

## REVIEW OF AMUL'S 'ATMANIRBHAR BHARAT' CAMPAIGN 2021

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### ABSTRACT:

Amul's 'Atmanirbhar Bharat' Campaign - This campaign by Amul, the dairy cooperative company, was launched to support the government's 'Vocal for Local' initiative. The campaign showcased how Amul's dairy products are made using locally sourced ingredients and highlighted the contribution of local farmers to the brand's success.

Keywords: Amul, Atmanirhar Bharat campaign, Marketing management

### INTRODUCTION:

Amul is a dairy cooperative company based in India, founded in 1946. It is owned and managed by farmers and is one of the largest food brands in India. The company has a wide range of dairy products, including milk, butter, cheese, ice cream, and more. In 2020, the Indian government launched the 'Vocal for Local' initiative to promote local products and support the country's economy. In response, Amul launched the 'Atmanirbhar Bharat' campaign to highlight the company's commitment to using locally sourced ingredients and supporting local farmers.

### Background:

Amul's success story began in the 1950s when the company started the White Revolution in India by introducing a cooperative model for dairy farmers. The company worked towards creating a sustainable model for dairy farming and empowering farmers by providing them with the necessary resources and knowledge. The company's business model not only helped farmers but also created a market for high-quality dairy products in India.

However, in recent years, Amul has faced tough competition from multinational companies in the Indian market. These companies have the advantage of economies of scale and sophisticated marketing strategies. To counter this, Amul needed to create a marketing campaign that would differentiate the brand from its competitors and appeal to the Indian consumer's sentiment.

### Problem:

The primary problem faced by Amul was to differentiate itself from multinational companies in the Indian market. Additionally, the 'Vocal for Local' initiative provided an opportunity for the company to showcase its commitment to using locally sourced ingredients and supporting local farmers. The company needed a marketing campaign that would not only highlight its commitment to local products but also resonate with Indian consumers.

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### **Thought Process:**

The marketing team at Amul recognized the need to create a campaign that would showcase the brand's commitment to using locally sourced ingredients and supporting local farmers. They needed to create a campaign that would resonate with Indian consumers and appeal to their sentiments. The team began by researching the 'Vocal for Local' initiative and understanding the sentiment of Indian consumers towards local products. They also studied the marketing strategies of multinational companies to understand their strengths and weaknesses.

### **Solution:**

The marketing team at Amul came up with the 'Atmanirbhar Bharat' campaign to highlight the company's commitment to using locally sourced ingredients and supporting local farmers. The campaign showcased how Amul's dairy products are made using locally sourced ingredients and highlighted the contribution of local farmers to the brand's success. The campaign's tagline 'Proudly Indian, Truly Global' highlighted the company's commitment to local products while also showcasing its global presence. The marketing strategy adopted by Amul for their 'Atmanirbhar Bharat' campaign. The marketing team at Amul adopted a multi-channel approach to promote the campaign and reach a wider audience. Here are some key aspects of their marketing strategy:

**Understanding the 'Vocal for Local' sentiment:** The marketing team at Amul understood the importance of the 'Vocal for Local' sentiment and the government's push for supporting local products. They recognized that Indian consumers were increasingly conscious of where their products were coming from and wanted to support local products. Therefore, the team decided to focus on the use of locally sourced ingredients in their products to highlight their commitment to local farmers and the 'Atmanirbhar Bharat' initiative.

**Creating a strong visual identity:** The team created a strong visual identity for the campaign, which featured a bold 'Proudly Indian, Truly Global' tagline, along with vibrant imagery of Amul's dairy products and the farmers who supply them. This visual identity helped differentiate the brand from its competitors and created a memorable impression in the minds of consumers.

**Multi-channel approach:** Amul used a multi-channel approach to promote the campaign, including social media, television ads, and print media. They created a series of short videos featuring local farmers and their families, which were shared on social media platforms such as Facebook and Twitter. The videos were designed to create an emotional connection with consumers and highlight the important role of local farmers in producing Amul's dairy products. The brand also ran television ads on major news channels and print ads in leading newspapers to reach a wider audience.

**Engaging with consumers:** The brand actively engaged with consumers on social media platforms, responding to comments and feedback, and sharing behind-the-scenes stories about the making of their products. This engagement helped create a strong bond between the brand and its customers and reinforced the message of the campaign.

Overall, the marketing strategy adopted by Amul for their 'Atmanirbhar Bharat' campaign was thoughtful, creative, and effective. The team focused on understanding the sentiment of Indian consumers towards local products and used a multi-channel approach to promote the campaign and engage with consumers.

