STUDY THE REASON OF REDUCTION IN DEMAND OF BANAS TEA IN DAIRY COOPERATIVE SOCIETIES AND COMPETITIVE ANALYSIS IN SELECTED TALUKAS OF BANASKANTHA DISTRICT

BY

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B.E. (FOOD PROCESSING TECHOLOGY)

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PADHIYAR DHAVALKUMAR KESHAVLAL M.B.A. (INTERNATIONAL AGRIBUSINESS) 2014

"STUDY THE REASON OF REDUCTION IN DEMAND OF BANAS TEA IN DAIRY COOPERATIVE SOCIETIES AND COMPETITIVE ANALYSIS IN SELECTED TALUKAS OF BANASKANTHA DISTRICT"

A PROJECT REPORT

Submitted by

PADHIYAR DHAVALKUMAR KESHAVLAL

Reg. No. 04-2053-2012

In partial fulfillment for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

INTERNATIONAL AGRIBUSINESS

Under the Guidance of

Mr. DILIP R. VAHONIYA

Assistant Professor

INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE

ANAND AGRICULTURAL UNIVERSITY

ANAND - 388 110

2014

CERTIFICATE

This is to certify that the project entitled **"Study the reason of reduction in demand of Banas tea in dairy cooperative societies and competitive analysis in selected taluka of Banaskantha district**" of M.B.A (International Agribusiness) embodies bonafide research work carried out by **PADHIYAR DHAVALKUMAR KESHAVLAL** under my guidance and supervision and that no part of this project work has been submitted for any other degree. The assistance, guidance and help received during the course of investigation have been fully acknowledged.

Place: (**Mr. Dilip R Vahoniya)**

Advisor

Date:

DECLARATION

I hereby declare that the project entitled **“Study the reason of reduction in demand of Banas tea in dairy cooperative societies and competitive analysis in selected taluka of Banaskantha district”** submitted for the M.B.A (International Agribusiness) degree is my original work and this has not formed the basis for the award of any degree, associate ship or other similar titles.

Place: IABMI, Anand

Date:

Name: PADHIYAR DHAVALKUMAR KESHAVLAL

Reg. No: 04-2053–2012

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ACKNOWLEDGEMENT

I have an enormous pleasure in expressing my deepest sense of gratitude and humble indebtedness towards my college guide ***Mr.Dilip R Vahoniyaa,*** *Assistant Professor, International Agri-business Management Institute, AAU, Anand for his steadfast inspiration, expert guidance, painstaking efforts and keen abiding interest during the entire research work. With profound respect, I extend my gratitude to* ***Dr. P. R. Vaishnav,,*** *Principal, International Agri-Business Management Institute and to* ***Dr. G. B. Valand,*** *Ex-Principal, International Agri-Business Management Institute AAU Anand for providing necessary facilities during the project work.*

Indeed the words at my command are not adequate, either in the form of spirit, to convey the depth of my feeling of gratitude to industry guide ***Mr Viral H Patel, officer Sales & Marketing, Banaskantha District Cooperative Milk producers union Ltd.*** *For his scholastic guidance, constructive criticism, constant encouragement and pertinent suggestions in planning and execution of this project. I have an enormous pleasure in expressing my deepest sense of gratitude to* ***Mr Kanjibhai V Patel, Sr officer Sales and Marketing.*** *For his help and support during study.*

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At the last but not the least, I think that the words are insufficient to express deep sense of feeling and respect towards my parents, without their encouragement, blessing and benediction it would not be possible to me to complete this course. Their patience and sacrifice always have been the vital source of inspiration for me.

Date:

Place: *Anand* ***Padhiyar Dhavalkumar Keshavlal***

બનાસકાંઠા જિલ્લા સહકારી દૂધ ઉત્પાદક સંઘ લિમિટેડ, પાલનપુર.
Banaskantha Dist. Co-op. Milk Producers' Union Ltd., Palanpur.
Banas Dairy, P.B. No. 20, PALANPUR-385001. Gujarat, India. Phone: EPABX (02742) 253881 to 253885

BNS: SALES: MKTG: 3544 27-05-2014

To Whomsoever It May Concern

This is to certify that Mr. Padhiyar Dhavalkumar Keshavlal, a student of M.B.A. from International Agri-Business Management Institute, Anand Agricultural University, Anand has undergone practical training at Sales and Marketing department in our organization during the period from 15th January to 15th May 2014. He has successfully completed the project work given to him and the work done was found satisfactory.

During the period of training here he has displayed good manner, punctuality, eagerness to collect required details and information with respect to project work.

We wish him all success in forthcoming endeavors.

Sr. Officer (Sales & marketing)

"Study the reason of reduction in demand of Banas tea in dairy cooperative societies and competitive analysis in selected taluka of Banaskantha district"

NAME OF STUDENT	ADVISOR
Padhiyar Dhavalkumar Keshavlal	Mr. Dilip R. Vahoniya
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ABSTRACT

Tea is one of the most popular and widely consumed hot beverages all over the world. Today cultivation of tea is spread over all the continents wherein more than 30 countries are into tea production. Amongst all tea producing countries, the major producers are India, China, Sri Lanka, Kenya and Indonesia. Across various countries, the average per head consumption of tea varies widely, from more than 2 kg in Ireland and the U.K. and around 1 kg in Sri Lanka and Pakistan to only 800 grams in India. Still despite having one of the lowest per head consumption in the world, the total consumption in India is the largest due to its population size.

The project entitled "Study the reason of reduction in demand of Banas tea in dairy cooperative societies and competitive analysis in selected taluka of Banaskantha district"has been carried out under the company- Banaskantha District cooperative milk producer's union Ltd., with the line of objectives- To find the potential of Banas tea in dairy cooperative societies, To find out the reasons for decline in demand of Banas tea among dairy cooperative societies, To carry out the competitors analysis of tea in dairy cooperative societies.

In this study 500 respondents from the DCS (Dairy Cooperative Society) of seven taluka were interviewed. The respondents includes only member of DCS and Mantri of DCS. Banas Tea is has a potential market. Majority of the respondents consume tea three time and more than three times. The mostly preferred monthly purchase quantities are 1kg, 1.5 kg and 2 kg, in which mostly preferred pack size is 500 gm. Inferior quality of the tea is one of the factor for reduction in demand of Banas tea by majority of the respondents (76.2%). Another reason is unavailability of Banas tea at DCS.

Further study in terms of particular quality parameters of tea states that, Customers are not satisfied with the Colour of prepared tea (colour is light) and taste of Banas Tea (bitter after taste). Customers are satisfied with aroma, refreshment value and particle size of tea.

Mantri is the key person involved in all the activities of DCS. Major reasons given by Mantri for reduction in demand are: inferior quality of tea and commission given to mantri for selling tea. In the study area most preferred tea brands are Chaudhari Cha, local tea brands such as Navrang, Rajwadi, Royal Ghatiya, Babulal sukawala Ni cha, Bhabharvala Ni cha, loose tea etc. and Wagh Bakari.

To analyze taluka wise consumption of tea is necessary to find the major tea consuming area. In this study respondents of all the selected taluka except Deesa, consumes tea three times and more than three times. Wagh Bakari brand is more preferred in Deesa Taluka. In Dhanera, Dantiwada and Palanpur most of the respondents prefer Chaudhari Cha. Mazbat is preferred in Deesa and Dhanera. Respondents from Deodar, Tharad and Kankrej prefer local tea brands (Navrang, Rajwadi, Royal Ghatiya, Babulal sukawala Ni cha, Bhabharvala Ni cha, loose tea etc.).

In this study majority of the respondents consume tea three times and more, from which majority of the respondents have 4 to 6 members in a family, which shows there is a potential of Banas tea.

The findings of the study will be useful to find out particular reasons due to which the demand has been reduced. This findings will help the organization to improve upon the problems found and formulate the strategy to improve sales of Banas Tea.

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ABBREVIATIONS

AI	: Artificial Insemination
AMCS	: Automatic Milk Collection Station
BMCU	: Bulk Milk Cooling Unit
BP	: Below Poverty Line.
CTC	: Crush, Tear, Curl.
CED	: Co- Operative Education and Development.
SMP	: Skim Milk Powder
HACCP	: Hazards Analysis Critical Control Point.
EPCG	: Export Promotion Capital Goods.
GOI	: Government of India
VMSW	: Vision Mission Strategy Workshop
GDCTC	: Galba Bhai Dairy Co-Operative Training Centre
MJGIS	: Member Banshee Group Insurance Scheme
JES	: Janshree Education Scheme
ICD	: Internal Consultant Development Program
LLPD	: Lakh Liter per Day
NDDB	: National Dairy Development Board.
GCMMF	: Gujarat Cooperative Milk Marketing Federation Ltd.
SPSS	: Statistical Package for Social Science.

1. INTRODUCTION

1.1. AN OVERVIEW GLOBAL TEA INDUSTRY

Tea is one of the most popular and widely consumed hot beverages all over the world. Today cultivation of tea is spread over all the continents wherein more than 30 countries are into tea production. The estimated global production is 3800 million kg, out of which 43% is exported and the world consumption being 3700 million kg approx., the global production and consumption are finely balanced with production little ahead of demand. Tea, being an agricultural commodity, its production is bound to fluctuate due to vagaries of nature; the prevailing difference between production and demand is well below any reasonable limits. Amongst all tea producing countries, the major producers are India, China, Sri Lanka, Kenya and Indonesia. These five countries contribute 77% of the total world production and 80% of global exports. In the past few decades, many new entrants have joined the tea family; notable among them are African countries like Kenya, Malawi and Turkey etc. In the international market, the Vietnam and China have emerged as the prominent forces to reckon with, during the last decade.

Across various countries, the average per head consumption of tea varies widely, from more than 2 kg in Ireland and the U.K. and around 1 kg in Sri Lanka and Pakistan to only 800 grams in India. Still despite having one of the lowest per head consumption in the world, the total consumption in India is the largest due to its population size. This distinct position is in sharp contrast with other producing countries, which hardly have any domestic demand.

In the last decade, there has been a relative decline in the production of black teas and an increase in the production of green tea which has more than doubled 692 million kg in1998 to 1490 m.kg in 2007; this is mainly due to a huge expansion in China. Over the past ten years, the entire increase in global production is accounted by the Green Tea since the black tea production remained static around

2300 million which could be attributed to the scientific studies linking green tea drinking with reduced cancer risk whilst the latest studies have proved that black teas too have the same healthy properties as that of green tea.

Since 2001 China's production has grown by 464 m.kgs i.e. 8.8% cumulative annual growth and because of this steady growth, India's position has been pushed to 2nd place since 2006 when China's production exceeded India's for the first time in 110 years and has continued to be higher since then. The top 10 producers of tea across the globe are as follows.

Rank	Area	Production (Th. MT)
1	China, mainland	1700
2	India	1000
3	Kenya	369.4
4	Sri Lanka	330
5	Turkey	225
6	Viet Nam	216.9
7	Iran	158
8	Indonesia	150.1
9	Argentina	100
10	Japan	85.9

Table 1.0: Top ten Tea producing countries of the world in 2012.

(Source: FAO Stat, 2014)

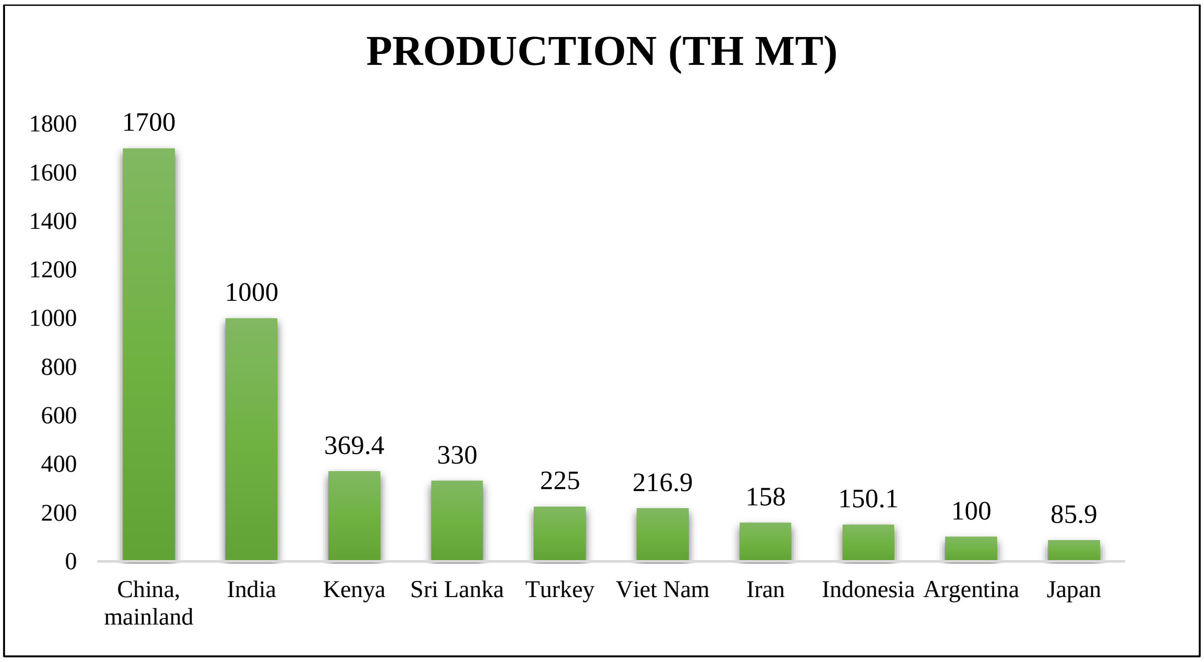

Chart 1.1: Top ten Tea producing countries of the world in 2012.

(Source: FAO Stat, 2014)

Area

The last decade of 20th Century saw a sluggish rate of increase in total area under tea. During 1991, tea was cultivated globally in 2563.75 thousand ha which increased to 2661.88 thousand ha with a compound growth rate of 0.42% during that period. With the advent of 21st century the world tea industry saw a steady increase in the overall area under tea. During 2001 the area under tea was 2727.42 thousand ha which increased to 3691.89 thousand ha in 2010 with a compound growth rate of 3.42% during the said period.

In terms of area under tea plantation, on an average during the last two decade (1991 – 2010), China lead (45%) the world followed by India (21%), Sri Lanka (7%), Kenya (5%), Vietnam (3%) and other countries

1.2. AN OVERVIEW OF INDIAN TEA INDUSTRY

The tea industry occupies a place of considerable importance in the Indian economy, employing around 3.5 million people across India and producing nearly 30% of the world's annual tea output. With domestic demand estimated at over 850 million kg during 2011, India is one of the largest consumers of tea globally.

India‘s share of the global tea trade is on the lower side, as over 85% of the country‘s tea output is consumed within the country. Nevertheless, exports have a critical role to play in maintaining the demand-supply balance in the domestic market. Although tea is produced in 14 States in India, five of them—Assam and West Bengal in North India, and Tamil Nadu, Kerala and Karnataka in South India account for over 98% of India‘s tea production. Within that, North India alone accounts for around 75% of India‘s total tea production, of which 85-90% is consumed in the domestic market. The balance, much of it of high quality, is exported. Tea is among the most labour-intensive of all plantation crops.

Tea had been known for millennia in India as a medicinal plant, but was not drunk for pleasure until the British began to establish plantations in the 19th century. Darjeeling tea, from the Darjeeling region in West Bengal has traditionally been prized above all other black teas, especially in the United Kingdom and the countries comprising the former British Empire. The Chinese variety is used for Darjeeling tea, and the Assamese variety, native to the Indian state of Assam, everywhere else. The British started commercial tea plantations in India and in Ceylon. In 1824 tea plants were discovered in the hills along the frontier between Burma (Myanmar) and the Indian state of Assam.
The British introduced the tea culture into India in 1836 and into Ceylon (Sri Lanka) in 1867. India was the top producer of tea for nearly a century, but was displaced by China in the 21st century. Indian tea companies have acquired a number of iconic foreign tea enterprises including British brands Tetley and Typhoo. While India is the largest consumer of tea worldwide, the per-capita consumption of tea in India remains a modest 750 grams per person every year.

Tea is cultivated in the high ranges of North and South India and the best quality is known as CTC and Orthodox Assam Tea, respectively. The consumption is above the 600 million kg mark per year. The market consists of both leaf and dust teas both in the CTC and Orthodox Grades, with the southern markets consuming more dust teas. Nearly every part of the country has a tea-growing region. Approximately 4 per cent of the national income of India comes from its tea and India is home to over 14,000 tea estates. The geography of India allows for many different climatic conditions, and the resulting teas can be dramatically different from each other. There are three main kinds of tea produced in India:

Assam

Assam tea comes from the north-eastern region of the country. This heavily forested region is home to much wildlife, including the rhinoceros. Tea from here is rich and full-bodied. It was in Assam that the first tea estate was established, in 1837.

Darjeeling

The Darjeeling region is cool and wet, and tucked in the foothills of the Himalayas. The tea is exquisite and delicately flavoured, and considered to be one of the finest teas in the world. The Darjeeling plantations have three distinct harvests, and the tea produced from each 'flush' has a unique flavour. First flush teas are light and aromatic, while the second flush produces tea with a bit more bite. The third or autumn flush gives a tea that is lesser in quality.

Nilgiri

This tea comes from an even higher part of India than Darjeeling. This southern Indian region has elevations between 1,000 and 25,000 metres. The flavours of Nilgiri teas are subtle and gentle. They are frequently blended with other, more robust teas.

India's per capita consumption of tea is amongst the lowest. Yet in volume terms India is the largest consumer. With the population having reached 120 crore even if an Indian were to drink one extra cup a year, the additional requirement of tea for domestic consumption would be 2.55 million kg. If ten cups extra were to be drunk every day by every Indian, then the requirement would be 25.5 million kg. Taken into account one cup extra to be drunk every day by every Indian, the additional requirement works out to 931 million kg per annum. Indian is indeed a very powerful market. Another important factor to note is that the Indians drink the very best of CTCs and are prepared to pay a premium for quality. Because of the strong domestic base, Indian tea prices are generally higher than the world prices. The superior quality of Indian tea and its vast variety has also helped in maintaining higher price levels.

In India, tea cultivation on commercial scale was first started in Assam in 1839 and then it was extended to other parts of the country between 50's and 60's of the 19th century. However, due to certain specific soil and climatic requirements its cultivation was confined to only certain parts of the country.

Major tea producing states in the country are Assam, West Bengal, Tamil Nadu and Kerala. 75% of the total tea produced in India is accounted by Assam and West Bengal together. Some of the world's finest teas are produced in India. While Assam teas are famous for their strong, brisk and full bodied liquor; Nilgiri teas are well known for their delicate flavour, strength and brightness; and the production of the famous Darjeeling tea is aided by the low temperature in the hills of Darjeeling. With their own diverse agro-climatic conditions, other areas produce medley of tea which suits many different tastes. The distinct characteristics of each region set them apart from one another in many different ways.

KANGRA
Kangra, the 'valley of the gods', yields a distinctive golden brew, with a unique sweet undertone.
The tea is grown on the gentle slopes of the outer Himalayas.
DARJEELING
Grown in the shadow of the mighty Himalayas, no other but Darjeeling Tea can claim a delicate muscatel flavour, fine aroma and exquisite bouquet.
ASSAM
Amidst rolling verdant hills and picturesque valleys lies the birthplace of Assam Tea with its strong, bright and full-bodied liquor.
DOOARS
Nestled in the foothills of the Himalayas, Dooars Tea has the robust character of Assam Tea and is perfect for a strong cup of milk tea.
PAKISTAN
CHINA
HIMALAYAN RANGE
Thar Desert
Taj Mahal
Rann of Kutch
Khajuraho
Victoria Memorial
NILGIRI
Nilgiri Tea offers an unmatched fine fragrance and brisk liquor, best suited for iced tea. It is grown across one of the most spectacular 'blue mountain' ranges.
BAY OF BENGAL
MUNNAR
One of the most beautiful tea producing regions in the world, Munnar Tea is strong bodied with a lively briskness–distinguishing it from all others.
ARABIAN SEA
INDIAN OCEAN
Vivekananda Rock Memorial
All roads lead to Tea Paradise.
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www.teaboard.gov.in
Darjeeling is a registered Protected Geographical Indication (PGI) while Assam Orthodox tea, Nilgiri Orthodox tea and Kangra tea are registered Geographical Indications (GI).
This map is not a geographical map, only an indicative one.

India has been a dominant player in the global tea industry. Despite its fluctuating situation in the share of world exports, still India is a key source for tea as well as the largest market. The Indian Tea production is as follows:

Year	Area (Thousand ha)	Production (MN. kg)
1991-92	420	754
1992-93	420	732
1993-94	418	761
1994-95	426	753
1995-96	428	754
1996-97	434	780
1997-98	400	838
1998-99	400	850
1999-00	400	816
2000-01	500	800
2001-02	510	854
2002-03	520	846
2003-04	520	879
2004-05	520	907
2005-06	569	949
2006-07	570	973
2007-08	570	987
2008-09	570	973
2009-10	570	991.18
2010-11	570	966.73
2011-12	570	976.23

Table 1.2: Indian Tea Production and Area under Tea Cultivation.

(Source: IndiaStat.org)

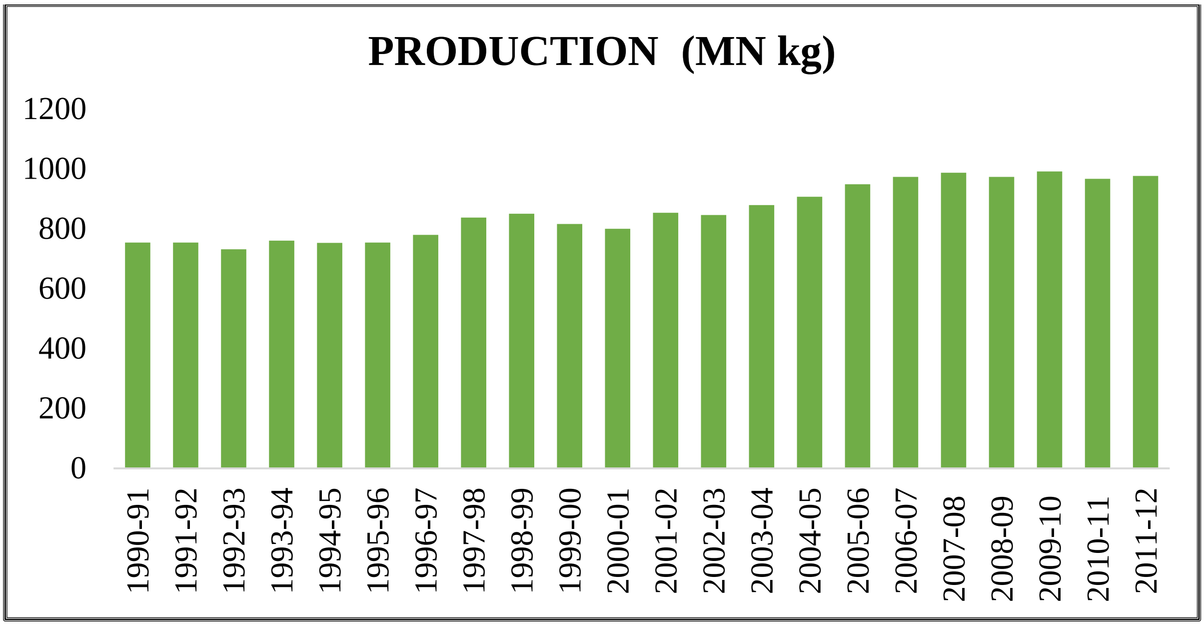

Chart 1.2: Indian Tea Production.

