

## Amul (Anand Milk Union Limited)

Amul Dairy is the largest co-operative dairy of the world situated at Anand, Gujarat, India. It has played a remarkable role in the White Revolution of India, which altered the country from being a milk-deficient nation to one of the largest producers of milk worldwide. and it's known for its iconic mascot (a person object used as a symbol and believed to bring good luck), the Amul girl, who has been featured in its advertising campaigns since the 1960s.

Amul is an abbreviation as Anand Milk Union Limited. It is under the ownership of **Gujarat Cooperative Milk Marketing Federation Limited**, Department of Cooperation, Government of Gujarat. It is multinational co-operative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. Multinational cooperative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. It is controlled by 3.6 million milk producers.

Tribhuvandas K. Patel founded the organisation in 1946 and served as its chairman until his retirement in the 1970s. Verghese Kurien in 1949 become the general manager and his guided about the technical and marketing of the cooperative. After the death of 1<sup>st</sup> chairman, Kurien appointed as chairman of in 1994, and he is credited with the success of Amul's marketing.

### **History**

Amul was found on 19<sup>th</sup> December, 1946 as a response of small dairy farmers by traders and agents. At that time, milk prices were randomly determined by Polson (dairy products brand that was started in India by Pestonjee Eduljee in 1915 in Mumbai) and showed high monopoly in milk collection from Kaira (Kheda district) and directly supply to Mumbai. The farmers of Kaira frustrated with the trade practices thus, they approached Sardar Vallabhbhai Patel, who advised them to form a cooperative. The co-operative was further encouraged by the efforts of Verghese Kurien and H. M. Dalaya. They used innovative technology to make skim milk powder from buffalo milk which leads the revolution in dairy of Gujarat. With all these success other 5 unions were started in different district of Gujarat named as Mehsana, Banaskantha, Baroda, Sabarkantha, and Surat.

**The Gujarat Co-operative Milk Marketing Federation Ltd.** (GCMMF), As the apex organisation of the dairy cooperatives of Gujarat, was set up in 1973. The GCMMF is the largest food product marketing organisation in India under the brand name Amul and Sagar. In 1999, Amul was awarded the "Best of All" Rajiv Gandhi National Quality Award. Dairy cooperatives in Gujarat have formed a commercial network that links more than 3.1 million village milk products with crores of consumers in India. Whereas, in 2007, Gujarat Cooperative Milk Marketing Federation Ltd crossed US\$1 billion in its sales turnover and entered the best club of food companies having this quality from India.

GCMMF has invested around ₹3 billion to launch a new chocolate plant in Mogar, Anand, near their headquarters, Gujarat with Prime Minister Narendra Modi in attendance in 2018 that has been manufactured with an increased capacity of 1,000 tonnes per month which is run fully automated production factory with minimal human intervention. Amul and the Michigan Milk Producers Association (MMPA) collaborated in 2024 to introduce fresh milk to the US market.

Recently, more than 1000 employees are working in Amul dairy of Gujarat with the profits of ₹52,000 crore (US\$6.5 billion). Banas and Dudhsagar Dairy are the division of Amul. Amul's product range includes milk, butter, cheese, yogurt, ice cream, and various other dairy products.