

Project Proposal

Title: STUDY ON ORGANIZED MEAT INDUSTRY IN INDIA- OPPORTUNITIES AND CHALLENGES

The proposal submitted to
Prof. Ranjan Kumar Ghosh

By

Naveen S

Prithvi T.R.G

Karthikeyan S

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INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

Introduction & Background:

The meat industry is one of the major components of the agricultural domain in India. Indian meat industry produced 6.3 million tonnes standing 5th in the world. There is a huge livestock resource in the country, but the meat industry is still under utilizing the resources available.

Meat consumption in India sees a steady growth of 2% which is in line with the population growth. Indian meat market is expected to be 72% higher in 2030 when compared to the consumption level in 2000. Certain religious and cultural practices in India make some sections of meat products a prohibitive one. The most popular kind of meats is from chicken and goat since these meats are more favorable to the major religions in the country. Most of the meat and leather from other livestock are exported to other nations.

The meat industry in India is highly unorganized, and the branding of meat products is still in the nascent stage in India. There are only a select few players in the field of providing standardized meat products. The players in the field, includes startups Brown Apron, Big basket, Licious, Grofers, Zopnow, Meatwale, BiggMart etc. are trying to turnaround this unorganized space to organized one. There are quite a lot of challenges faced by these companies from sourcing, processing and distribution and also most of them are catering only to a niche segment in the upper middle class and upper-class people. The unique selling point of these startups are supplying their customers with high quality meat, the convenience of ordering the meat (through online) and the trustworthiness the customers get about the product quality has been a major drive for the success of these companies.

Project Objective:

- Study the viability of standardized meat products in India and the existing issues and opportunities in this industry.
- Make a comparative study on why the meat industry is highly standardized and organization in the western nations and not in India.
- Identify the need gap in the standardized meat industry and also consequences and impact of organized players in the industry.
- Identify the inefficiencies in the value chain and analyze the same.

Questions to be Addressed During the Project:

- What are the factors that influence the current meat producers to be reluctant in becoming organized players?
- What is the market size of organized and unorganized meat producers in India?
- What are the opportunities available in the meat industry in India?
- What are the regulatory problems and the steps taken by the government of India?

Methodology:

1) Secondary Research:

a) Sources: Online resources, library database, Published papers

b) Objectives:

- To understand the scenario of the meat industry in India and compare it to the western world
- To analyse the market potential of the Meat industry and forecast its growth in the coming years
- To understand the behaviours of the unorganized sectors in India and the possibility/ feasibility of organizing a sector.
- To understand the role which the government plays in imposing restrictions on slaughtering in different countries. .
- To understand on the broader context, the current supply chain management involved in the meat industry in india and in the western world and innovations happening in the field of supply chain management of meat industry
- To understand the need for branding the meat products in the western world.
- To understand the cultural differences between the western world and Indian market which directly will affect the purchasing behaviour of the consumers.

2) Primary Research:

a) Sources: In depth interviews with Online players, In depth interviews with offline players in the meat industry, Market research on the consumer behaviour

b) Objectives:

- To understand the procurement, storage and delivery process of the currently online players in the market and the challenges faced by them.

- To understand the procurement and storage process of the current offline players in the market and the challenges faced by them.
- To analyze and understand the different factors which a consumer considers (From the consumer's perspective) which purchased the meat from an online store and an offline store.
- To understand the requirements of the customers in an online store and an offline store from the owner's perspective
- To analyze the viability of organizing the meat industry and hence branding the same.

Project Stages:

- In the first stage, we will study the history of the meat industry in the western world and the analyze the various reasons which led to the organisation of the industry and the current challenges faced by the industry.
- In the second stage, we will study the Indian meat industry scenario and analyze the various problems hindering the organisation of the industry. We will also study here about the various players who are currently working on organizing the meat industry and the challenges faced by them.
- In the third stage, we will study the supply chain of the meat industry right from feeding the livestock till the last mile delivery. We will look deep into the various challenges in cold storage and the recent innovations which would help the sector to become organized.
- In the last stage, we will try to come up with a solution which would help in organising the meat industry and thereby create an opportunity for branding the meat products.

How/to whom will it be useful?

- This research will help us to identify the existing market gaps in the domain.
- This research will help the organized players in the industry to optimize their value chain.
- This research will help the government in creating policies to regulate the meat industry in India.
- This research will be useful for Entrepreneurs who would like to venture into the organized meat industry domain. These new startups will help the people in the bottom of the pyramid to get the right price for their quality products.

- This research will help common people to know more about organized and unorganized meat industries in India. This, in turn, will help the people to take an informed decision in purchasing meat products.

Sources:

- [Indian Meat Industry Perspective](#)
- [National Center for Biotechnology Information](#)
- [Agricultural and Processed Food Products Export Development Authority](#)