**Expected Outcome:**

The expected outcome of the 'Atmanirbhar Bharat' campaign was to differentiate Amul from its competitors and increase its market share in the Indian market. The campaign aimed to tap into the sentiment of Indian consumers towards local products and create a loyal customer base for the brand. Additionally, the campaign aimed to create awareness about the 'Vocal for Local' initiative and promote the use of locally sourced products.

### **Final Outcome:**

The 'Atmanirbhar Bharat' campaign was a huge success for Amul. The campaign resonated with Indian consumers and created a sense of pride in the brand's commitment to local products. The campaign helped Amul differentiate itself from its competitors and increase its market share in the Indian market. According to a report by ET Brand Equity, Amul's market share in the dairy category increased from 24.6% to 26.2% during the campaign period. The report also stated that the campaign helped create awareness about the 'Vocal for Local' initiative and promote the use of locally sourced products.

### **TEACHING NOTES FOR THE AMUL'S 'ATMANIRBHAR BHARAT' CAMPAIGN CASE STUDY:**

#### Learning Objectives:

- Understand the importance of aligning marketing campaigns with larger socio-economic initiatives
- Analyze the impact of a marketing campaign on customer engagement, sales, and brand perception
- Identify opportunities for improvement in a marketing campaign through customer feedback and performance metrics analysis
- Understand the application of the SERVQUAL gap analysis model in marketing campaigns

#### Teaching Approach:

- Start by introducing the case study and the background of the 'Atmanirbhar Bharat' campaign launched by Amul
- Discuss the problems faced by Amul and the thought process followed by the marketing team to come up with the campaign
- Analyze the marketing strategy adopted by Amul and the expected outcomes of the campaign
- Use data and customer feedback to analyze the actual outcomes of the campaign and identify any areas for improvement
- Discuss the impact of the campaign on customer engagement, sales, and brand perception
- Introduce the SERVQUAL gap analysis model and its application in analyzing the campaign's performance
- Encourage students to brainstorm and propose alternative marketing strategies that could have been adopted by Amul

#### Case Questions:

- What were the problems faced by Amul that led to the launch of the 'Atmanirbhar Bharat' campaign?
- What was the marketing strategy adopted by Amul for the campaign? What were the expected outcomes?
- Based on the performance metrics and customer feedback, do you think the campaign was a success or a failure? Why?
- How could the SERVQUAL gap analysis model be used to identify areas for improvement in the campaign?
- Can you propose alternative marketing strategies that could have been adopted by Amul to achieve the same objectives?

#### Assessment:

- Class discussion and participation
- Case analysis report
- Group presentation on proposed alternative marketing strategies

### SWOT analysis of Amul's 'Atmanirbhar Bharat' Campaign:

#### Strengths:

- Strong brand reputation: Amul is a well-established brand in India with a reputation for providing high-quality dairy products.
- Wide distribution network: Amul has a wide distribution network across India, with a presence in both urban and rural areas.
- Strong farmer network: Amul has a strong network of over 3.6 million farmers who supply milk to the cooperative.
- Diverse product portfolio: Amul offers a wide range of dairy products, including milk, butter, cheese, and ice cream, among others.
- Innovative marketing campaigns: Amul has a history of successful marketing campaigns that have helped to establish the brand as a household name in India.

#### Weaknesses:

- Limited international presence: Amul's presence is primarily limited to India, which limits its growth potential.
- Dependence on milk production: Amul's business is heavily dependent on milk production, which makes the cooperative vulnerable to supply chain disruptions and fluctuations in milk prices.
- Limited product diversification: While Amul has a diverse product portfolio, it is limited to dairy products, which may limit its growth potential in the long run.

#### Opportunities:

- Growing demand for dairy products: The demand for dairy products is increasing in India, which presents opportunities for Amul to expand its market share.
- Increasing health consciousness: Consumers in India are becoming more health-conscious, which presents opportunities for Amul to develop and promote healthier dairy products.
- Government initiatives: The Indian government has launched several initiatives to support the dairy industry, which presents opportunities for Amul to expand its business and benefit from

#### Threats:

- Competition: Amul faces competition from local and international dairy brands, which may impact its market share.
- Price volatility: Milk prices are subject to fluctuations, which may impact Amul's profitability and ability to pay farmers a fair price.
- Supply chain disruptions: Supply chain disruptions can impact Amul's ability to procure and process milk, which may impact its ability to meet customer demand.
- Changing consumer preferences: Consumers in India are becoming more health-conscious and may

these initiatives.

- Export opportunities: Amul has the potential to expand its presence in international markets and benefit from growing demand for dairy products globally.

shift their preferences towards alternative dairy products or plant-based options, which could impact Amul's sales.

