

## A STUDY ON RETAILER'S PERCEPTION TOWARDS DEALING WITH BRANDED MILK IN VELLORE

G. PURUSHOTHAMAN<sup>1</sup>, V. MANJULA PURUSHOTHAMAN<sup>2</sup> & K. KRISHNAMURTHY<sup>3</sup>

<sup>1</sup>Research Scholar, Thiruvalluvar University, Serkkadu, Vellore, Tamil Nadu, India

<sup>2</sup>Assistant Professor, Department of English, D. B. Jain College, Chennai, Tamil Nadu, India

<sup>3</sup>Research Supervisor & Guide, Department of Commerce,  
Rajeswari Vedachalam Govt. Arts College, Chengalpattu, Tamil Nadu, India

### ABSTRACT

Milk is a white liquid produced by the mammary glands of mammals. It is the primary source of nutrition for young mammals before they are able to digest other types of food. Early-lactation milk contains colostrums, which carries the mother's antibodies to the baby and can reduce the risk of many diseases in the baby. It also contains many other nutrients.

As an agricultural product, milk is extracted from mammals during or soon after pregnancy and used as food for humans. Worldwide, dairy farms produced about 730 million tones of milk in 2011, from 260 million dairy cows. India is the world's largest producer and consumer of milk, yet neither exports nor imports milk. New Zealand, the European Union's 28 member states, Australia, and the United States are the world's largest exporters of milk and milk products. China and Russia are the world's largest importers of milk and milk products.

Throughout the world, there are more than 6 billion consumers of milk and milk products. Over 750 million people live within dairy farming households. Milk is a key contributor to improving nutrition and food security particularly in developing countries. Improvements in livestock and dairy technology offer significant promise in reducing poverty and malnutrition in the world.

**KEYWORDS:** Milk is a white liquid produced by the [Mammary Glands](#), 730 Million Tones of Milk in 2011