -** As pandemic was announced in India in March 2020, the dairy industry started facing loss of almost 20% due to closing of restaurants, hotels, etc. And the dairy industries started decreasing their production up-to 30%, as there was no demand of milk and dairy products.

**How AMUL overcame: -** AMUL noticed a thing that no other dairy producers/manufactures noticed. As there was lockdown, and crisis the behaviour of people(consumer) changed. As they were locked in their houses, the in-house demand increased up-to 80%. There was increase in demand of cheese up-to 40%, there was increased demand up-to 100% in milkmaid, and so on. AMUL witnessed this opportunity and unlike others, the production of milk and dairy products was at rate of 115% at AMUL.

**Point to Note: -**

- Crisis = Change in consumer behaviour and opportunity of giving solution