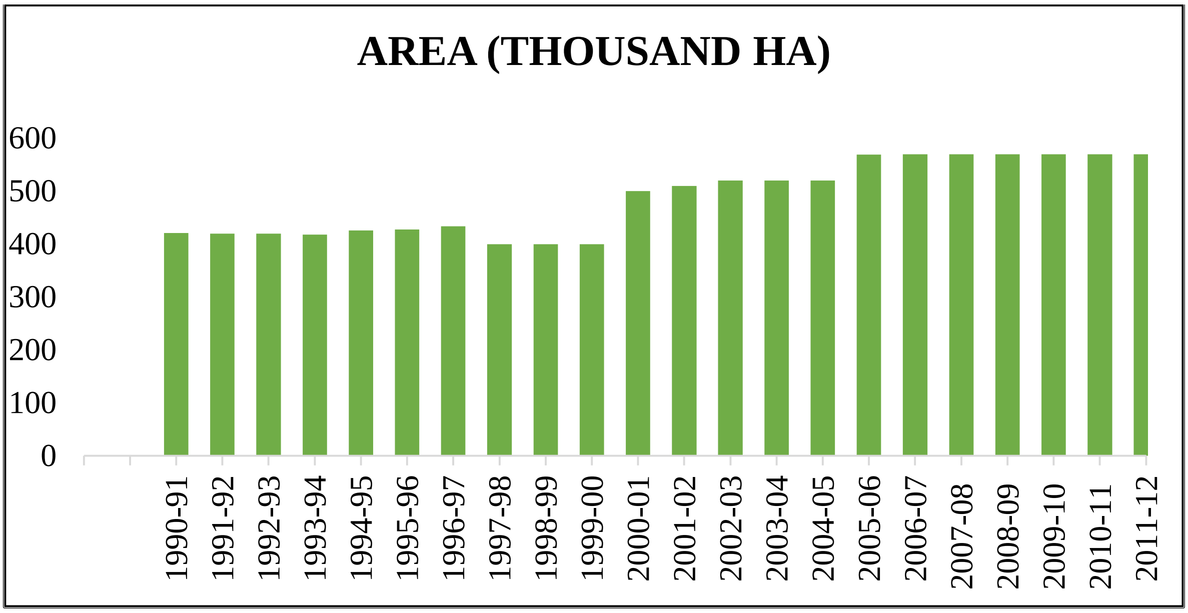

Chart. 1.3: Area under Tea Cultivation in India

1.3. COMPANY PROFILE

Banaskantha District Co-operative Milk Producers Union Ltd.

(BANAS DAIRY),

PB No.20, PALANPUR-385001

Bans Dairy is registered under the Gujarat Co-Operative Society act 1912.

1.3.1. HISTORY OF THE ORGANIZATION

The dream of late Galba Bhai Patel, founder chairman and the selfless sage to uplift Socio-economic status of village farmers came true after creation of Co-operative milk union for Banaskantha district, on the foot print of "AMUL Dairy" of Kaira (Presently Anand) district, the model of a true co-operative. Consequently eight village level co-operative milk societies in Vadgam and Palanpur Taluka of district were registered and started collecting and pouring milk at Dudh Sagar Dairy, Mehsana from 10^{th} March 1966. With this grass-root level work, followed by the registration of the milk union under co-operative Act on 31^{st} January 1969 as "Banaskantha district co-operative milk producers union limited" Palanpur, popularly known as **"BANAS DAIRY"** came in to existence.

As a result of subsequent relentless efforts of dedicated and committed leadership by founder chairman late Galba Bhai Nanjibhai Patel, Ex Chairman Shri Dalubhai S. Desai and present Chairman Shri Parthibhai G.Bhatol, working on co-operative principles won the trust of milk producers. Ultimately, a real shape of today's modern dairy complex, the second largest Dairy Co-operative in India carved out.

A small step, organizing some societies and collecting few hundred liters of milk in the year 1966 has turned in to a quantum leap, when the ambitious and ultra-modern automated dairy plant of Asia continent has taken a real shape adjoining to first dairy plant (BANAS II DAIRY) with cost of 130 crores to meet not only present but also future need to handle 10.5 Lac liters milk per day. This Banas II Dairy plant has highly sophisticated computer driven milk handling and processing facilities to produce 60 metric tons milk powder, 40 metric tons table butter with a 6.5 Lac stone of Banas II project was laid on 2nd October 1998 (Dashera Vijyadasmi) by Dr. V Kurien, the chairman of NDDB and GCMMF, Anand, father of white revolution and the milkman of India.

By having Banas-I and Banas-II Dairy project, BANAS DAIRY can meet with future challenges to collect the entire milk produced in district, processing and manufacturing quality milk products to satisfy customers. Altogether Banas-I (old Dairy) and Banas-II Dairy plant and **5 MILK CHILLING CENTERS** (**Khimana, Dhanera**, **Tharad, Radhanpur**), BANAS DAIRY is able to process 10.5 Lacs liters of milk per day having total production capacity of manufacturing 100 TPD milk powder, 40 TPD Table Butter Dairy would achieve yet another mile stone on progressive passage when a 0.96 Lac liter capacity UHT plant will be functional for commercial production from September 2003.

Banaskantha District Co-Operative Milk Producers' Union Limited known as BANAS DAIRY is a co-operative organization established in the year 1969 under the Gujarat Co-operative societies Act 1961 with the support of NDDB as a part of their Operation Flood Program launched to bring about white revolution in the country. It manufacture a large number of dairy products under **AMUL, SAGAR** and **BANAS** brands. Our product range includes Amul Pasteurized Milks, Amul longer Shelf Life Milk, Amul Butter milk, Amul Ghee, Sager Ghee, Amulya

Powder, Sager Tea and coffee Whitener, Sagar SMP, Amul SMP, Amul Shakti Powder, a wide range of Amul Ice –Creams, Banas Peda, Banas Tea etc. The products of dairy are marketed through Gujarat Co-operative Milk Marketing Federation, Anand. It also provide a large number of technical inputs to over 1.8 Lac farmer households, which are organized through 1200 old village level Co-Operative Milk Societies. Thus, the products are mainly marketed under world famous brand names “AMUL and SAGAR”. The dairy has also recently started exports of ghee and milk powders to Middle East, Far East, Australia and African Nations. It was one more feather in the cap of BANAS DAIRY when it got ISO 9002 and HACCP certification. The dairy has taken benefit of custom duty exemption for import of capital goods under the EPCG scheme of GOI, and has saved large sum of approx., Rs.11 Crore.

1.3.2. ALLIED SERVICES

- Co- operative Education and Development (CED)
- Vision Mission Strategy Workshop (VMSW)
- Galba Bhai Dairy Co-Operative Training Centre: (GDCTC)
- Member Banshee Group Insurance Scheme and Janshree Education Scheme: (MJGIS and JES)
- Credit scheme for the DCS Building.
- Mega Project in animal Husbandry for BPL families.
- Animal Breeding Services and Conservation of Kankrej breed.
- DHIPA (Dairy Herd Improvement Program Action).
- Cattle Manger, Chaff cutter and AI Services.
- Information and communication.
- ISO Certification of DCS.
- Automatic Milk Collection Station (AMCS).
- Training and Visit.

1.3.3. MOTIVATION SCHEMES

- Ideal DCS and Rotation Shield scheme.
- Milk Competition Scheme.
- Banas Laxmi Scheme.
- Motivation Scheme in internal Consultant Development Program (ICD).
- Motivation scheme for AI Workers.
- Bulk Milk Cooling Unit (BMCU).

1.3.4. VISION STATEMENT

BANAS DAIRY will be strengthening co-operative movement by making available best quality, healthy, nutritious milk and milk products according to the customer taste with the help of Gujarat co-operative Milk Marketing Federation to the entire customer. It strives for excellence through commitment for the overall development of milk producer and employees, protecting the environment, adopting the modern technology, and the best practices prevailing in the industry.

1.3.5. SHARING SOME PRESTIGIOUS MILESTONES

The dairy is committed to supply quality milk and milk products to its esteemed customer at the right time and as a result of its commitment with sincere follows-up, the Dairy was recognized for its best performance in productivity and quality by Indian Govt. and awarded the prestigious National Productivity Award for the year 1992-93, 1993-941996-97 as well as Shreshtha Pramanpatra for the year 1993-1994.

In the year 1992-93 the union completed 25 year of meaningful existence the service of the farmers of the Dist. and celebrated it Silver Jubilee year on may, 7,1994.

Initially the plant was established with the capacity of 1.5 LLPD milk processing capacity but from July, 28, 1971 the capacity was increased to 4.0 LLPD.

A sub project BANAS DAIRY phase 2 (fully automatic plant) already started under NDDB having 6.5 LLPD milk processing capacity, establishment of this plant will increase the total capacity of BANAS DAIRY to10.5 LLPD.

The products at present manufacture in BANAS DAIRY are as follows: - Liquid Milk (this includes Amul Gold (whole milk 6.0/9.0), Amul Shakti (standardized milk 4.5/8.5), Amul Taza (toned milk 3.5/8.5), Amul Slim and Trim, Amul Shakti, Table Butter, Ethite Butter, Ghee, Casein Powder (this include SMP, Amulya (partially skimmed sweetened by the plant two year ago. In this product 50% of milk fat is replaced by vegetable fat. The mix is homogenized to disperse vegetable fat.)

The profit during 1997-98 was 82 lacks with the turnover of Rs. 251.04 Crore while in 1998-99 the profit was Rs. 1.5 crore with the turnover of Rs 327.40 Crore. Total human resource assets at the plant are 1992 in Feb. 1999.

BANAS DAIRY has introduced quality management system based on international Standards 9002 and safety management system based on codex standard 15000 on HACCP to ensure highest quality products with built in safety to consumer. BANAS DAIRY has got the ISO 9002 certification in June 1999. ISO 9002 certification ensures the good quality management and housekeeping practices in the plant. The plant had implemented different plant for improving quality like TQM, SGA, HOUSE KEEPING, ERP, TPM, BANAS CHIRAG etc.

The dairy is providing different extension services and aids increasing milk production and its quality. The aids include veterinary aid, A.I centers, Cattle Feed. Along with these aids, different extension services like Audio-visual aids BANAS DAIRY patrika, study tours of the farmers etc., are provided. Besides these extension services, the dairy has started various schemes for providing assistance to milk producers like Cattle insurance, Financial aid for purchasing cattle, members group insurance.

1.3.6. LAND MARK ACHIEVEMENTS

- ✓ A voluminous quantity of 21.06 lakh kg pd milk received on 30th January, 2008 in a single day by Society Services Section –a new mile stone
- ✓ A whopping number of 32187 special visits attended by vets in dairy Husbandry section in September 2006 –a time record.
- ✓ All-time record for vaccination of FandMD -4,60,750 animals in year 2007-08
- ✓ Galba Bhai Dairy Co-operative Training Centre organized and conducted training for highest ever number of participants 971 during 2005-06 an epoch making event.
- ✓ The turnover of milk union skyrocketed to Rs .11, 498.8 Million during the financial year 2007-08 a remarkable success.
- ✓ Total 369 Bulk Milk cooling Units installed in Village Dairy Co-operatives – a unique record in the country.
- ✓ Highest ever milk price paid to milk producer members Rs.300 /- per kg fat at present.
- ✓ It was triumphant to win the award from GCMMF for the best ice-cream making unit (BANAS DAIRY) consecutively for second year out of all 6 ice-cream manufacturing units.

1.4. OBJECTIVES OF THE STUDY

1) To find the potential of Banas tea in dairy cooperative societies.

2) To find out the reasons for decline in demand of Banas tea among dairy cooperative societies.

3) To carry out the competitors analysis of tea in dairy cooperative societies.

2. REVIEW OF LITERATURE

Kishor (2003), Stated that the Co-operative societies works on the co-operation basis. It offers facilities to improve agriculture product marketing such as establishment of regulated market, construction of warehouses, provision for grading and standardization of product, standardization of weight and measures, daily broadcasting of market prices of agricultural crops on All India Radio, improvement of transport facilities etc. the above mentioned facilities are provided by the cooperative societies so that the development in agriculture product marketing is very possible and the exploitation of farmers by the middle mans is minimized.

Kadavil Saji M (2005), studied that Consumers' preference for tea is very limited mainly because the market is dominated by various soft-drink companies. Many consumers behave that tea is not a healthy drink. There is a lack of availability of good tea-drinking (teashops) outlets at different regions and even in tea producing regions. Lack of tea promotion with its various varieties, for instance, tea as a health drink, is lagging in the tea market. Continuity in generic-promotion schemes through various phases and ways are limited. There are no direct linkages of interaction with tea producers and consumers. Consumers prefer good-quality tea, but are hardly conscious about the social, environment and economic responsibilities at gardens. As stated, though consumers are willing to pay the same, their behaviour patterns do not show their preferences. The domination of branded tea of multinational has created their own consumers over the period due to various schemes and options. At present, the market is very limited. So, to choose high quality tea specifically from small tea segments, even if consumers intend to do so is difficult, if not impossible.

The low per capita consumption of tea in India shows that there is high potential to utilize the market. If an initiative is taken to strengthen the domestic market, it would also demand an increase in the volume of production. Consumers are becoming more quality conscious, but the choice for them is limited. The expansion of tea market in this present market scenario is very difficult. The existing process of tea industry provides no space for consumers to be part of the whole value chain of tea industry. As noted by other studies, consumer behaviour and consumption patterns in India hardly get space to address the social and environmental issues and workers' conditions in the tea industry.

Asopa V.N. (2007), the firm level competitiveness reduces as the market changes and consumers armed with increased purchasing power demand better and different options. Increasing shift towards tea bags is an example of that. The Indian firms, having made only small investments for value addition, can do well only in commodity markets. Whatever new investments in value additions, such as machineries for tea bags now coming through, are not comparable with Sri Lanka that had already invested heavily during the last decade thereby cornering a large share in the world market. Sri Lanka is of course an orthodox tea supplier and does not directly compete with India so much.

India is in CTC teas and in that the competition is with Kenya. Kenyan teas coming from relatively younger bushes have quality that is better suited for tea bags. Their labour costs are comparatively lower. Therefore, the tea industry in Kenya is more competitive than the Indian tea industry as is reflected by India's diminishing leadership in key markets. Kenya has taken over India's leadership position in almost all the key markets. As a matter of fact India is no more a key competitor in the global tea markets. The Indian tea industry is becoming less and less competitive and Indian firms are surviving mainly in the niche markets that are characterized by imports in commodity form.

Hazarika (2011), said that Ever since the commercial production of tea had started in India, tea growers did not give much attention on the marketing aspect as they always enjoys a readymade market for their product. But in the recent past due to oversupply of tea against demand, the market strategy has shifted from the seller market to the buyer market. Though export market of Indian tea is losing its position, the next alternative will be domestic market, which has a trend in increase in demand. The tea producers should try to understand market demand which is very important for long term sustainability of the industry. If they take proper initiative in the marketing field, they can achieve higher margin of profit. Also it will establish Indian tea in its own brand name. Government of India and Tea Board must give them helping hand.

Klonaris (2012), suggested that if household expenditure on non-alcoholic beverages increases, consumers tended to spend proportionally more on coffee and less so on green and black tea. Moreover, the uncompensated cross elasticity showed that, in general, tea and coffee were substitutes. Earlier studies conducted by the Secretariat covering the United States and the Russian markets indicated that coffee consumption had limited substitution effect with tea consumption, which was in contradiction with the results of this study. However, the US study did not account for green tea in the analysis. Additional data is needed to further explore and validate the relationship between coffee and tea. Results can also be improved by using cross sectional data, as opposed to time series, but this requires the availability of comprehensive food consumption surveys, which include returns on beverage expenditures and consumption.

The findings also carry some useful suggestion regarding the promotion of tea. Since prices and incomes have relatively smaller impact on the consumption of tea, marketing efforts should focus on demographic differences amongst consumers, but also increased accessibility through improved visibility, and retailing. Priority should also be given to create incentives for investment in innovative technologies, especially at the consumer level, as demonstrated by the coffee industry.

Mahavir (2012), said that the tea market is demand driven and facing cut throat competition. The pull of the consumer is so strong that the dealers are forced to keep the brand of consumer’s choice. Presently, if the company will decrease the price of their tea brand, it will help the company in increasing the sale of their tea. It has been found from the study that majority of people consuming the tea 3-4 times in a day. Dark tea is also preferred by large number of respondents. More than half of the respondents are unaware of the ingredients of the tea. Majority of the samples did not check whether it is of quality standard or not. Mostly respondents obtain information through friend and advertising. Large numbers of the respondents purchase loose tea.

Nizara (2013), studied that Tea industry of India is going through a very difficult phase. The industry has seen many structural changes over the last two decades (1990-2010) or so. The price and quality also plays an important role in determining export from a particular country. Since the demand for tea is very high within the country itself, this can be looked upon as one of the reasons for the slow growth of export from India. Growing domestic demand in India enhanced the relative profitability of domestic sales against exports. India is still the largest consumer of Black Tea in the world. Since 2000, domestic consumption has shown a steady and positive growth. However, the major factors responsible for poor performance of Indian tea industry are high cost of production, the old age of tea bushes, lack of infrastructure, high price, labour problem, inefficient Tea Board, high labour cost, etc. Unable to face competition in the international market, it is slowly losing its traditional buyers and the India’s liberalization phase has been less successful in revitalizing the tea growers. The rising competition at domestic as well as in international front has deepened the crisis of tea industry of India and has lost its position in the international market due to its high cost and poor quality.

3. RESEARCH METHODOLOGY

3.1. BACKGROUND OF THE STUDY

Banas dairy is a cooperative organization. They sale various products like salt, soap, tea etc. to the member of dairy cooperative societies at a fair price (i.e salt at 5 Rs/kg, tea at Rs 180 per kg). Tea is being sold from the dairy cooperative societies. In last few months the demand of tea has been declined by almost 70 %. The organization wanted to know the reasons behind the decline in demand so that steps can be taken for improvement. The organization also want to know if there is a problem in quality, then which are the quality parameters affecting the demand of tea. Banas dairy also wanted to do the competitors analysis of the other brand tea available in the market of Banaskantha District.

3.2. SOURCE OF DATA

A. Primary Data

Primary survey was conducted with the help of structured questionnaire and personal interviews. Members of DCS and Mantri of DCS were the respondents of various villages. Mostly primary data are the major source of this project and study because all the work was dependent on fieldwork and survey.

B. Secondary Data

Secondary Data was collected from different journal articles, websites and review papers.

3.3. RESEARCH DESIGN

3.3.1. Sampling method

The sampling method is Non probability sampling and under which Purposive Sampling technique was be used.

3.3.2 Sampling Unit

To study the given objectives, Members and Mantri of the Dairy Cooperative societies were selected as the sample unit. From each DCS four members and one Mantri were taken as sample unit.

3.3.3 Sampling size

Sample	Frequency	Percent
Member	400	80.0
Mantri	100	20.0
Total	500	100

Table 3.1: Sample size

3.3.4 Research instrument.

Considering the nature of the study as well as for obtaining correct and perfect data from the respondents, Personal Interview with the help of structured questionnaire.

3.3.5 Area of Research

Depending on the Requirement of the objectives the Area of the Survey selected was Banaskantha District, from which seven Taluka were selected. These are Deesa, Dantiwada, Dhanera, Deodar, Tharad, Kankrej, and Palanpur.

3.3.6. Analytical tools:

Tabular analysis, cross tabulations, Graphical representation and SPSS (Statistical package for social science).

3.4 LIMITATIONS OF THE STUDY:

- Selected sample may not represent actual population.
- Respondents may give biased or false information than the actual data.
- Analysis is purely based on the responses of the respondents.

SOME SNAPSHOTS OF PRIMARY SURVEY

4. RESULT AND DISCUSSION

4.1 TALUKA SELECTED FOR THE STUDY.

Banaskantha District is district consist of twelve Taluka Namely Amirgadh, Bhabhar. Danta, Dantiwada, Deodar, Deesa, Dhanera, Kankrej, Palanpur, Tharad, Vaav, Vadgaam.

Table 4.1.: Taluka Selected for the study

Taluka	Frequency	Percent
Deesa	75	15.0
Dantiwada	75	15.0
Dhanera	75	15.0
Deodar	75	15.0
Tharad	80	16.0
Kankrej	65	13.0
Palanpur	55	11.0
Total	500	100.0

In the Study seven Taluka namely Deesa, Deodar, Dantiwada, Dhanera, Kankrej, Palanpur, and Tharad were selected. From Deesa, Dantiwada, Dhanera and Deodar, 75 samples from each Taluka were interviewed, whereas from Tharad Taluka the sample size was 80 and from Kankrej and Palanpur Taluka the sample size was 65 and 55 respectively.

