

SWOT ANALYSIS AND STRATEGY FORMULATION FOR URBAN DAIRY CONSUMERS IN GUJARAT

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ABSTRACT

Dairying has become an important secondary source of income for more than 15 million rural families and has assumed an important role in providing employment and income generating opportunity for the most vulnerable sections of our population. For millions of small and marginal farmers as well as landless labourers, milk production provides ready cash in hand for fulfilling their daily household requirements. The present study covered all districts HQs of the state and information was collected by using questionnaire. After analyzing the collected data it could be it can be concluded that policies such as- A policy to educate the urban consumers about the harmful effects of loose milk on health., Include this topic in primary school syllabus, allow selling of milk only after processing and packaging,, Strictest punishment for selling loose /adulterated milk/ noncompliance with FSSAI standards, reward /award best Dairy milk union/ dairy plant on the basis of ‘Consumer survey’”, and enable consumers by providing a toll-free number / **Dairy Mobile app** / or other ICT tool to place their issues of non-availability of dairy products in their area, starting a dairy outlet, serious complain about dairy product/dairy plant, should be started.