

Understanding the Milk Procurement Model in Karnataka

- ➔ **Client Objective:** Karnataka based dairy startup wanted to understand the milk procurement process and the key factors driving farmers to supply milk.
- ➔ **IMARC's Process Map:** Leveraged primary and secondary research to understand the milk procurement model in Karnataka and the key services that drive farmers to supply milk. IMARC provided the client with insightful recommendations on the importance of various services including the key success and risk factors involved in their implementation..