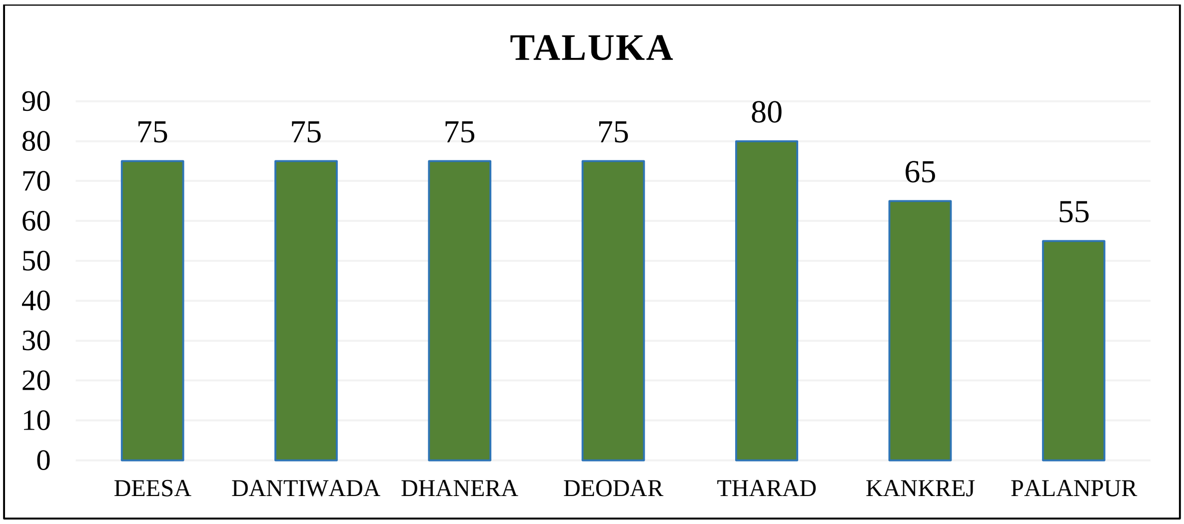

Chart 4.1: Taluka Selected for the study

4.2 AGE GROUP OF THE RESPONDENTS.

Table 4.2: Age Group of the Respondents.

Age	Frequency	Percent
21-30 YEAR	64	12.8
31-40 YEAR	165	33.0
41-50 YEAR	155	31.0
51-60 YEAR	95	19.0
60 AND ABOVE	21	4.2
Total	500	100.0

In this study, respondents of different age groups were interviewed, among which 64 (12.8%) samples were in the age group of 21-30 years. 135 (33.0%) respondents were in the age group of 31-40 year.155 (31.0%) respondents were having age of 41-50 year.95 (19.0%) respondents were having age between 51 to 60 year, And 21(4.2%) respondents were in the age group of 60 years and more.

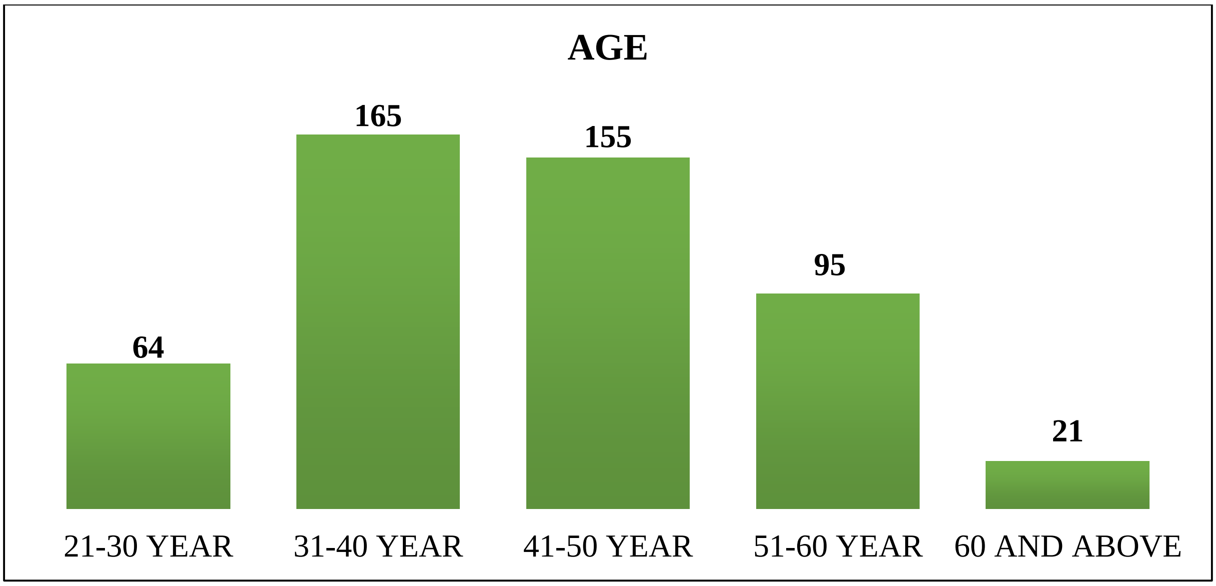

Chart 4.2: Age Group of Respondents

4.3 NUMBER OF MEMBERS IN FAMILY.

Table 4.3: Number of members in family.

Family Members	Frequency	Percent
1-3	25	5.0
4-6	320	64.0
7-9	126	25.2
10 And More	29	5.8

In this study, 5% of the respondents have one to three members in a family 64% of the respondents have four to six members in one family. 25.2 % respondents are consist of seven to nine members in a family. 5% of the respondents have ten and more members in a family.

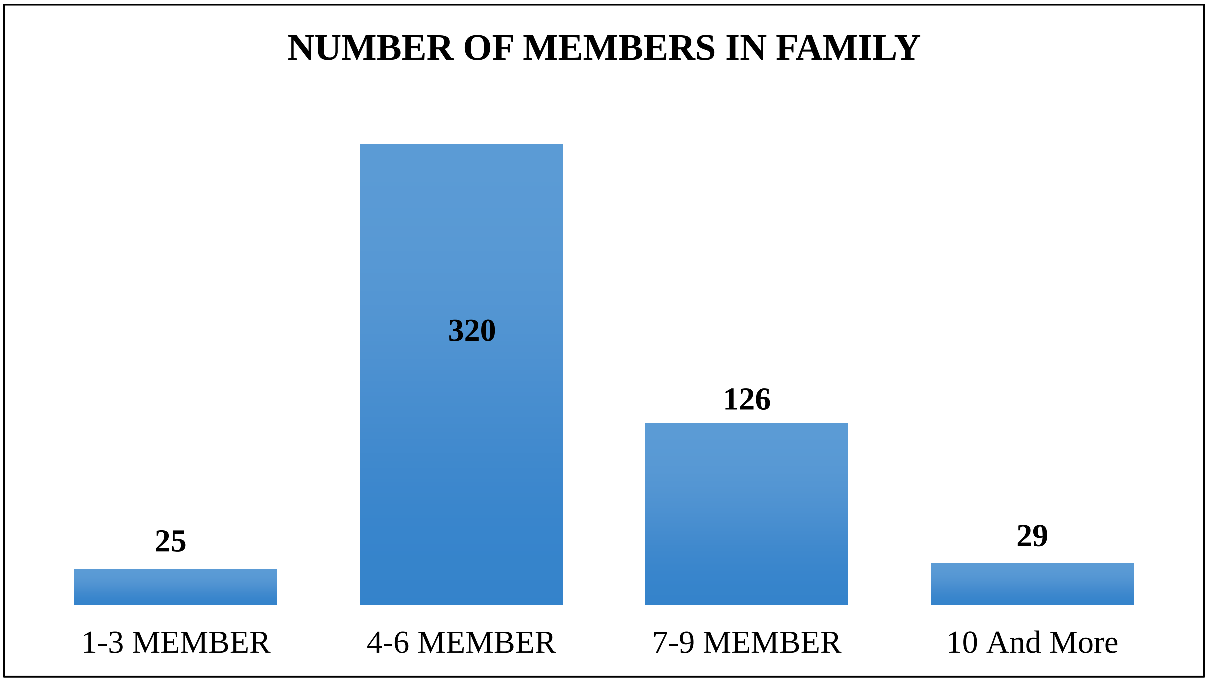

Chart 4.3: Number of members in family.

4.4. EDUCATION OF THE RESPONDENTS

Table 4.4: Education of the respondents

Education	Frequency	Percent
SSC And Below	430	86.0
HSC	51	10.2
Graduate	4	.8
Post graduate	15	3.0

In this study majority of the respondents have education till tenth (SSC) standard or below, 86% of the respondents are educated till tenth (SSC) standard and below. 10.2% of the respondents are having education till HSC. 0.8% of the respondents are Graduate and 3% respondents are post graduate.

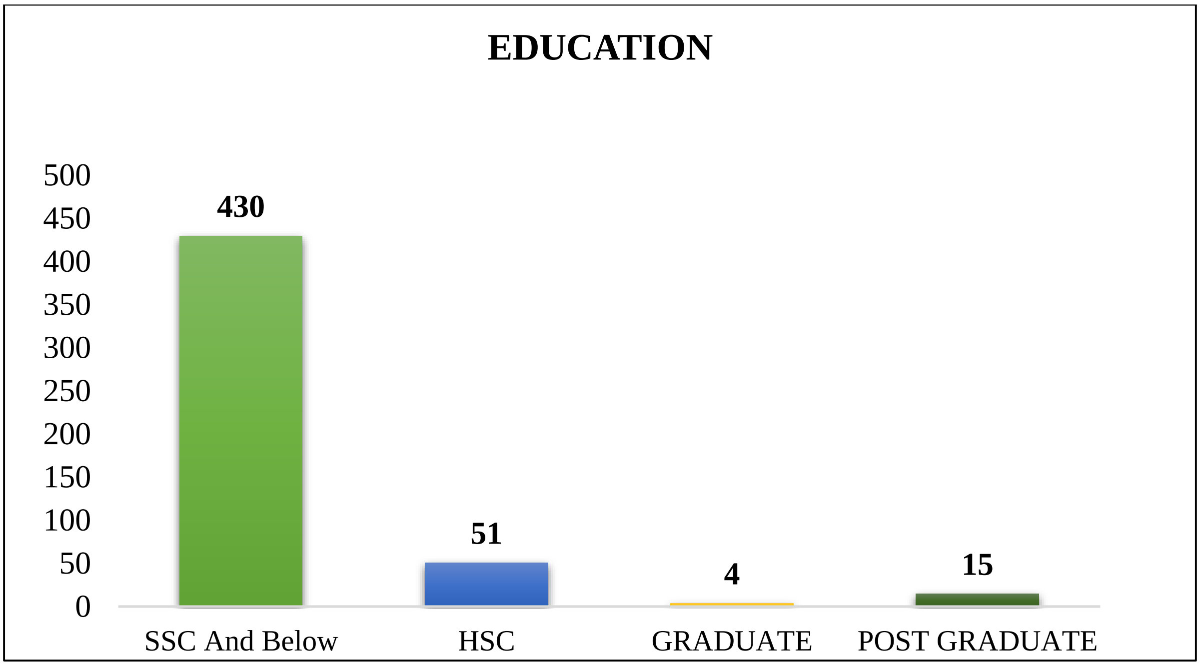

Chart 4.4: Education of the Respondents

4.5. RESPONDENT’S RELATION WITH DAIRY COOPERATIVE SOCIETY

Table 4.5: Respondent’s Relation with Dairy Cooperative society.

Relation	Frequency	Percent
Member	400	80.0
Mantri	100	20.0

In the study one hundred DCS Were visited. From each DCS one mantri and four members were interviewed. In the study I have interviewed hundred Mantri and four hundred members of various DCS.

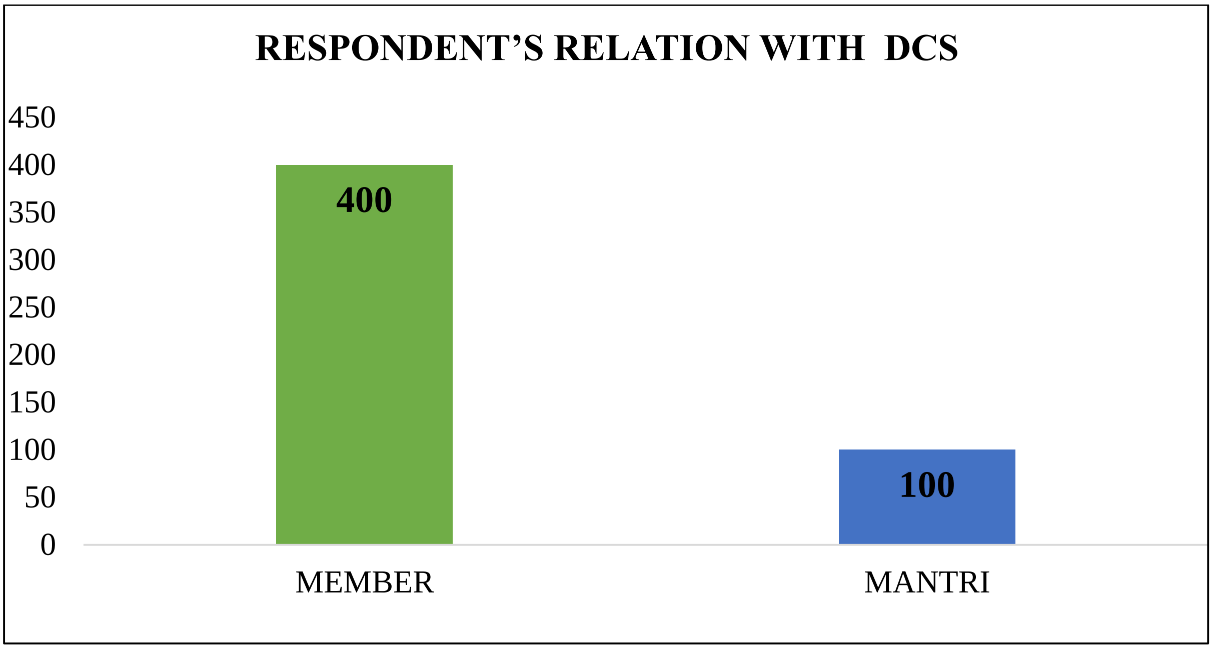

Chart 4.5: Respondent’s Relation with Dairy Cooperative society.

4.6. CONSUMPTION PATTERN OF TEA

Table 4.6: Consumption pattern of Tea

Consumption per day	Frequency	Percent
Do not consume	2	.4
Once	6	1.2
Twice	140	28.0
Thrice and more	352	70.4

In the survey of five hundred respondents, it is observed that majority of the respondents have tea three times and more in a day. 70.4% of the respondents consume tea thrice and more time in a day. 28% of the respondents consume tea twice in a day. 1.2% respondents consume tea once in a day, whereas only less than one percent (0.4%) respondents do not consume tea.

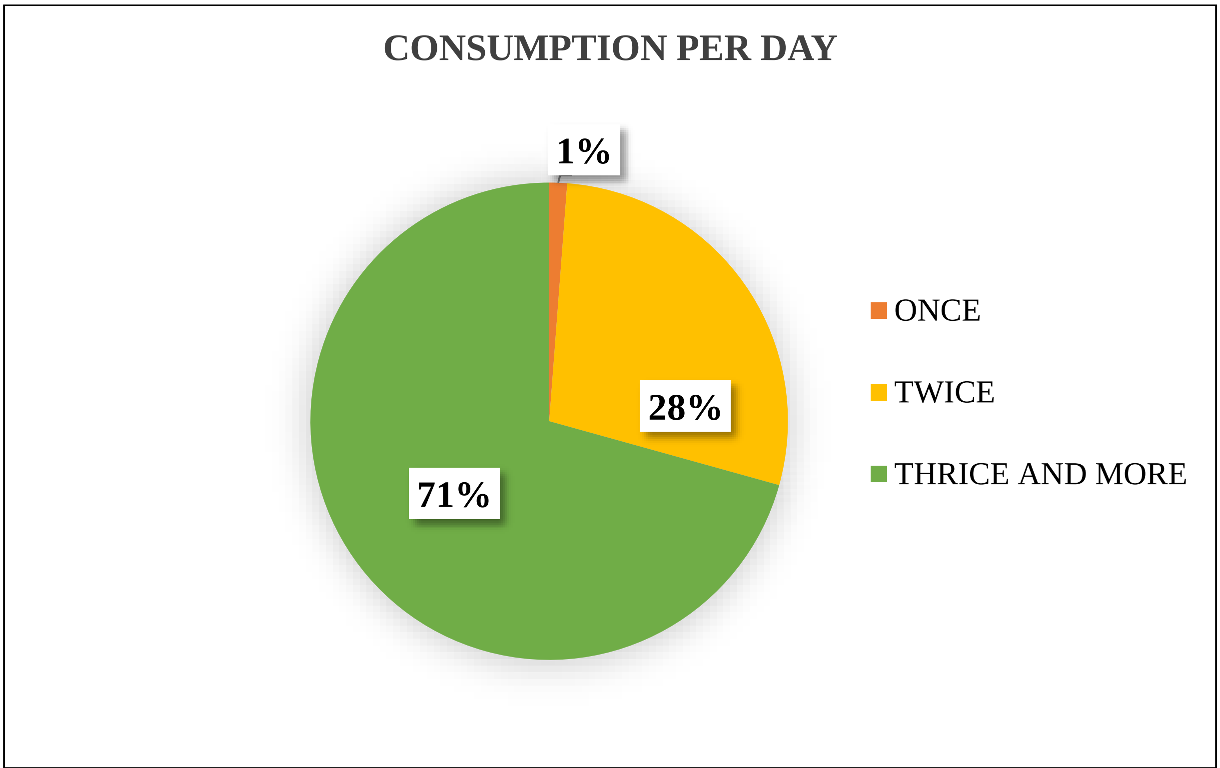

Chart 4.6: Consumption pattern of Tea

4.7. MONTHLY PURCHASE OF TEA

Table 4.7: Monthly purchase of tea

Quantity	Frequency	Percent
500G	16	3.2
1 kg	160	32.0
1.5 kg	185	37.0
2 kg	111	22.2
MORE THAN 2 kg	28	5.6

The monthly purchase of tea from all the respondents is as follows: 3.2% respondent purchase 500 gm of tea, 32% respondents purchase 1 kg tea in a month. 37% of the respondents purchase 1.5 kg tea per month. 22.2% respondents purchase 2 kg per month.

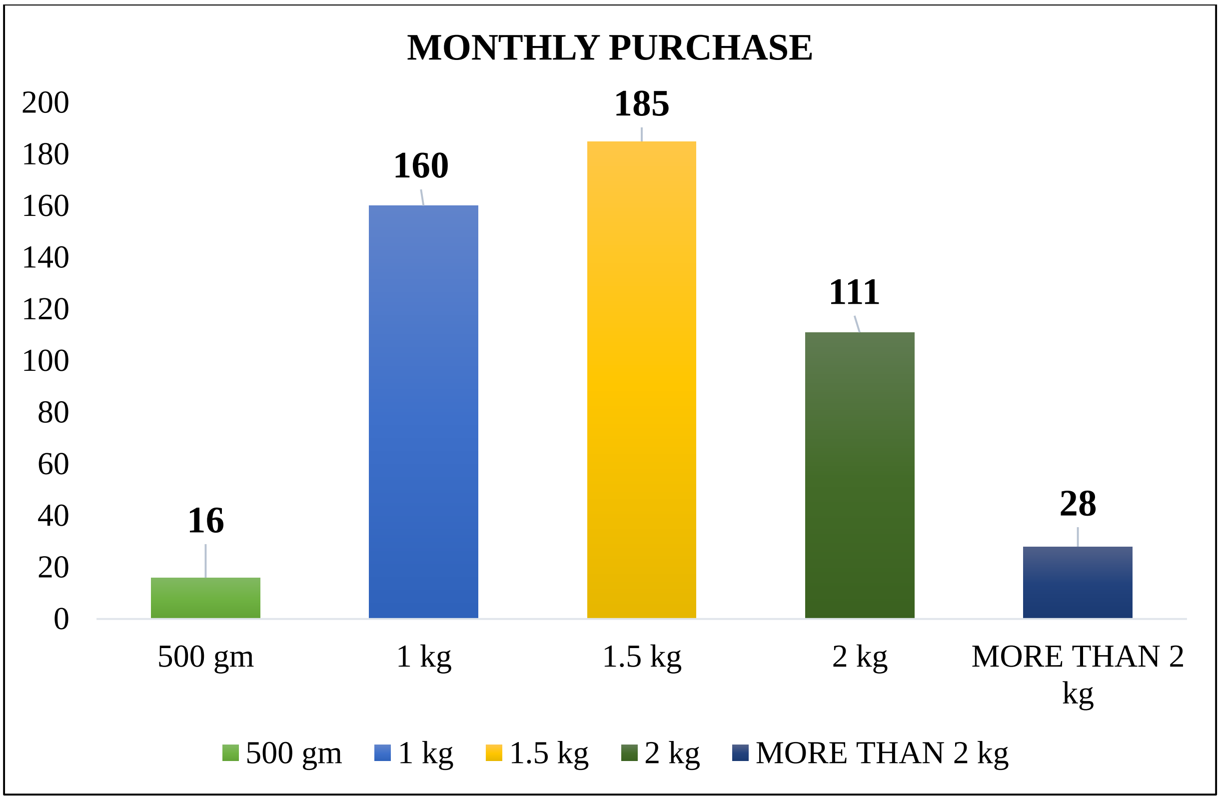

Chart 4.7: Monthly purchase of tea

4.8. PACK SIZE PREFERENCE

Table 4.8: Package Size preference.

Pack Size	Frequency	Percent
500 gm	281	56.2
1 kg	219	43.8

Currently Banas dairy is selling tea in 500gm pack. From the above table it is seen that 56.2 % respondents prefer 500gm pack whereas 43.8% respondents prefer 1 Kg Pack.

