



ICONIC

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# AMUL

The seeds of this unusual saga were sown more than 65 years back in Anand, a small town in the state of Gujarat in Western India. The exploitative trade practices followed by the local trade cartel triggered off the co-operative movement. Angered by unfair and manipulative practices followed by the trade, the farmers of the district approached the great Indian patriot Sardar Vallabhbhai Patel for a solution

**I**n 1946, the farmers of this area went on a milk strike refusing to be cowed down by the cartel. Under the inspiration of Sardar Patel, and the guidance of leaders like Morarji Desai and Tribhuvandas Patel, they formed their own co-operative in 1946.

This co-operative, the Kaira District Co-operative Milk Producers Union Ltd. began with just two village dairy co-operative societies and 247 litres of milk and is today better known as Amul Dairy. Amul grew from strength to strength thanks to the inspired leadership of Tribhuvandas Patel, the founder Chairman and the committed professionalism of Dr. Verghese Kurien, who was entrusted the task of running the dairy from 1950.

The then Prime Minister of India, Lal Bahadur Shastri decided that the same approach should become the basis of a National Dairy Development policy. He understood that the success of Amul could be attributed to four important factors. The farmers owned the dairy, their elected representatives managed the village societies and the district union employed professionals to operate the dairy and manage its business. Most importantly, the co-operatives were sensitive to the needs of farmers and responsive to their demands.

At this instance, in 1965, the National Dairy Development Board was set up with the basic objective of replicating the Amul model. Dr. Kurien was chosen

to head the institution as its Chairman and asked to replicate this model throughout the country.

## LEADING THE WHITE REVOLUTION

Dr. Verghese Kurien is better known as the Father of the White Revolution in India. He is also called as the Milkman of India. Dr. Verghese Kurien was the architect behind the success of the largest dairy development program in the world, christened as Operation Flood. He was the chairman of the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF) and his name was synonymous with the Amul brand.

Born on November 26, 1921 in Kozhikode, Kerala, Dr. Verghese Kurien graduated in Physics from Loyola College, Madras in 1940. Subsequently, he did his B.E. (Mechanical) from Madras University and went to the USA on a government scholarship to do his Masters in Mechanical Engineering from Michigan State University. In between, he completed special studies in Engineering at the Tata Iron and Steel Company Institute at Jamshedpur, Jharkhand, in February 1946 and underwent nine months of specialized training in Dairy Engineering at the National Dairy Research Institute of Bangalore.

Dr. Verghese Kurien returned from America in 1948





and joined the Dairy Department of the Government of India. In May 1949, he was posted as Dairy Engineer at the Government Research Creamery, a small milk-powder factory, in Anand, Gujarat. Around this time, the newly formed co-operative dairy, Kaira District Co-operative Milk Producers Union Limited (KDCMPUL), was engaged in the battle of survival with the privately owned Polson Dairy, a giant in its field. Enthused by the challenge, Dr. Verghese Kurien left his government job and volunteered to help Shri Tribhuvandas Patel, Chairman of KDCMPUL, to set up a processing plant. This led to the birth of AMUL and the rest is history.

#### **BUILDING THE BRAND**

It is the Apex organization of the Dairy Co-operatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serves the interest of consumers by providing quality products which are good value for money. Its success has not only been emulated in India but serves as a model for rest of the world.

It is exclusive marketing organization of 'Amul' and 'Sagar' branded products. It operates through 56 Sales Offices and has a dealer network of 10000 dealers and 10 lakh retailers, one of the largest such networks in India. Its product range comprises milk, milk powder, health beverages, ghee, butter, cheese, Pizza cheese, Ice-cream, Paneer, chocolates, and traditional Indian sweets, etc.

#### **TOUR DE FORCE**

- GCMMF – Finalist in World Beverage Innovation Awards 2014.
- GCMMF received APEDA Awards for 16 years continuously.
- Amul wins World Dairy Innovation Awards – 2014.

#### **QUANTUM LEAPS**

- GCMMF, is India's largest food product marketing organization
- Its daily milk procurement is approx 16.97 million litres per day from 18,545 village milk co-operative societies, 18 member unions covering and 33 districts.