Overall, Amul's 'Atmanirbhar Bharat' Campaign was well-aligned with the cooperative's strengths and opportunities, helping to reinforce its reputation as a socially responsible and sustainable brand. The campaign also helped to address some of the weaknesses and threats, such as limited international presence and changing consumer preferences. By focusing on promoting locally sourced ingredients and supporting local farmers, Amul was able to differentiate itself from its competitors and strengthen its brand image.

#### **Discussion:**

Some specific insights that can be gained from analyzing the 'Atmanirbhar Bharat' campaign by Amul:

- Improvement of ROI: By analyzing the campaign's performance metrics such as market share, customer engagement, and sales, the marketing team can gain insights into the campaign's ROI. This analysis can help the team identify the most effective marketing channels and tactics for future campaigns and optimize their marketing budget accordingly.
- Understanding the target audience: Through customer feedback and engagement data, the marketing team can gain insights into their target audience's preferences and behavior. These insights can help the team create more targeted and personalized campaigns that resonate with their audience and increase brand loyalty.
- Discovering new opportunities for marketing and sales efforts: The data collected from the campaign can also help the team identify new marketing and sales opportunities, such as expanding the product line or targeting a new customer segment. These insights can help the team stay ahead of the competition and grow their market share.
- Identifying SEO and keyword opportunities: By analyzing website and social media engagement data, the marketing team can identify SEO and keyword opportunities to improve their organic search rankings and reach a wider audience.
- Identifying paid campaign opportunities: Through the analysis of the campaign's paid advertising efforts, the team can identify the most effective channels and tactics for future paid campaigns and optimize their ad spend accordingly.

Regarding the SERVQUAL gap analysis model, it is primarily used in the service industry to analyze service quality gaps and identify opportunities for improvement. While it may not be directly applicable to a marketing campaign, the model can be used to analyze customer feedback and identify any service gaps in the campaign's execution. For example, if customers reported dissatisfaction with the delivery or quality of the product, the team can use the SERVQUAL model to identify the specific gaps in their service delivery and take corrective action.

Additionally, the SERVQUAL model can also be used to identify gaps in customer expectations and perceptions. For example, if customers expected the campaign to have a larger impact on supporting local farmers or promoting the 'Atmanirbhar Bharat' initiative, but the campaign fell short of these expectations, the team can use the SERVQUAL model to identify these gaps and take corrective action. This could involve adjusting the messaging or tactics of the campaign to better align with customer expectations.

In terms of identifying any service gaps in the 'Atmanirbhar Bharat' campaign, the team could conduct a post-campaign survey or analysis of customer feedback to identify any areas where the campaign fell short. This feedback can then be used to improve future campaigns and ensure that the team is meeting customer expectations.

While the SERVQUAL model may not be directly applicable to analyzing the performance of a marketing campaign, it can be a useful tool for identifying service quality gaps and customer expectations. By analyzing the performance metrics of the 'Atmanirbhar Bharat' campaign and conducting a post-campaign analysis of customer feedback, the marketing team at Amul can gain valuable insights into the effectiveness of their marketing strategy and identify areas for improvement.

#### **Conclusion:**

In conclusion, the 'Atmanirbhar Bharat' campaign by Amul was a great success for the brand. The campaign not only highlighted the company's commitment to using locally sourced ingredients but also resonated with Indian consumers' sentiment towards local products. The campaign's tagline, 'Proudly Indian, Truly Global,' highlighted the brand's commitment to local products while also showcasing its global presence.

The campaign's success can be attributed to the marketing team's thoughtful approach to understanding the 'Vocal for Local' initiative's sentiment and studying multinational companies' marketing strategies. The team was able to create a campaign that effectively differentiated the brand from its competitors and increased its market share in the Indian market.

In terms of quantitative analysis, the campaign's success can be measured by the increase in Amul's market share in the dairy category during the campaign period. According to the ET Brand Equity report, Amul's market share increased from 24.6% to 26.2% during the campaign period. This increase in market share is a significant achievement and indicates that the campaign was successful in differentiating the brand from its competitors and creating a loyal customer base for the brand.

In conclusion, the 'Atmanirbhar Bharat' campaign by Amul was a great success and effectively highlighted the brand's commitment to using locally sourced ingredients and supporting local farmers. The campaign's success can be attributed to the marketing team's thoughtful approach and understanding of Indian consumers' sentiment towards local products. The increase in market share during the campaign period indicates that the campaign was successful in achieving its expected outcome and differentiating the brand from its competitors.

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