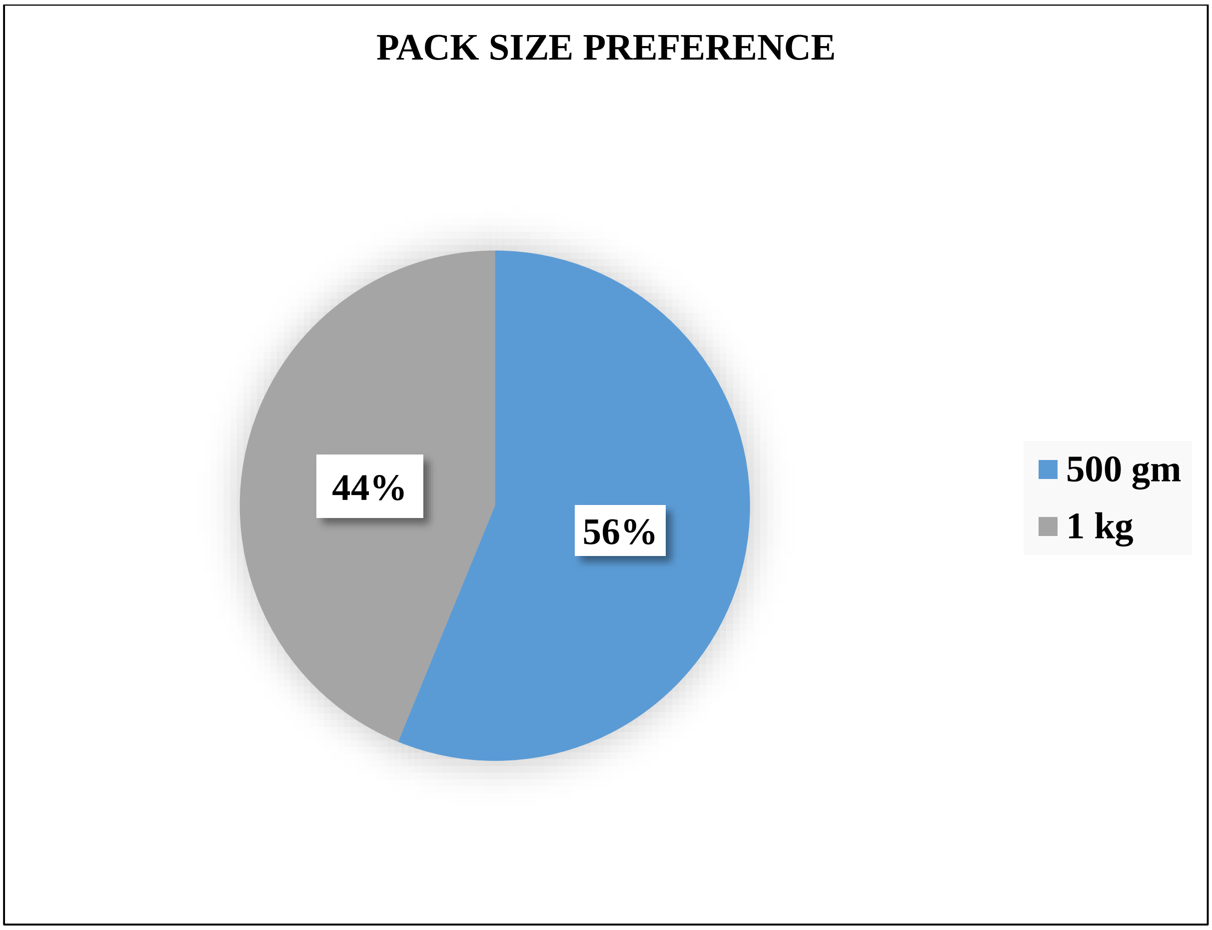

Chart 4.8: Package Size preference

4.9. PAST CUSTOMER OF BANAS TEA

In this study, personal who were purchasing Banas tea from DCS in the past were interviewed. All the respondents were past purchaser of Banas tea.

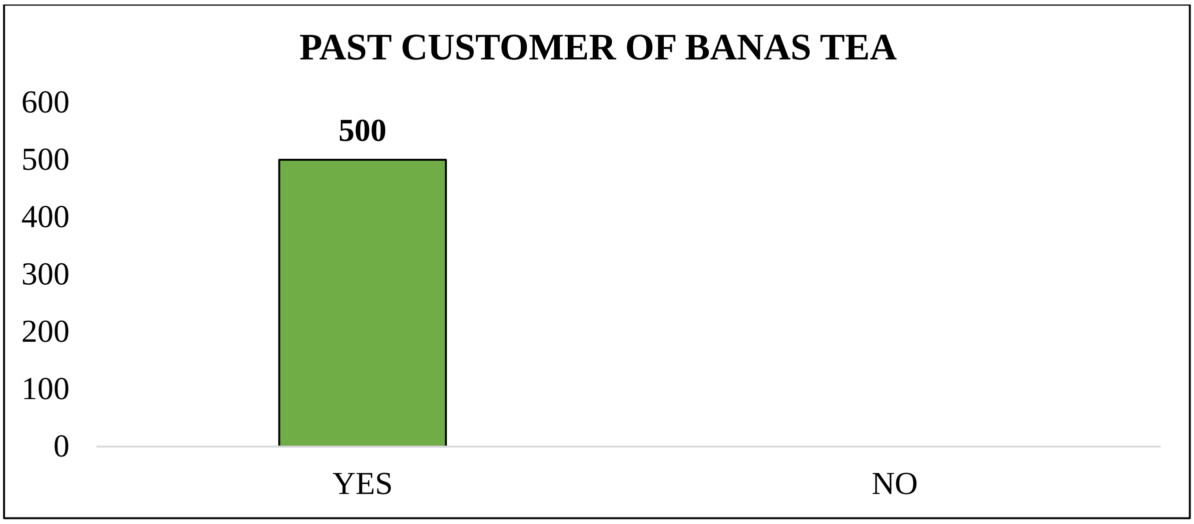

Chart 4.9: Past customer of Banas Tea.

4.10. PRESENT CUSTOMER OF BANAS TEA

In this study, the respondent's answers were analysed to check whether the earlier Customer of Banas tea buys Banas tea at present time. The analysis shows that none of the respondents presently buys Banas tea.

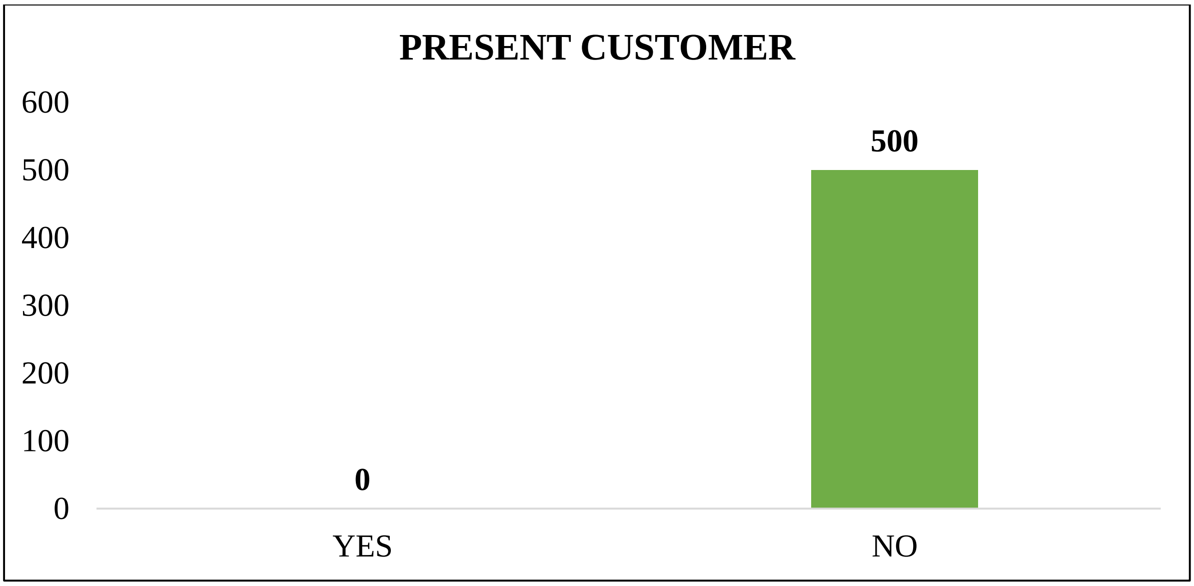

Chart 4.10: Present Customer of Banas tea

4.11. REASONS FOR NOT BUYING BANAS TEA

Table 4.9. Reasons for not buying Banas tea

Reasons	Frequency	Percent
Inferior quality	381	76.2
Unavailability	106	21.2
Preference of family member	9	1.8
Other	4	.8

One of The objective of the study is to find out the reasons for not buying Banas tea. 76.2% respondents have stopped buying Banas tea because of its inferior quality and fluctuation in quality. 21.2 % respondents says that Banas tea is unavailable at their respective DCS. 1.8 % respondents have stated that members of the family do not prefer Banas tea. 0.8 % of the respondents don't buy Banas Tea because of other reasons such as theft, misplacement of the tea pouches, their wish of not to sell Banas tea etc.

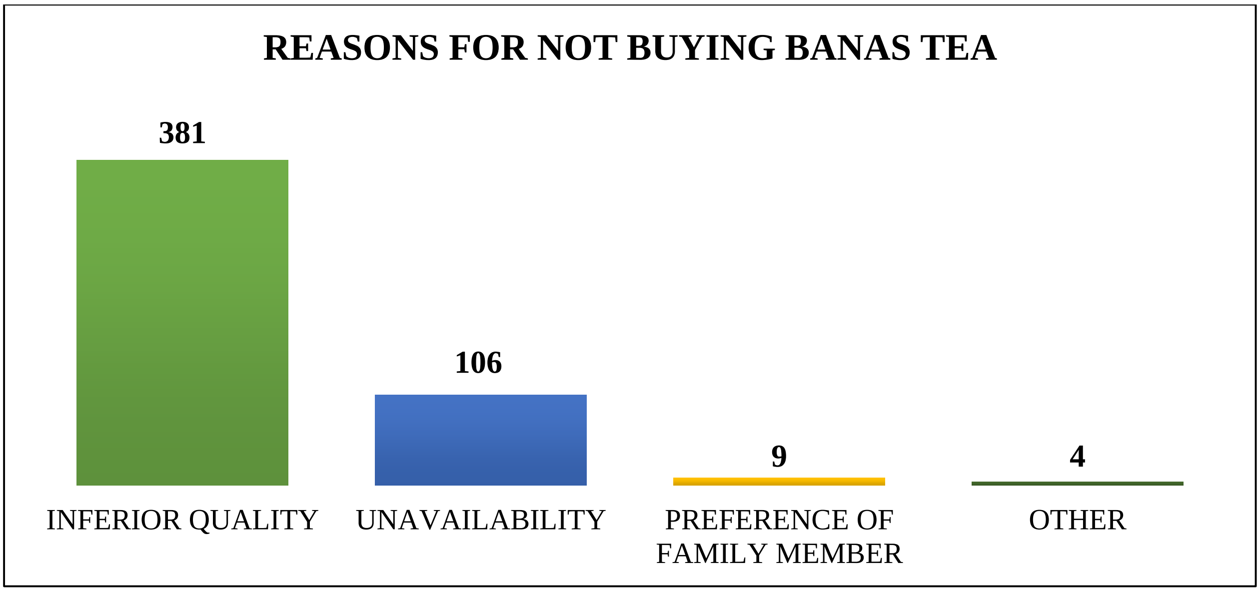

Chart 4.11: Reasons for not buying Banas tea

In this study around 381 (76.2%) respondents said that the reason for not buying Banas tea is inferior quality. So the analysis of quality parameter has been done for the response of 381 respondents.

4.11.1. COLOUR

Table 4.10.: Colour

Colour	Frequency	Percent
Yes	360	83
No	21	17

From the table and graph it is observed that out of 381 responses for inferior quality, 83 % respondents said that there is a problem with colour. Respondents are not able to gain proper colour of tea. Whereas 17 % respondents do not have problem with colour of tea.

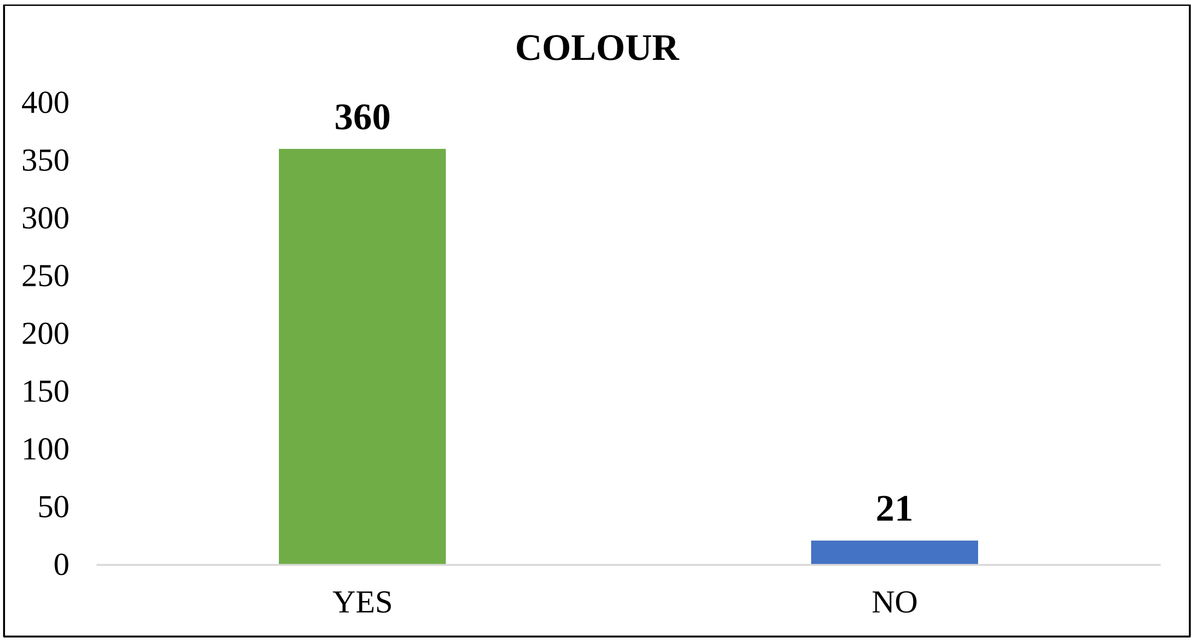

Chart 4.12: Colour

4.11.2. TASTE

Table 4.11: Taste

Taste	Frequency	Percent
Yes	193	51
No	188	49

From the table and Chart it is seen that around 51 % respondents says that the taste is not good, whereas 49% respondents they don't have any problem with taste of Banas Tea

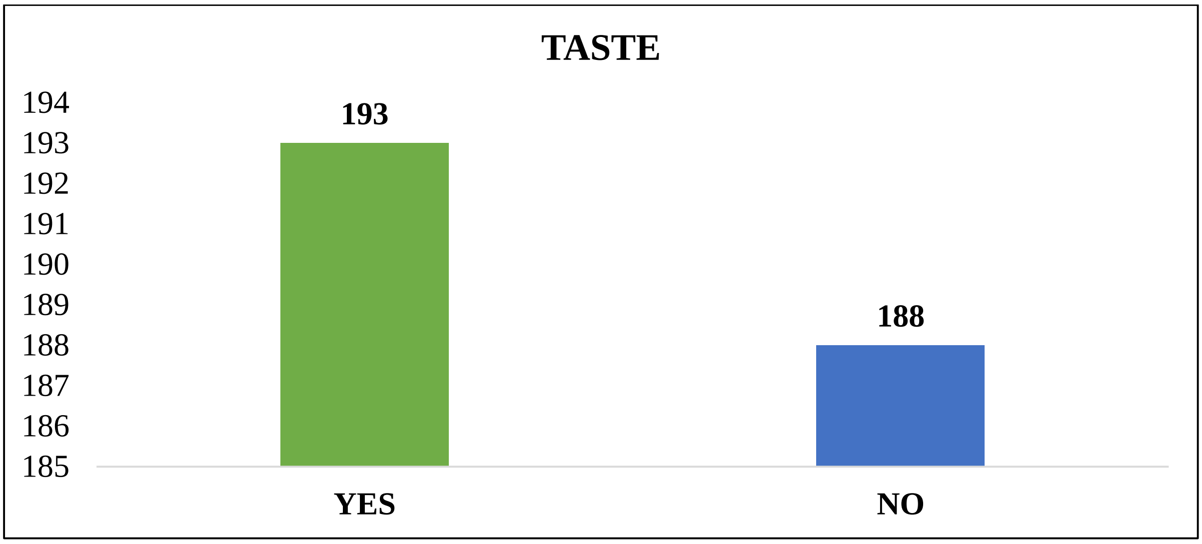

Chart 4.13: Taste

4.11.3. AROMA

Table 4.12: Aroma.

Aroma	Frequency	Percent
Yes	85	22
No	296	78

Aroma is a crucial quality parameter for tea. From the table and chart it is observed that 22% of the respondents have problem with aroma and 78% respondents do not have any problem with aroma.

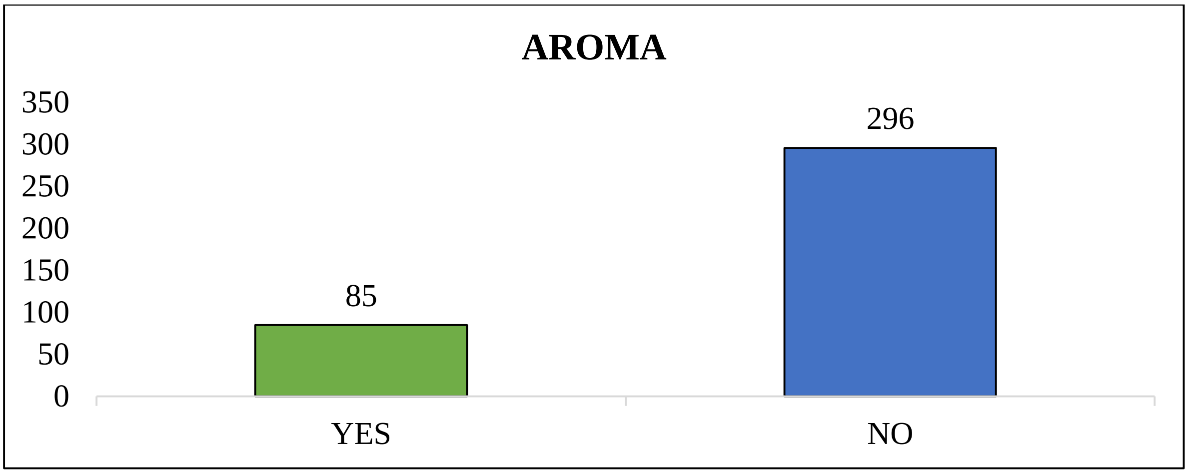

Chart 4.14: Aroma

4.11.4. REFRESHMENT VALUE

Table 4.13. Refreshment value

Refreshment value	Frequency	Percent
Yes	82	21.5
No	299	78.5

In this study out of 381 respondents who have given reason of inferior quality, 21.5% respondents have said that there is problem with refreshment value (there is less refreshment value). 78.5 % respondents have said that less refreshment value is not the reason for buying Banas Tea.

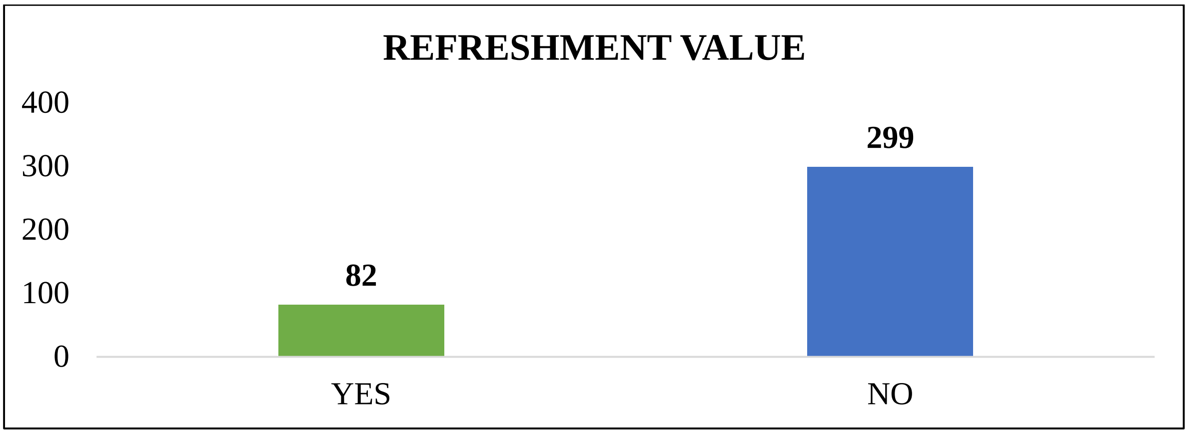

Chart 4.15: Refreshment value

4.11.5. PARTICLE SIZE

Table 4.14: Particle Size

Particle size	Frequency	Percent
Yes	123	32.3
No	258	67.7

Particle size of the tea is important. In this study, out of 381 respondents who have given reason of inferior quality, 32.3% respondents are not satisfied with the particle size of the Banas tea, they also stated that there is a fluctuation in particle size of each pack they buy. 67.7 % respondents are satisfied with the particle size.

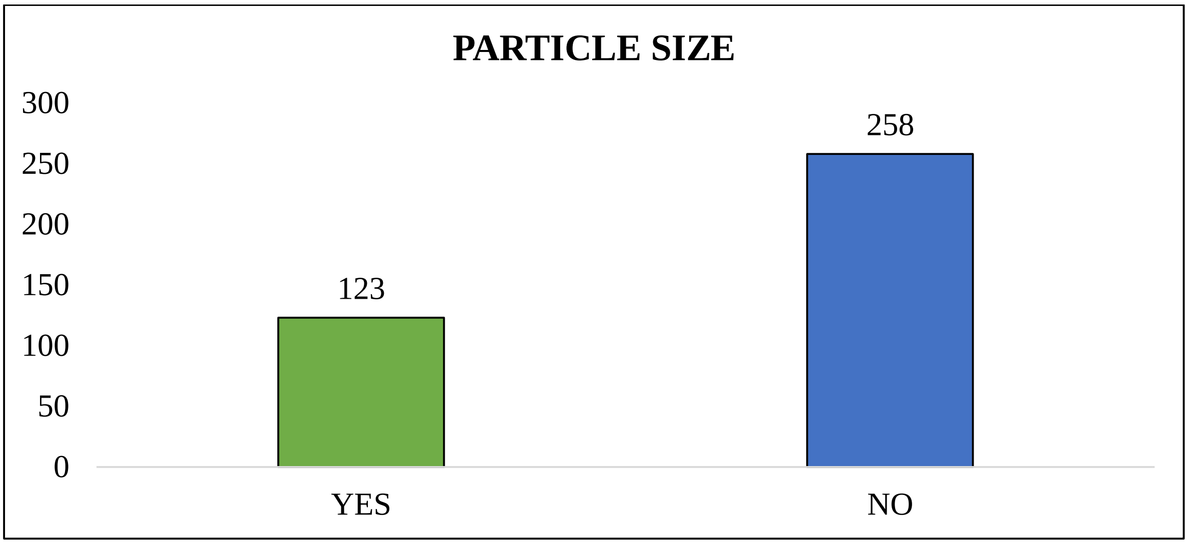

Chart 4.16: Particle Size

4.12. REASONS GIVEN FOR REDUCTION IN DEMAND BY MANTRI/CHAIRMAN OF THE DCS

Table 4.15: Reasons given for reduction in demand by Mantri of the DCS.

Reasons given by Mantri	Frequency	Percent
Margin/commission	28	28
High cost of sales	1	1
Torn packages	1	1
Quality	61	61
Other	9	9
Total	100	100

In this survey, one hundred Mantri were interviewed. They have given reason for reduction in demand of Banas tea. 61% Mantri have stated that Inferior quality of the tea is the main reason of Reduction in demand of Banas Tea. 28% respondents said that margin/commission given to them is a reason for reduction in demand of tea from DCS. 9% respondents have given other reasons i.e. Theft, misplacement of the tea pouches, their wish of not to sell Banas tea etc. 1% Mantri have said that torn pack is the reason and 1% mantri have stated that high cost of sales is the reason for reduction in demand of Banas tea.

