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## Social media: Amul outshines all including ICA

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The presence of Anand headquartered GCMMF (Amul) on social media has witnessed a massive surge in recent times making it the most followed cooperative in the country.

Amul.coop the twitter name of the dairy major has crossed the limit of 50 thousand followers

leading its MD R S Sodhi to tweet “Just crossed 50k followers on @twitter Thank you everyone! #celebration time #fanlove.”

Compare Amul with other cooperatives and one is depressed by the lack of interest among many of them as well as by their mistake in underestimating the power of social media.

There are many top-notch cooperative brands including Kribhco which have not even registered their presence on social media yet.

IFFCO made a modest beginning but its number of followers has not crossed 5k yet. In comparison its MD Dr U S Awasthi is doing much better by having a follower base close to 11k. Also, at individual level he is far ahead of Amul MD Sodhi.

The global coop body ICA which claims presence in hundreds of countries across the globe also has a



depressing list of followers has not yet crossed 10k way behind even IFFCO MD's number of followers.

ICA was also one of the early birds on social media as it joined this platform in 2009. IFFCO and Amul joined two years later.

Amul joined the Twitter world in December 2011 and has been steadily building its follower base by tweeting interesting stuff on issues facing the nation.

Besides interesting insights into current national and international events, its tweets are also known for being informative such as "Amul started making and selling vegan milk, either soya or coconut or other instead of always stealing milk from baby calves."

Amul was in the news recently for sponsoring the Indian contingent for Rio Olympics. Tweeting on the issue it said " #Milk is world's original energy drink. #Amul is proud to sponsor the Indian Olympics team #RioOlympics2016."

In its introduction on social media it says "India's largest food product marketing organisation with annual turnover (2014-15) US\$ 3.3 Billion."