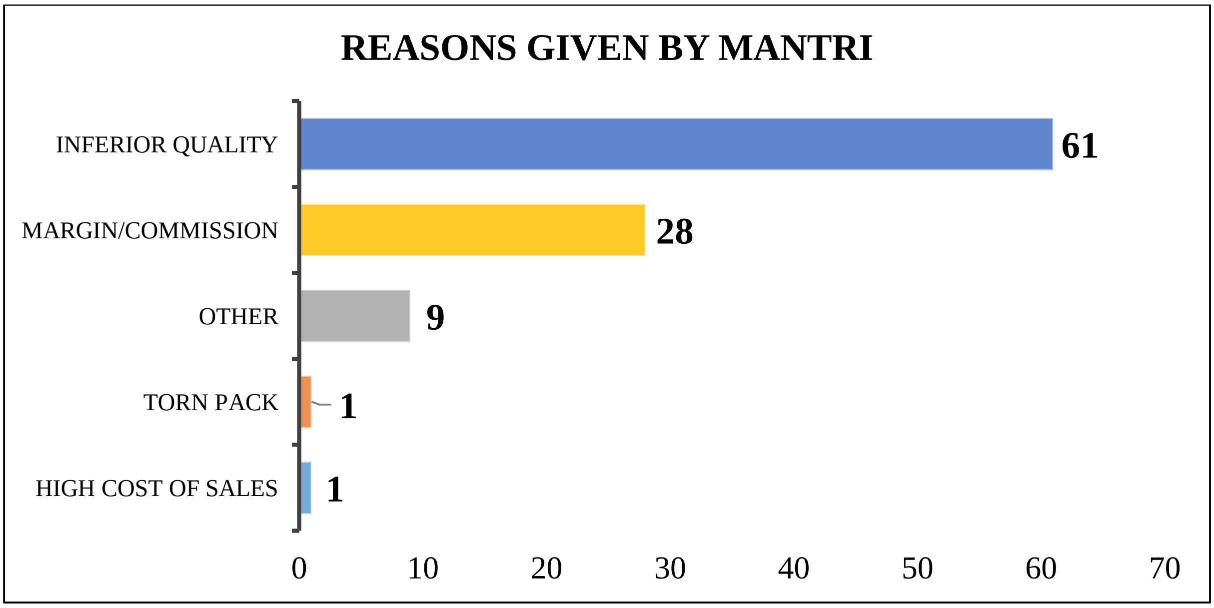

Chart 4.17: Reasons given for reduction in demand by Mantri of the DCS.

4.13. COMPETITOR'S BRAND PREFERENCE IN BANASKANTHA DISTRICT

Table 4.16: Competitor's brand preference in Banaskantha District.

Competitors brand	Frequency	Percent
Wagh Bakari	76	15.2
Chaudhari cha	145	29.0
Mazbat	34	6.8
Local tea brands	245	49.0
Total	500	100.0

In this study this is one of the objective. In Banaskantha district most of the respondents prefer local tea brands. 15.2% respondents prefer Wagh Bakari tea brand. 29% respondents prefer Chaudhari cha. 6.8%respondents prefer Mazbat brand. 49 % respondents prefer local tea brands (Mostly loose tea, Navrang, Rajwadi, Royal Ghatiya, Babulal sukawala Ni cha, Bhabharvala Ni cha etc.)

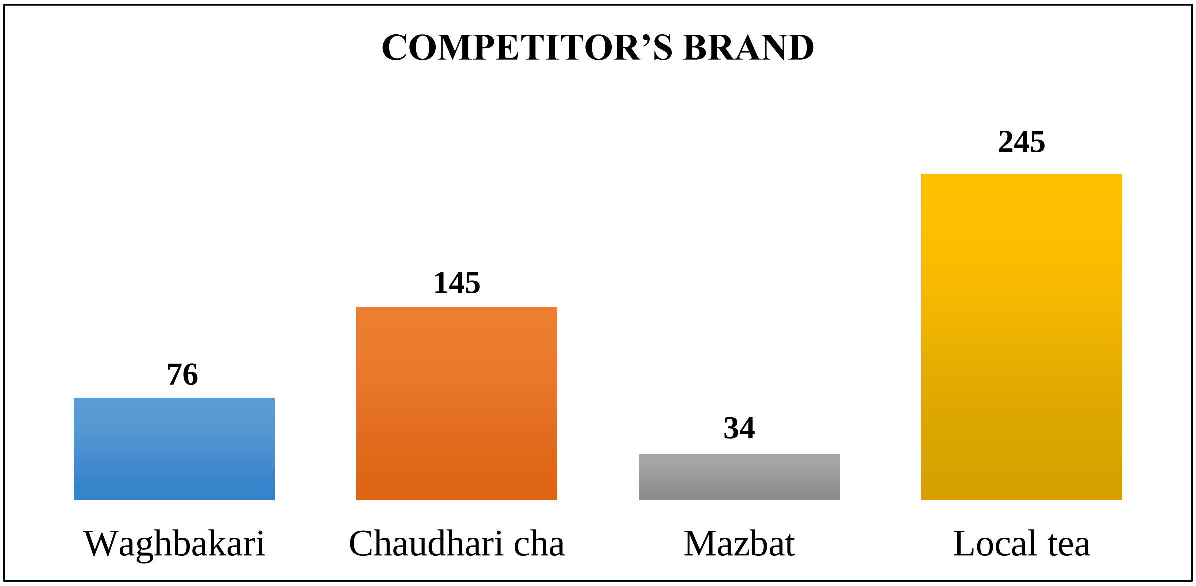

Chart 4.18: Competitor's brand preference in Banaskantha District.

4.14. EXPECTATION OF INCENTIVES.

Table 4.17: Expectation of Incentives.

Expectation of incentives	Frequency	Percent
Yes	228	45.6
No	272	54.4
Total	500	100.0

In this study, respondents were asked if they any expect incentives with Banas Tea. 45.6 % respondents said that yes they expect some incentives from Banas Tea. They said that incentives like stationary products, Box, Bucket etc. 54.4% respondents said that they do not want any incentives. For this they advocate that Banas tea is being supplied to the members at 180 Rs per Kg, and if Banas Dairy provides incentives, it will have impact on Quality or Price will increase which ultimately costs to member of DCS.

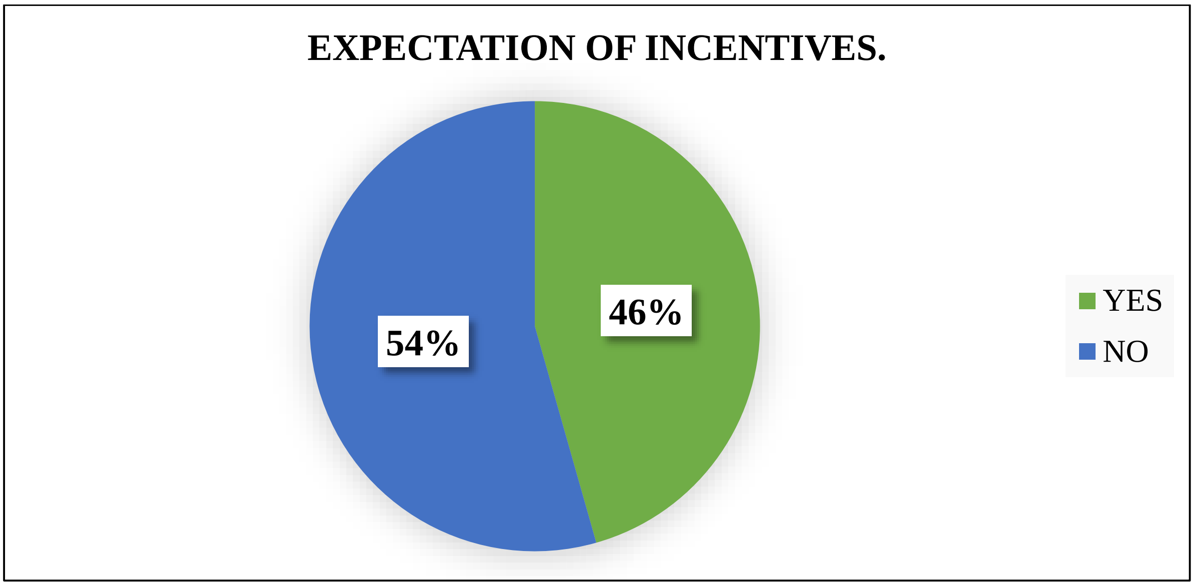

Chart 4.19. Expectation of Incentives.

4.15. RELATION BETWEEN CONSUMPTION PATTERNS OF TEA AND TALUKA.

Table 4.18: Relation between Consumption patterns of Tea and Taluka.

	Consumption pattern				
Taluka	Do not consume	Once	Twice	Thrice and more	Total
Deesa	0	3	54	18	75
Dantiwada	0	0	34	41	75
Dhanera	0	2	10	63	75
Deodar	0	0	18	57	75
Tharad	0	1	8	72	81
Kankrej	2	0	15	48	65
Palanpur	0	0	1	53	54
Total	2	6	140	352	500

As the study was conducted in various Taluka of Banaskantha District, it is important to know the consumption pattern of various Taluka. Here it is observed that majority (72%) of the respondents from Deesa consume tea twice in day and 24 % consume thrice and more time in a day. In Dantiwada Taluka 45% respondents consume tea twice in a day and 55 % respondents consume thrice and more in a day. Here consumption pattern is almost equal. Consumption of tea is three times and more in respective Taluka, which is as follows: Dhanera (84%), Deodar (76%), Tharad (89%), Kankrej (74%), and Palanpur (99%). This analysis shows that the consumption of tea is high in almost all Taluka. Banas Tea has a very good scope in all those Taluka with higher demand.

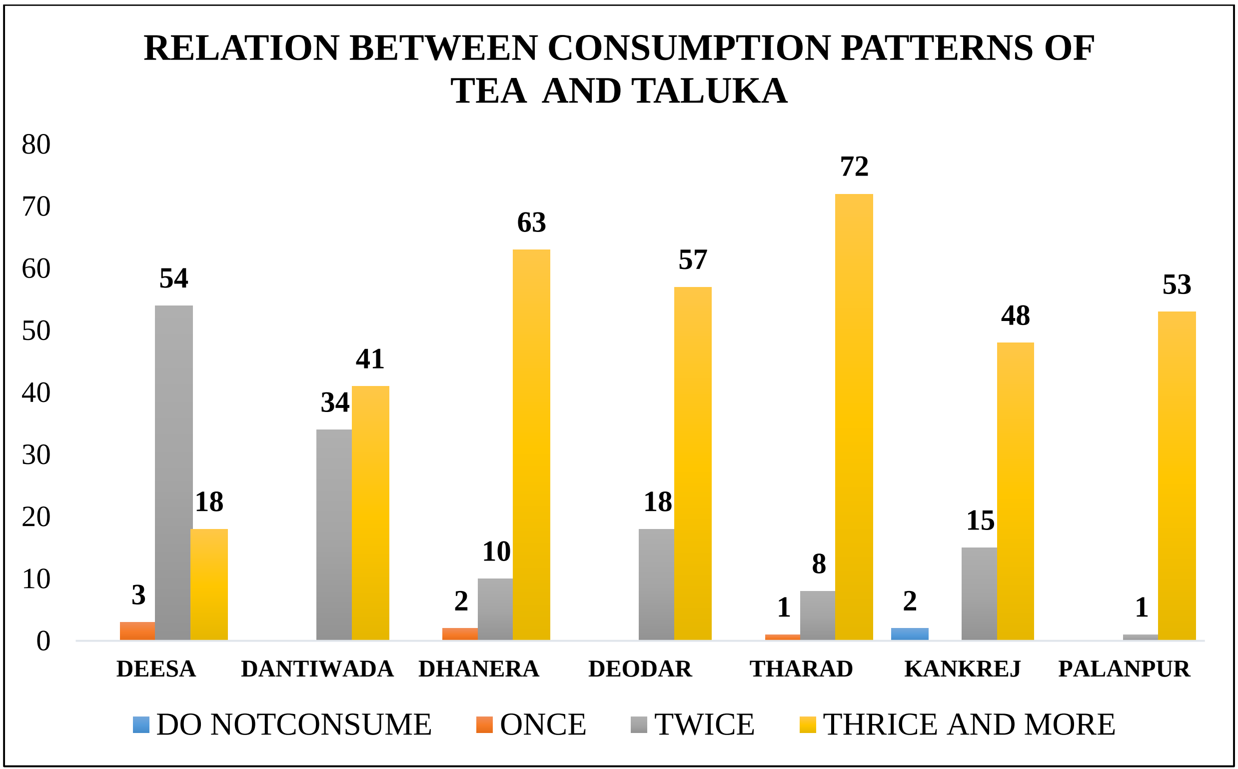

Chart 4.20: Relation between Consumption patterns of Tea and Taluka.

4.16. RELATION BETWEEN MONTHLY PURCHASE OF TEA AND TALUKA

Table 4.19: Relation between Monthly Purchase of Tea and Taluka.

Taluka	Monthly Purchase					Total
	500g	1 kg	1.5 kg	2 kg	More Than 2 kg	
Deesa	6	41	15	10	3	75
Dantiwada	6	24	19	20	6	75
Dhanera	3	12	28	25	7	75
Deodar	1	18	31	20	5	75
Tharad	0	19	48	13	1	81
Kankrej	0	24	24	15	2	65
Palanpur	0	22	20	8	4	54
Total	16	160	185	111	28	500

From the table, it is observed that majority of the respondents of Deesa (55%) purchase 1 kg Tea in a month. In case of Dantiwada, Respondents buy tea in equally in various quantity, 1kg (32%), 1.5kg (25%), and 2kg (26%). In Dhanera the case is almost same: 1kg (16%), 1.5kg (37%), and 2kg (34%). In Case of Deodar the major result are as follows: 1kg (24%), 1.5kg (41%), and 2kg (26%). In Tharad the demand of 1.5kg per month is higher: 1kg (23%), 1.5kg (64%), and 2kg (17%). In case of Kankrej Taluka responses are equal for 1kg and 1.5kg of tea which is 37% and 37% respectively and 20% for 2kg. Majority of the Respondents of Palanpur Taluka buys 1 kg (47%), 1.5 kg (37%) tea per month.

From the table and graph it is observed that respondents are more attracted towards buying main three quantity category, 1 kg, 1.5kg, and 2kg.

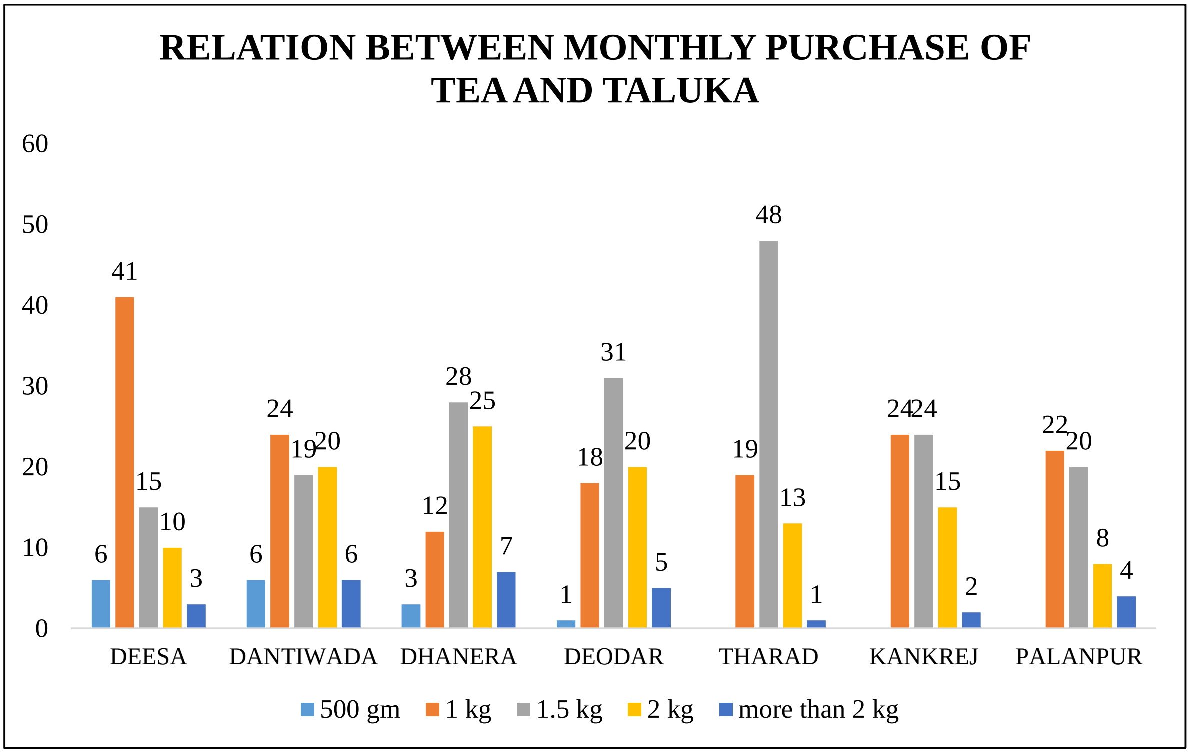

Chart 4.21. Relation between Monthly Purchase of Tea and Taluka

4.17. RELATION BETWEEN REASON FOR NOT BUYING BANAS TEA AND TALUKA

Table 4.20: Relation between reason for not buying Banas tea and Taluka

Taluka	Reasons				Total
	Inferior quality	Unavailability	Preference of family member	Other	
Deesa	68	5	2	0	75
Dantiwada	69	4	2	0	75
Dhanera	44	31	0	0	75
Deodar	46	23	5	1	75
Tharad	64	16	0	1	81
Kankrej	44	20	0	1	65
Palanpur	46	7	0	1	54
Total	381	106	9	4	500

In this study, the major reason observed in all Taluka is Inferior quality of Banas tea. Where as in case of Dhanera, Deodar, Tharad and Kankrej Taluka Unavailability of the reason is a major reason.

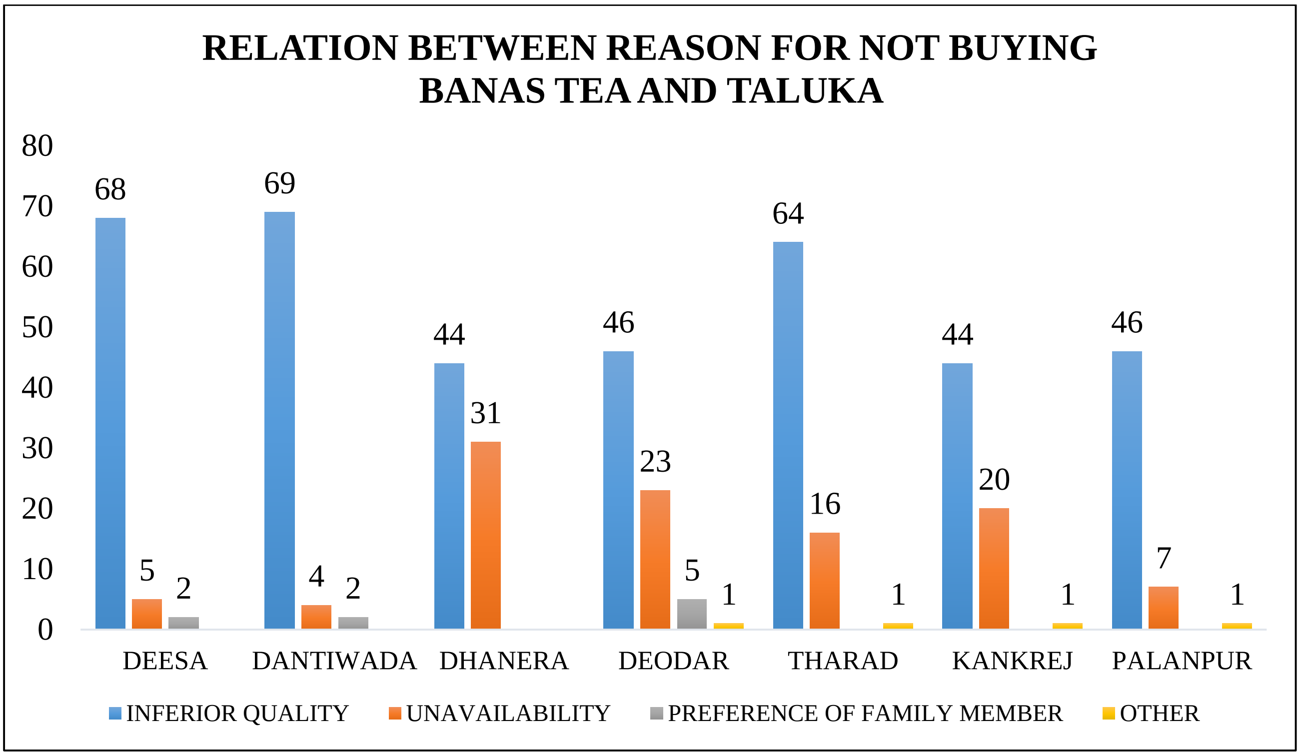

Chart 4.22: Relation between reason for not buying Banas tea and Taluka

4.17.1. RELATION BETWEEN TALUKA AND COLOUR CONSIDERED AS A PROBLEM.

Table 4.21: Relation between Taluka and Colour Considered as a problem.

Taluka	Colour Considered As A Problem		Total
	Yes	No	
Deesa	61	7	68
Dantiwada	59	10	69
Dhanera	42	2	44
Deodar	45	1	46
Tharad	63	1	64
Kankrej	44	0	44
Palanpur	46	0	46
Total	360	21	381

From the above table it is observed that respondents of all the Taluka Said that the colour of the Tea is poor. They said that the exact colour which should be seen after normal preparation of tea is not there in case of Banas tea.

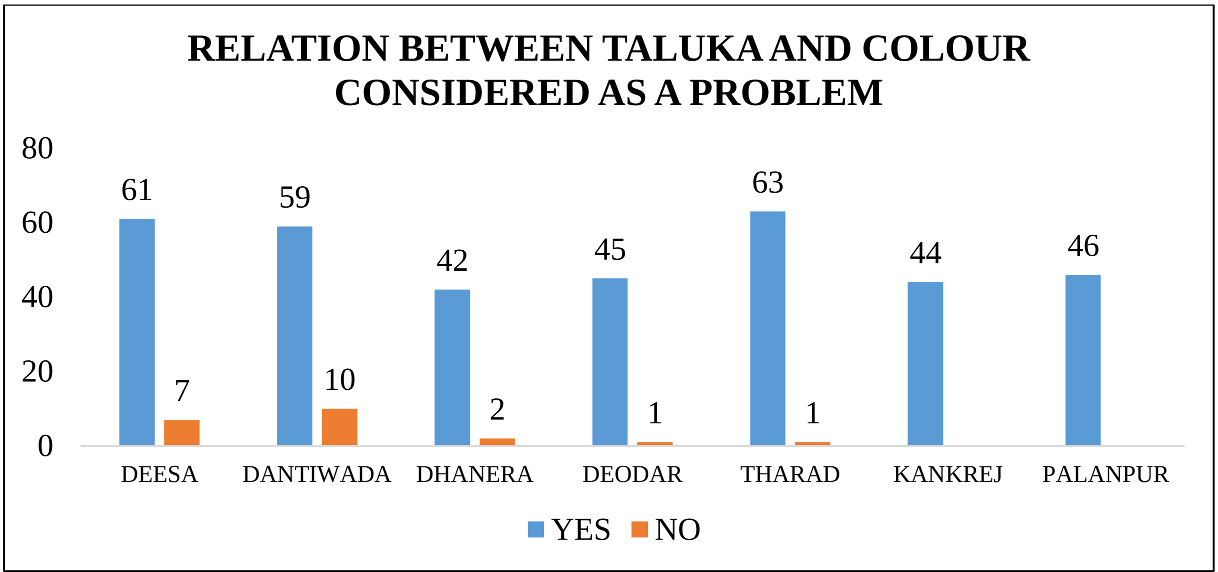

Chart 4.23: Relation between Taluka and Colour Considered as a problem.

4.17.2. RELATION BETWEEN TALUKA AND TASTE CONSIDERED AS A PROBLEM.

Table 4.22: Relation between Taluka and taste Considered as a problem.

Taluka	Taste Considered As A Problem		Total
	Yes	No	
Deesa	51	17	68
Dantiwada	56	13	69
Dhanera	31	13	44
Deodar	18	28	46
Tharad	22	42	64
Kankrej	0	44	44
Palanpur	15	31	46
Total	193	188	381

Majority of respondent's analysis shows that Taste is considered as problematic factor in case of Deesa, Dantiwada and Dhanera Taluka. And it is not considered as problematic factor in Deodar, Tharad, Kankrej and Palanpur Taluka.

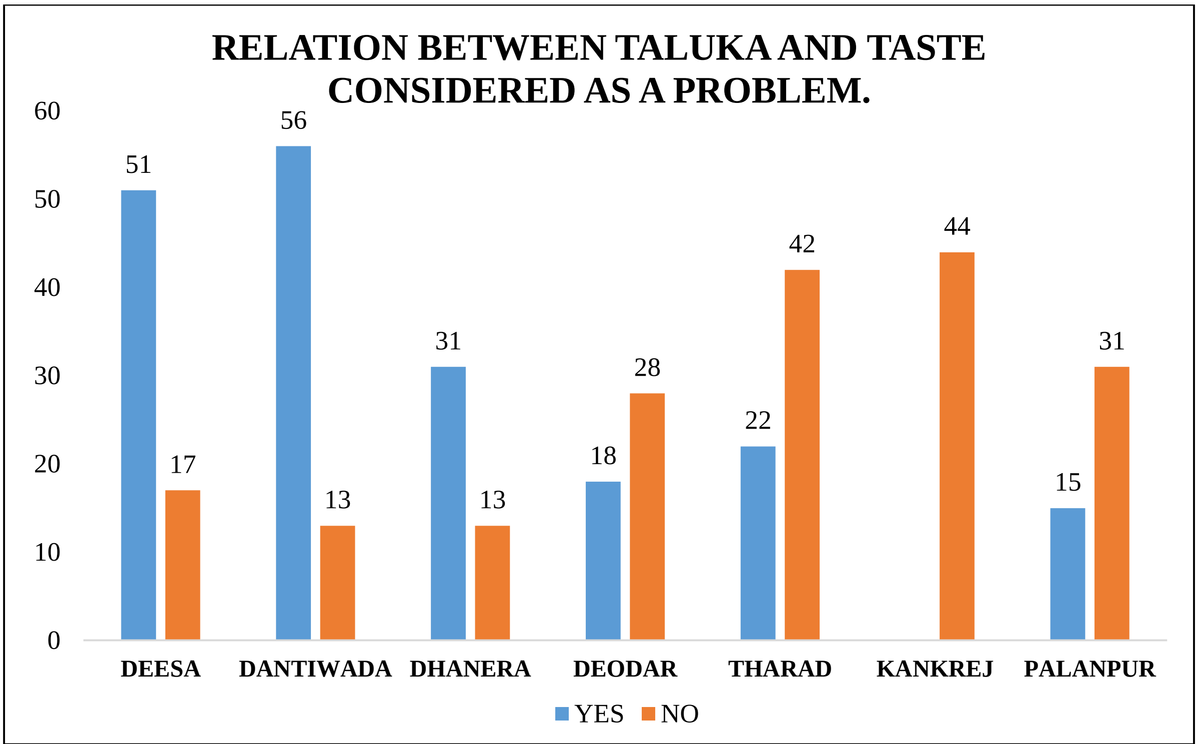

Chart 4.24: Relation between Taluka and taste Considered as a problem.

4.17.3. RELATION BETWEEN TALUKA AND AROMA CONSIDERED AS A PROBLEM.

Table 4.23: Relation between Taluka and Aroma Considered as a problem.

Taluka	Aroma Considered As A Problem		Total
	Yes	No	
Deesa	19	49	68
Dantiwada	34	35	69
Dhanera	16	28	44
Deodar	6	40	46
Tharad	10	54	64
Kankrej	0	44	44
Palanpur	0	46	46
Total	85	296	381

In this analysis, from the table and Chart it is shown that majority of the respondents do not have any problem with Aroma.

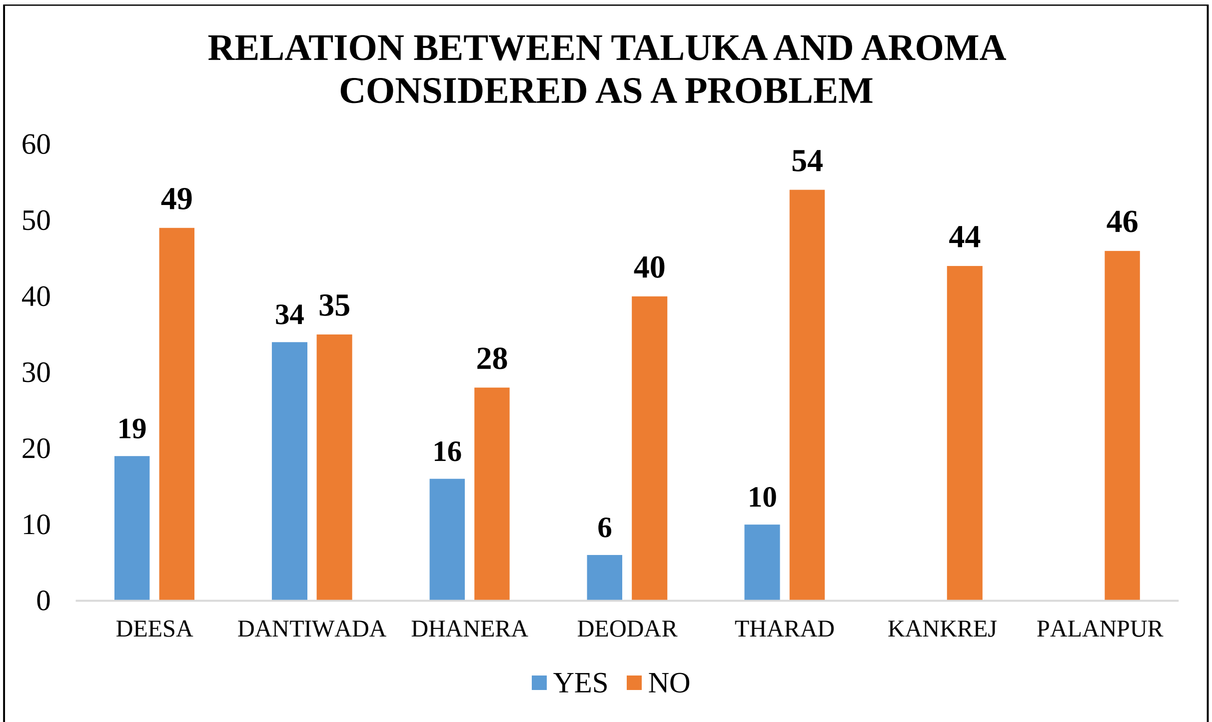

Chart 4.25: Relation between Taluka and Aroma Considered as a problem.

4.17.4. RELATION BETWEEN TALUKA AND REFRESHMENT VALUE CONSIDERED AS A PROBLEM.

Table 4.24: Relation between Taluka and Refreshment value Considered as a problem.

Taluka	Refreshment value Considered As A Problem		Total
	Yes	No	
Deesa	16	52	68
Dantiwada	19	50	69
Dhanera	12	32	44
Deodar	5	41	46
Tharad	3	61	64
Kankrej	4	40	44
Palanpur	23	23	46
Total	82	299	381

Majority of respondent's analysis shows that Taste is considered as problematic factor in case of Palanpur Taluka. And it is not considered as problematic factor in Deodar, Tharad, Kankrej Deesa, Dantiwada and Dhanera Taluka.

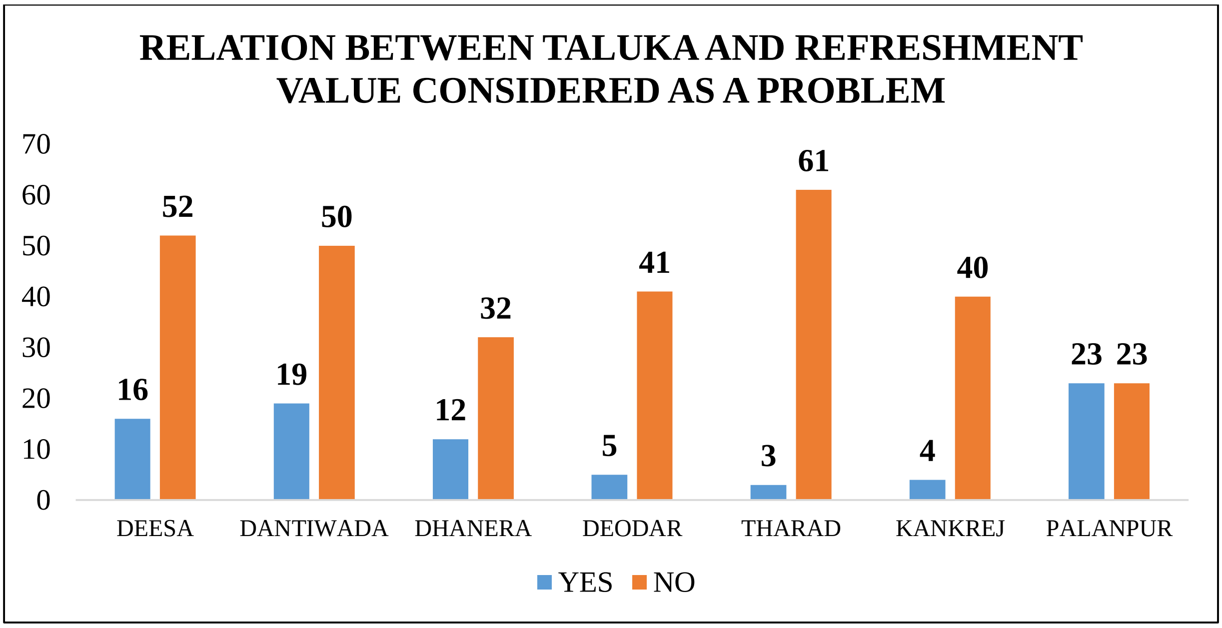

Chart 4.26: Relation between Taluka and Refreshment value Considered as a problem.

4.17.5. RELATION BETWEEN TALUKA AND PARTICLE SIZE CONSIDERED AS A PROBLEM

Table 4.25: Relation between Taluka and Particle size Considered as a problem.

Taluka	Particle size Considered As A Problem		Total
	Yes	No	
Deesa	20	48	68
Dantiwada	26	43	69
Dhanera	15	29	44
Deodar	11	35	46
Tharad	23	41	64
Kankrej	3	41	44
Palanpur	25	21	46
Total	123	258	381

The analysis shows that particle size is not a problematic factor in all the Taluka except Palanpur Taluka.

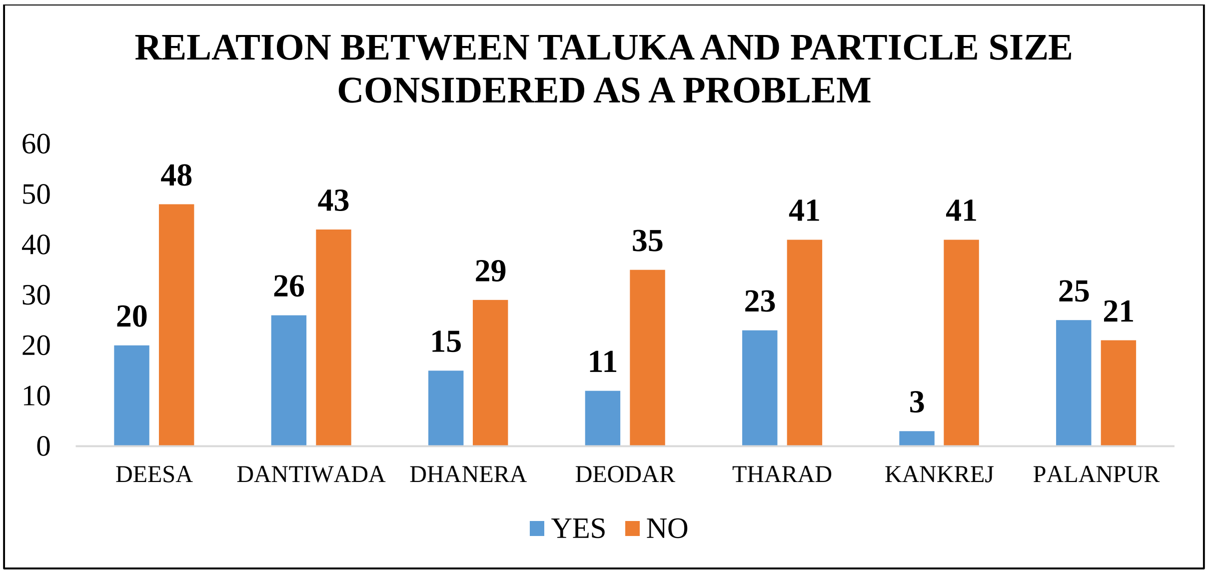

Chart 4.27: Particle size considered as problematic factor in different Taluka

4.18. PREFERENCE OF TEA BRAND IN DIFFERENT TALUKA.

Table 4.26: Preference of tea Brand in different Taluka

Taluka	Competitor's tea brand				Total
	Wagh Bakari	Chaudhari cha	Mazbat	Local tea	
Deesa	25	10	16	24	75
Dantiwada	12	51	0	12	75
Dhanera	10	31	16	18	75
Deodar	3	4	0	68	75
Tharad	9	1	2	69	81
Kankrej	5	8	0	52	65
Palanpur	12	40	0	2	54
Total	76	145	34	245	500

From the table, we can see that Wagh Bakari brand is more preferred in Deesa Taluka. In Dhanera, Dantiwada and Palanpur most of the respondents prefer Chaudhari Cha. Mazbat is preferred in Deesa and Dhanera. Respondents from Deodar, Tharad and Kankrej prefer local tea brands (Mostly loose tea, Navrang, Rajwadi, Royal Ghatiya, Babulal sukawala Ni cha, Bhabharvala Ni cha etc.)

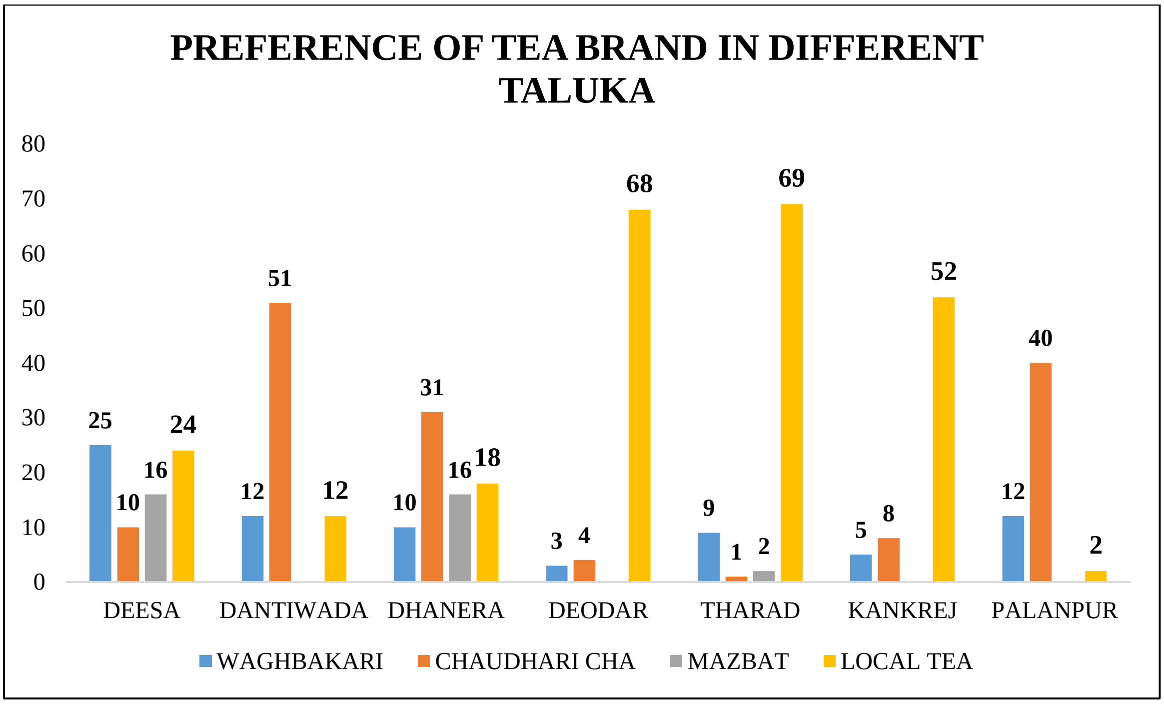

Chart 4.28: Preference of tea Brand in different Taluka

4.19. EXPECTATION OF INCENTIVES WITH BANAS TEA IN DIFFERENT TALUKA.

Table 4.27: Expectation of Incentives with Banas Tea in different Taluka.

Taluka	Expectation of incentives		Total
	Yes	No	
Deesa	29	46	75
Dantiwada	25	50	75
Dhanera	16	59	75
Deodar	51	24	75
Tharad	33	48	81
Kankrej	42	23	65
Palanpur	32	22	54
Total	228	272	500

In Deesa, Dantiwada and Dhanera Taluka, Respondents do not expect incentives with Banas tea, in terms of price they are satisfied with Banas Tea. In Deodar, Tharad, Kankrej and Palanpur Taluka, Respondents expect some Incentives such as stationary for kids' education, Buckets, Boxes etc.

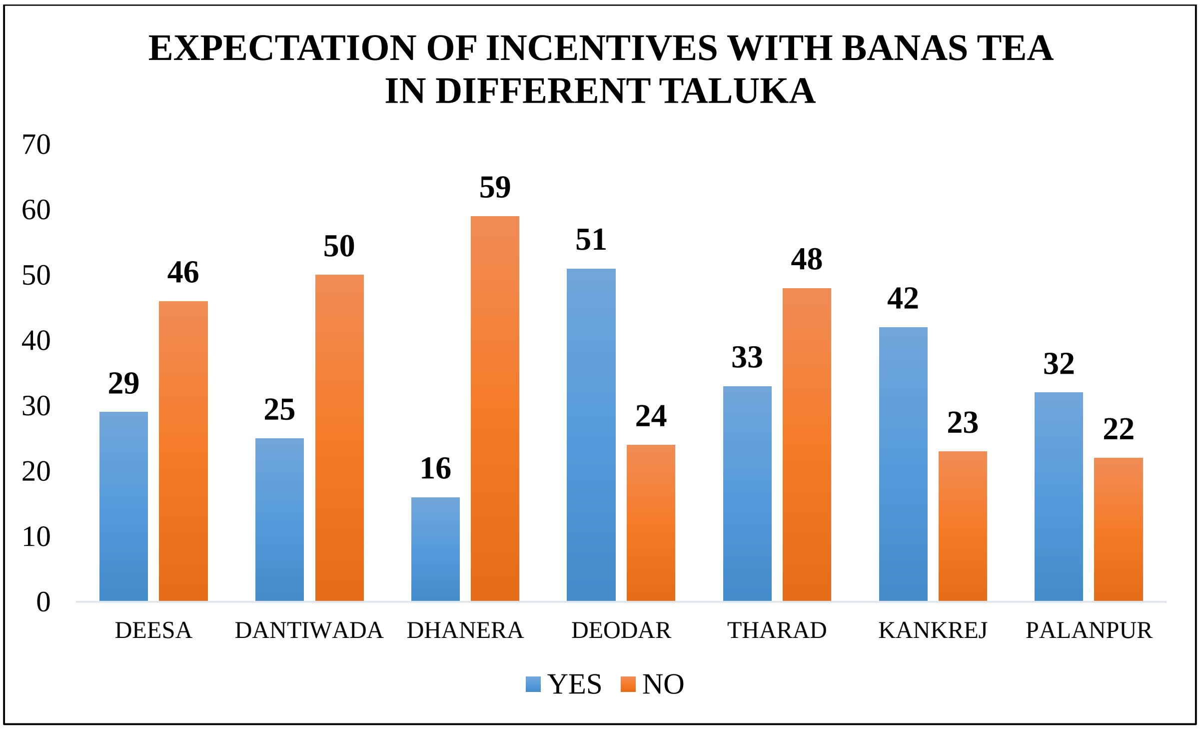

Chart 4.29: Expectation of Incentives with Banas Tea in different Taluka.

4.20. CONSUMPTION PATTERN OF TEA IN VARIOUS EDUCATION GROUP

Table 4.28: Consumption pattern of tea in various Education Group.

Education	Times consumption				Total
	Do not consume	Once	Twice	Thrice and more	
SSC and below	2	3	118	307	430
HSC	0	3	18	30	51
Graduate	0	0	1	3	4
Post graduate	0	0	3	12	15
Total	2	6	140	352	500

From the Above study it is clearly observed that the majority of the respondents (71%) who have education SSC and below are having tea thrice and more time and in the same education group Respondents (27%) consume tea twice in a day. In other Education group the consumption is less.

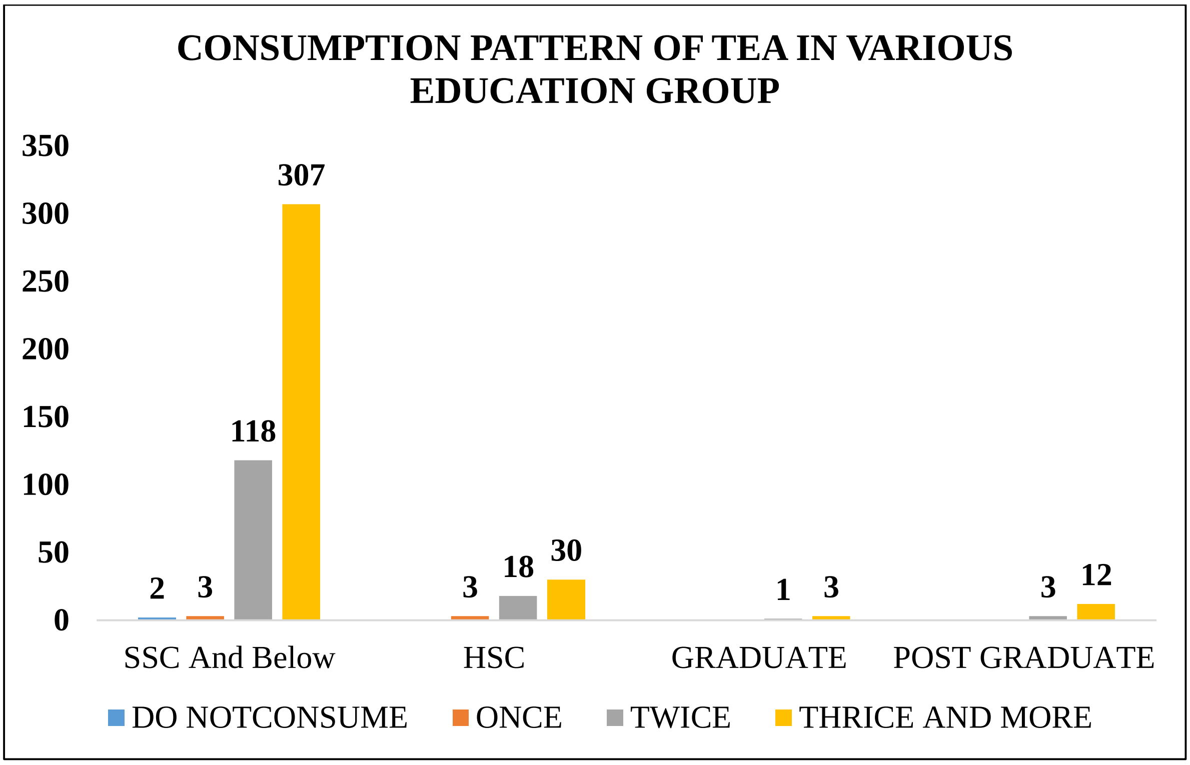

Chart 4.30: Consumption pattern of tea in various Education Group

4.21. REASONS GIVEN BY DIFFERENT EDUCATION GROUP FOR NOT BUYING BANAS TEA.

Table 4.29: Reasons Given By different education group for not buying Banas Tea.

Education	Reason for not purchasing				Total
	Inferior quality	Unavailability	Preference of family member	Other	
SSC and below	321	98	9	2	430
HSC	46	5	0	0	51
Graduate	4	0	0	0	4
Post graduate	10	3	0	2	15
Total	381	106	9	4	500

In my study, majority of respondents are having education of SSC and below. Major number of respondents (75%) who have education of SSC and below have said that main reason for not buying is Inferior quality, and 23% respondents said that they have problem of unavailability. Out of the Respondents having education till HSC, 89% have given the reason of inferior quality and 11% said the Tea is unavailable at DCS. By Graduate and post graduate respondents stated that Inferior Quality is the Main Reason.

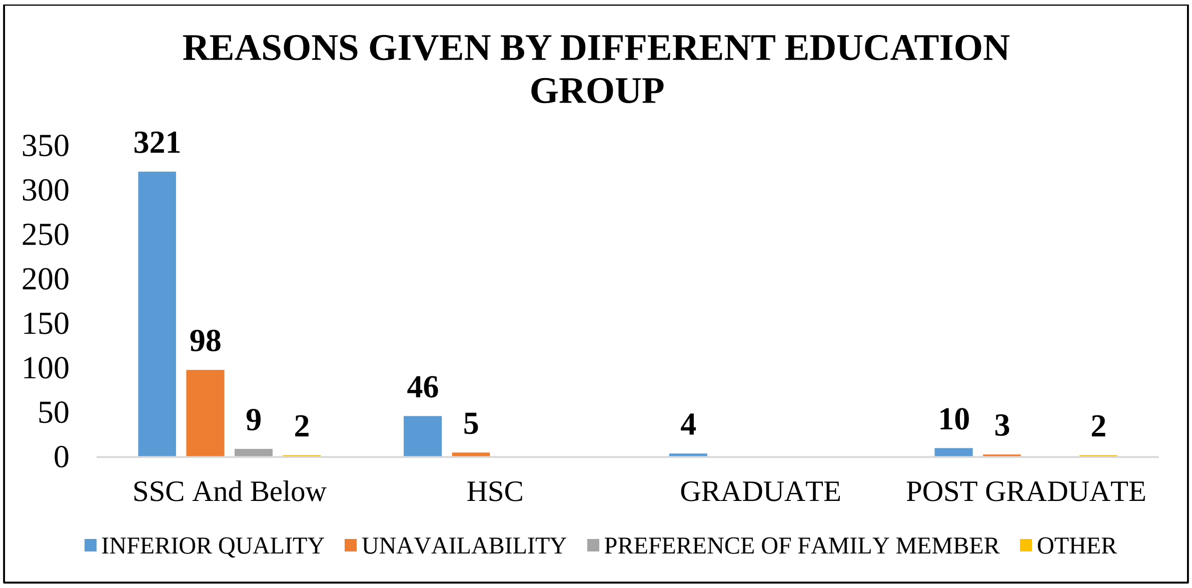

Chart 4.31: Reasons Given By different education group for not buying Banas Tea.

4.21.1. COLOUR CONSIDERED AS PROBLEMATIC FACTOR IN DIFFERENT EDUCATION GROUP

Table 4.30. Colour considered as problematic factor in different Education group.

Education	Colour Considered As A Problem		Total
	Yes	No	
SSC And Below	303	18	321
HSC	44	2	46
Graduate	3	1	4
Post graduate	10	0	10
Total	360	21	381

In the above table it is seen that majority of the respondents of SSC and below consider Colour of tea as a problematic factor. The consideration is same in all education group.

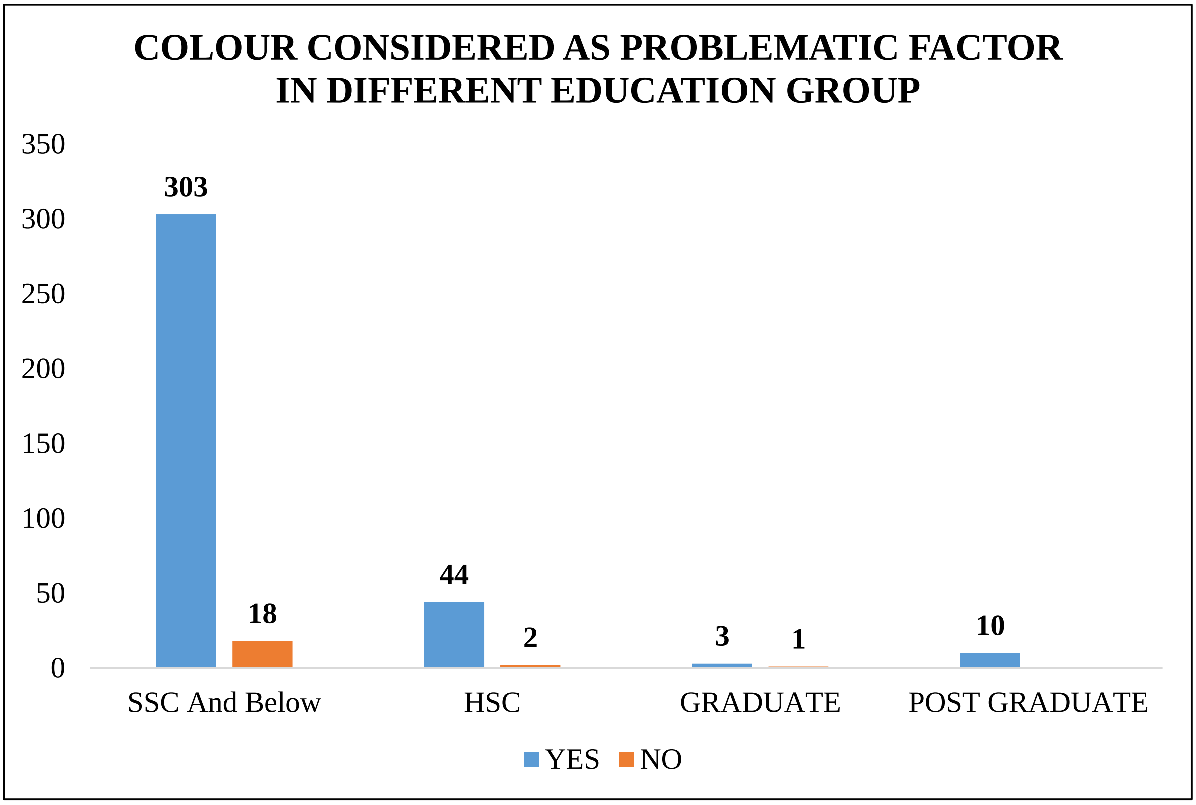

Chart 4.32: Colour considered as problematic factor in different Education group.

4.21.2. TASTE CONSIDERED AS PROBLEMATIC FACTOR IN DIFFERENT EDUCATION GROUP

Table 4.31: Taste considered as problematic factor in different Education group.

Education	Taste Considered As A Problem		Total
	Yes	No	
SSC And Below	165	156	321
HSC	20	26	46
Graduate	3	1	4
Post graduate	5	5	10
Total	193	188	381

From the Table it is observed that the ratio of Consideration and No consideration taste as a problematic factor is almost equal in major responses of different education group.

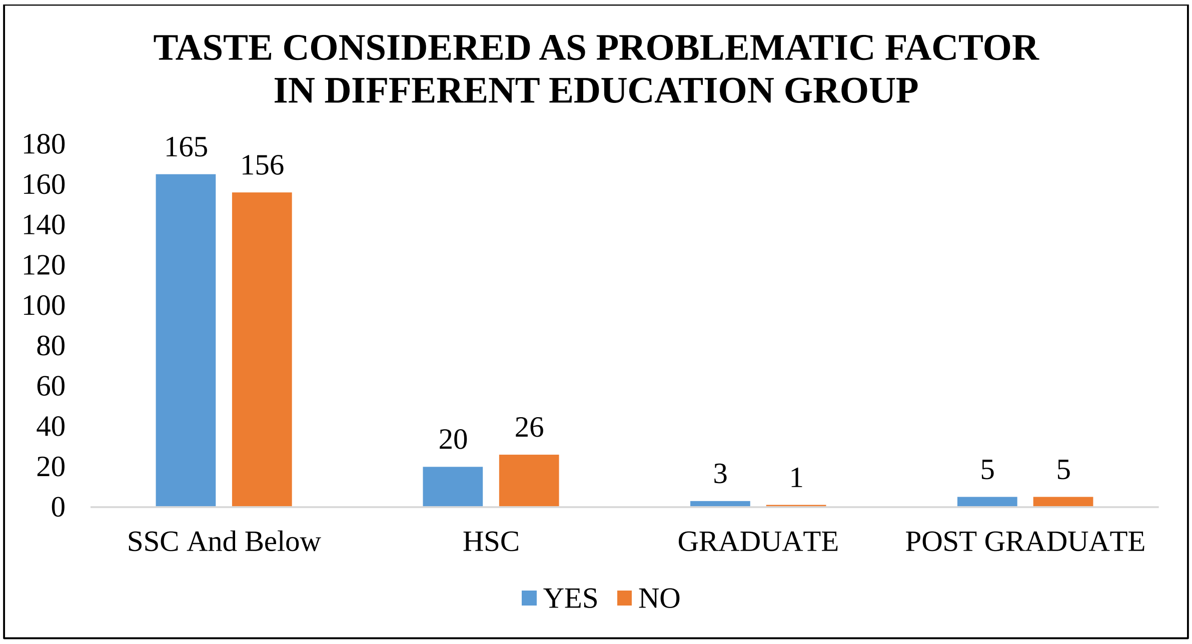

Chart 4.33: Taste considered as problematic factor in different Education group

4.21.3. AROMA CONSIDERED AS PROBLEMATIC FACTOR IN DIFFERENT EDUCATION GROUP

Table 4.32: Aroma considered as problematic factor in different Education group.

Education	Aroma Considered As A Problem		Total
	Yes	No	
SSC And Below	68	253	321
HSC	14	32	46
Graduate	1	3	4
Post graduate	2	8	10
Total	85	296	381

From the table and chart it is observed that Aroma is not considered as problematic factor by most number of respondents in various education group.

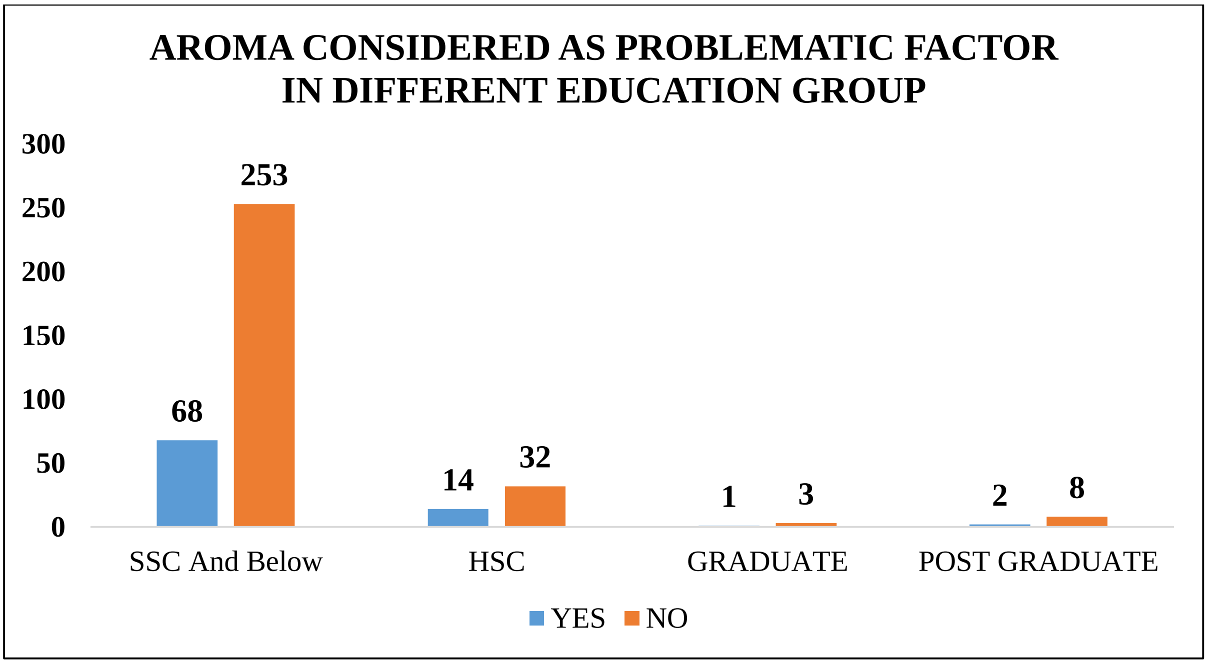

Chart 4.34: Aroma considered as problematic factor in different Education group.

4.21.4. REFRESHMENT VALUE CONSIDERED AS PROBLEMATIC FACTOR IN DIFFERENT EDUCATION GROUP

Table 4.33: Refreshment value considered as problematic factor in different Education group.

Education	Refreshment value Considered As A Problem		Total
	Yes	No	
SSC And Below	68	253	321
HSC	11	35	46
Graduate	1	3	4
Post graduate	2	8	10
Total	82	299	381

From the cross tabulation and chart it is observed that Refreshment value is not considered as a problematic factor.

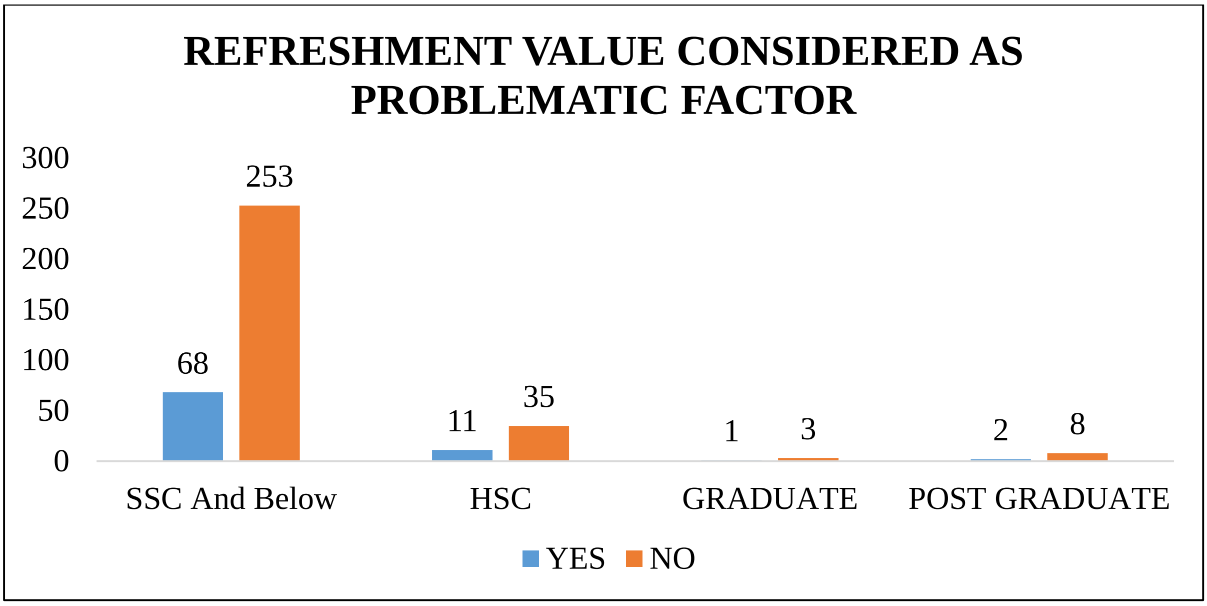

Chart 4.35: Refreshment value considered as problematic factor in different Education group

4.21.5. PARTICLE SIZE CONSIDERED AS PROBLEMATIC FACTOR IN DIFFERENT EDUCATION GROUP

Table 4.34: Particle size considered as problematic factor in different Education group.

Education	Particle size Considered As A Problem		Total
	Yes	No	
SSC And Below	100	221	321
HSC	18	28	46
Graduate	1	3	4
Post graduate	4	6	10
Total	123	258	381

From the table and chart, it is observed that the majority of respondents having education of SSC and below do not consider particle size as a problematic factor. And it is almost same in all the education group.

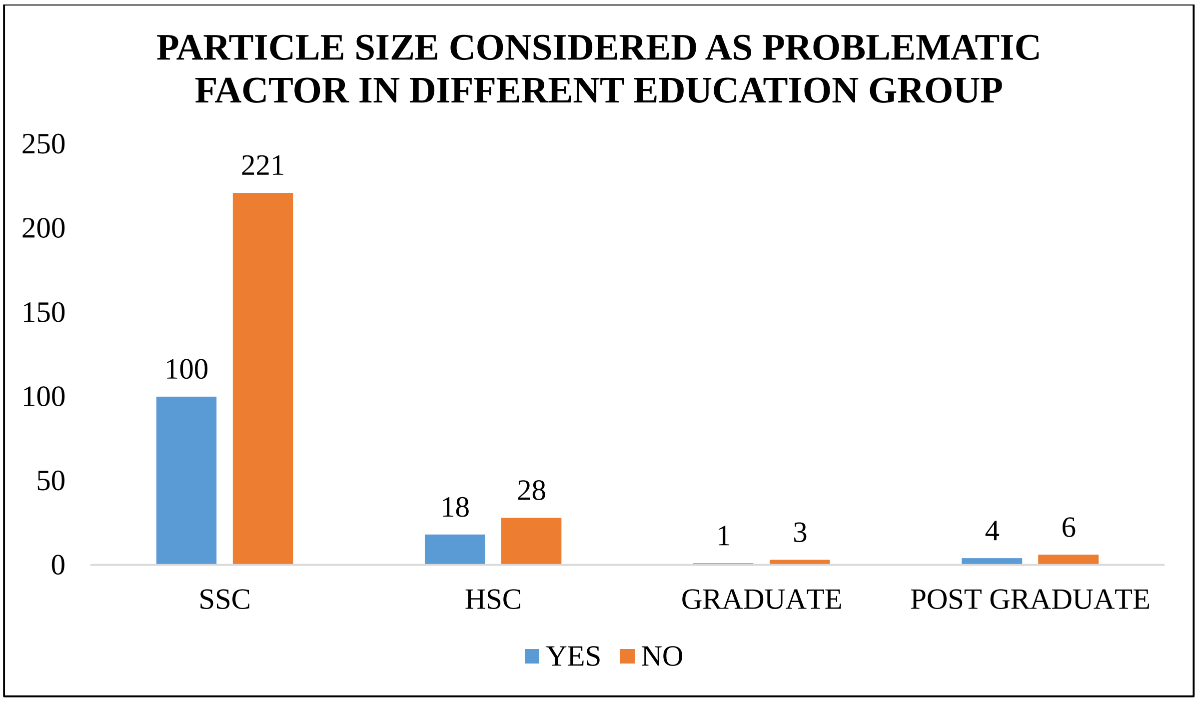

Chart 4.36: Particle size considered as problematic factor in different Education group.

4.22. EXPECTATION OF INCENTIVES BY DIFFERENT EDUCATION GROUP.

Table 4.35: Expectation of incentives by different education group.

Education	Expectation of incentives		Total
	YES	NO	
SSC And Below	196	234	430
HSC	26	25	51
Graduate	0	4	4
Post graduate	6	9	15
Total	228	272	500

Here in the table and chart we can see that Ratio of Expectation and non-Expectation of incentives in Education group of SSC and below, and HSC is almost equal. And it is also observed that as education increases the expectation of incentives reduces.

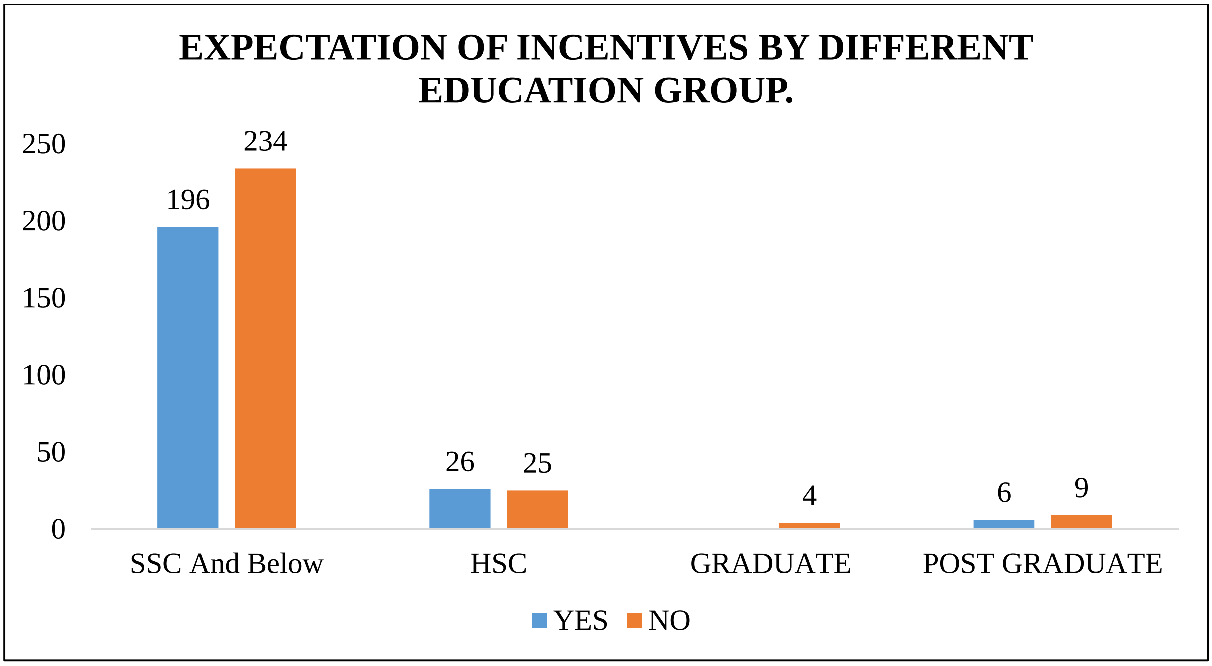

Chart 4.37: Expectation of incentives by different education group.

4.23. BRAND PREFERENCE OF DIFFERENT EDUCATION GROUP

Table 4.36: Brand Preference of Different Education Group.

Education	Competitor's Tea brand				Total
	Wagh Bakari	Chaudhari cha	Mazbat	Local tea	
SSC And Below	59	120	33	218	430
HSC	12	18	1	20	51
Graduate	2	1	0	1	4
Post graduate	3	6	0	6	15
Total	76	145	34	245	500

In the study, here we can see that major portion of respondent in education group of SSC and below prefers Chaudhari Cha (27%) and Local Tea brands (50%). It is also same in the case of HSC, they prefer Chaudhari cha (35%) and Local Tea Brand (40%).

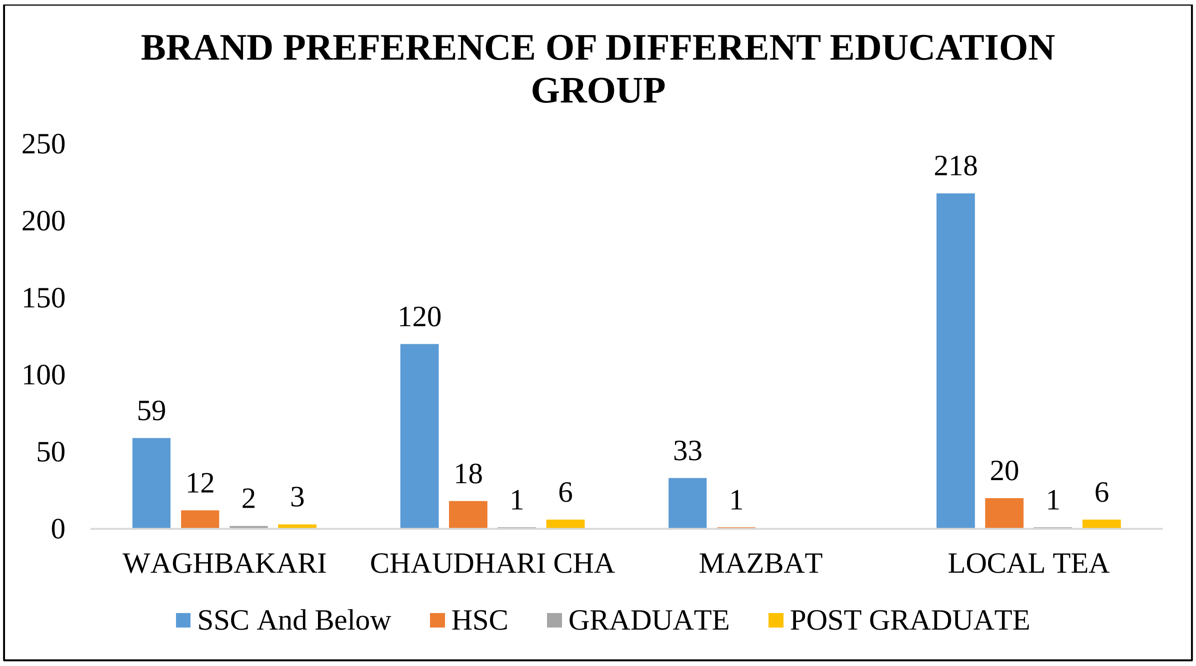

Chart 4.38: Brand Preference of Different Education Group.

4.24. CONSUMPTION PATTERN OF TEA BY NUMBER OF FAMILY MEMBERS

Table 4.37: Consumption pattern of tea by number of family members.

Family members	Times consumption				Total
	Do not consume	Once	Twice	Thrice and more	
1-3 member	0	0	7	18	25
4-6 member	1	1	91	227	320
7-9 member	1	4	29	92	126
10 member and above	0	1	13	15	29
Total	2	6	140	352	500

From the table and chart we can observe that major number of respondents are in category of 4-6 members, among which major number of respondents (71%) consumes tea thrice and more time in a day.

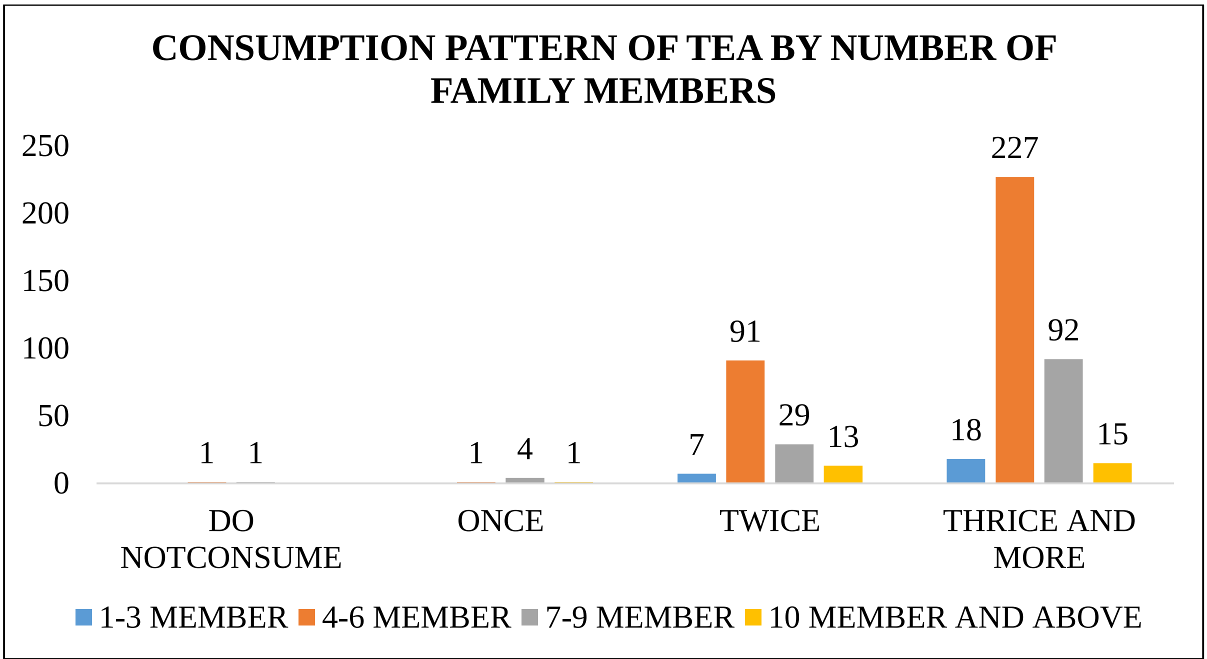

Chart 4.39: Consumption pattern of tea by number of family members.

4.25. MONTHLY PURCHASE BY NUMBER OF FAMILY MEMBERS.

Table 4.38: Monthly purchase by Number of family members.

Family members	Monthly purchase					Total
	500g	1 kg	1.5 kg	2 kg	More than 2 kg	
1-3 member	3	18	2	1	1	25
4-6 member	10	118	132	50	10	320
7-9 member	2	21	47	48	8	126
10 member and above	1	3	4	12	9	29
Total	16	160	185	111	28	500

In the table and chart it is shown that major number of the respondents belong to category of 4-6 family members (64%), in which major number of respondents monthly purchase 1 kg (37%) and 1.5 kg (41%) tea. Out of 500 responses around 25% respondents belong to category of 7-9 members in a family, in which major number of respondents monthly purchase 1.5 kg (37%) and 2 kg (37%) tea.

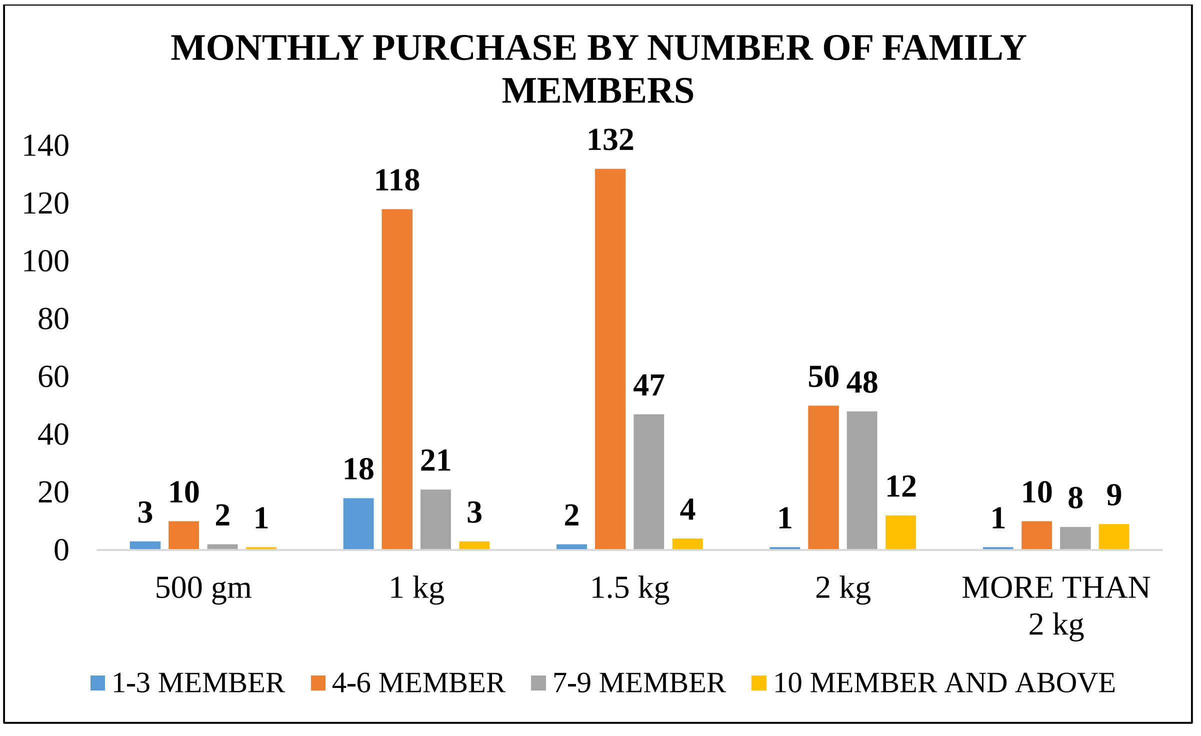

Chart 4.40: Monthly purchase by Number of family members

4.26. EXPECTATION OF INCENTIVES AND RELATION WITH DCS.

Table 4.39: Expectation of incentives and Relation with DCS.

Relation	Expectation of incentives		Total
	Yes	No	
Member	190	210	400
Mantri	38	62	100
Total	228	272	500

In this study, members 48% respondents Expect incentives and 52% respondents do not expect incentives. From Mantri, 38% respondents expect incentives and 62 % do not expect incentives.

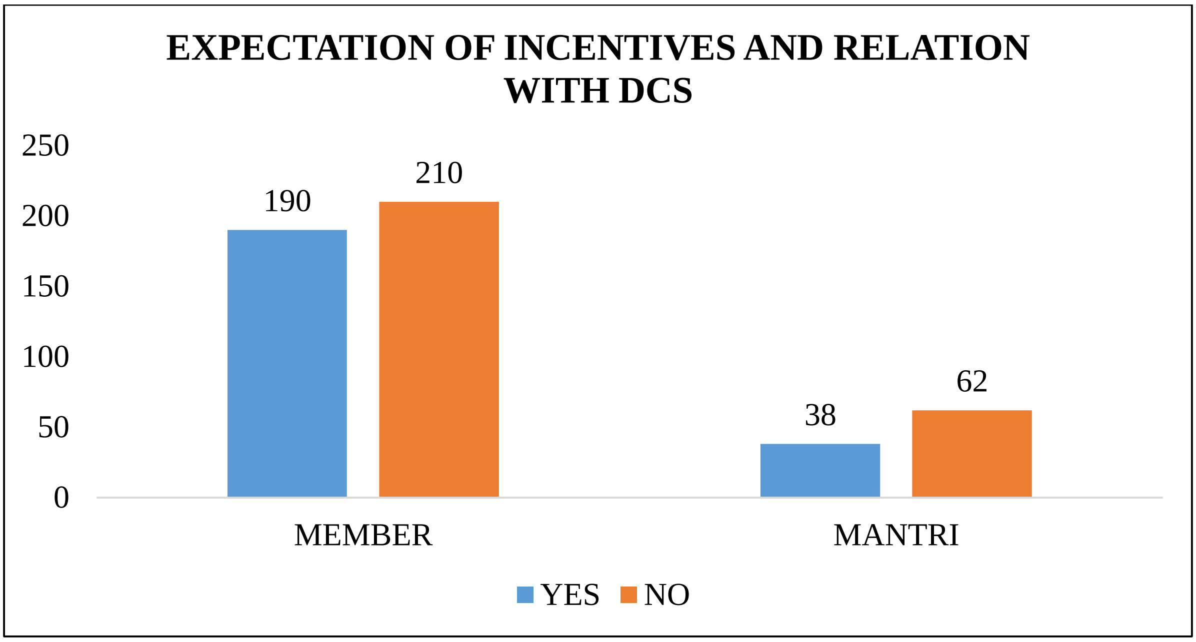

Chart 4.41: Expectation of incentives and Relation with DCS.

SUMMARY AND CONCLUSION

5.1. SUMMARY

Banas tea is a very good option for the member of DCS as well as Mantri of the DCS. Tea is the only product of Banas dairy on which they Give commission to Mantri for selling the product to its members. Price of Banas Tea is very less as compared to the tea available in the market. This study was conducted to find the potential of Banas tea among members of DCS, to find out the reason for reduction in demand of Banas tea and To Find competitors market share.

In this study seven Taluka were selected for survey, in which 100 village DCS were visited. From each Taluka almost equal Respondents were interviewed depending on the time. In this study major respondents were in the age group of 31-40 years and 41-50 years. Number of members are 4-6 and 7-9 in major responses. Most of the respondents have education of SSC and below, there are very less respondents in education group of Graduate and Post graduate.

Here, from all the respondents majority was members and 1/5 part were Mantri. Most number of respondents consume tea twice in a day and thrice and more time is a day. In this study the most bought quantity per month are 1 kg, 1.5 kg and 2 kg. Almost more than half of the respondents prefer 500g pack of Banas tea. Taking in to consideration the objectives of the study, I have met the members and Mantri who were buying tea in past and who do not purchase Banas tea presently. Coming to our objective, the main reason given by the respondents is inferior quality in terms of colour and taste, and another reason was unavailability of tea at DCS. Mantri’s responses were analysed to check weather which is main reason for reduction in demand of Banas tea. Mantri have stated that inferior quality and commission/margin given to them is a reason for reduction in demand of Banas tea.

In Banaskantha district the major brands are Chaudhari cha, Mazbat, Wagh Bakari, and local tea brands. Here share of local tea brand is high, which includes Navrang, Rajwadi, Royal Ghatiya, Babulal sukawala Ni cha, Bhabharvala Ni cha, loose tea etc.

In this study some part of respondents expect some incentives from Banas Tea. They said that incentives like stationary products, Box, Bucket etc. majority of the respondents do not expect any incentives. For this they advocate that Banas tea is being supplied to the members at fair price, and if Banas Dairy provides incentives, it will have impact on Quality or Price will increase which ultimately costs to member of DCS.

In Deesa Taluka, consumption of tea per day is two times, where as in Dantiwada, Dhanera, Deodar, Tharad, Kankrej and Palanpur Taluka consumption of tea is thrice and more times. Most preferred quantity purchased in all Taluka are 1 kg, 1.5 kg and 2 kg. One of the reason for reduction in demand all Taluka is inferior quality of tea in terms of colour and taste, and in case of Dhanera, Deodar and Kankrej the reason is unavailability. Wagh Bakari is more preferred brand in Deesa, Chaudhari cha is mostly preferred in Dantiwada, Dhanera and Palanpur. The extent of preference of Mazbat tea is less, but is there in Deesa and Dhanera taluka. Local tea brands are more preferred in Deodar, Tharad and Kankrej taluka. The respondents of Deodar, Tharad, Kankrej and Palanpur expect incentives with Banas tea. But the respondents of Deesa, Dantiwada and Dhanera are against the expectation of incentives.

Most number of the respondents of different education group consume tea thrice and more time in a day, here we can say that there is not significant effect of education on consumption of tea. All education group says that inferior quality is one of the major reason, where some of the respondents having education of SSC and below have stated the reason which are unavailability and preference of family members.

One observation regarding the expectation of incentives by different education group is “as education level increases, the expectation of incentive reduces”. There is not any significant impact of education on preference of brands, depending on the area the tea brands are preferred. Number of member in a Family have an impact on monthly purchase of tea, in this study most of the respondents were having 4 to 6 members in a family, which tends to buying of tea in various quantity like 1 kg, 1.5 kg and 2 kg. The expectation of incentives is higher in case of members as compared to Mantri.

5.2. CONCLUSION

From the study entitled “Study the reason of reduction in demand of Banas tea in dairy cooperative societies and competitive analysis in selected taluka of Banaskantha district.” it may be concluded that Banas tea has a very good potential because the respondents taken in to study consumes on an average 800 kg tea per month. Through its channel Banas tea can reach to its target market (i.e. Member of DCS) very easily.

In this study it is found that the most influencing factors of reduction in demand of Banas tea are Its Inferior quality and unavailability. In inferior quality, the main quality parameters affecting demand are poor colour of tea after preparation, bad taste and particle size. The colour of the tea is very light. The taste of tea is sometimes bitter, and bad after taste. The fluctuation in the particle size of Banas tea is also one of the reason.

The brands preferred by respondents are local tea brands (Mostly loose tea and Some other tea brands such as Navrang, Rajwadi, Royal Ghatiya, Babulal sukawala Ni cha, Bhabharvala Ni cha, etc.)(49%), Chaudhari cha (29%), Wagh Bakari (15%) and Mazbat (7%).

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ANNEXURE

Survey On Banas Tea In Dairy Cooperative Societies						
1	Name					
2	Age					
3	Village					
4	Taluka					
5	Family Members					
6	Occupation					
7	Education Qualifications					
	SSC And Below	HSC	Graduate	Post Graduate		
8	Relation With DCS	Member		Mantri / Chairman		
9	How Many Times You Have Tea In A Day?					
	Do Not Consume	Once	Twice	Three Times		
10	How Much Quantity Of Tea You Purchase Per Month?					
	250 G	500 G	1 Kg	1.5 Kg	2 Kg	>2 Kg
11	What Packet Size Do You Prefer?					
	250 G	500 G	1 Kg	1.5 Kg	2 Kg	>2 Kg
12	Had You Purchased Banas Tea From Your Dairy Cooperative Society?					
	Yes		No			
	If Answer Is No Then Don't Go For Further Questions And If Answer Is Yes Then Go To Next Question					
13	Do You Purchase Banas Tea From Your Dairy Cooperative Society?					
	Yes		No			
	If Answer Is Yes Then Don't Go For Further Questions And If Answer Is No Then Go To Next Question.					

14	If You Are A Member, Then What Are The Reason For Not Purchasing/Ordering Banas Tea?				
	Inferior Quality	Credit	Price	Unavailability Of Sales Person	Preference Of Family Member
	Packet Size	Unavailability	Inadequate Supply	Behaviour Of Sales Person	
15	Select The Quality Parameters Due To Which You Are Not Purchasing Banas Tea?				
	Colour	Taste	Aroma	Refreshment Value	Size Of Tea Particle
16	If You Are A Chairman/ Mantri, Then What Are The Reason For Reduction In Demand Of Banas Tea From Your DCS?				
	Order Processing Time	Torn Packages		Margin	Credit
	High Cost Of Sales	Inadequate Supply		Quality	
17	If You Do Not Purchase Banas Tea Then Which Tea Do You Purchase?				
	Wagh Bakari	Chaudhary Cha	Tata Tea	Red Label	Local Tea Brand
	Other (Please Specify The Name)				
18	Do You Expect Any Incentives From Banas Tea?				
	Yes		No		
19	If Yes, Then Specify Your Expectation				
20	Suggestions If Any				

Thank you