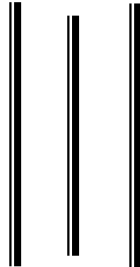


**Marketing Management System of Dairy Development
Corporation (With Reference To Biratnagar Milk Supply
Scheme)**



Submitted By:

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A THESIS

Submitted to:

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ACRONYMS

&	:	And
A.D.	:	Anno Domini
ADB	:	Asian Development Bank
APP	:	Agricultural Prospective Plan
B.S.	:	Bikram Sambat
BMSS	:	Biratnagar Milk Supply Scheme
C.V.	:	Coefficient of Variation
CBS	:	Central Bureau of Statistics
CMPU	:	Contribution Margin per Unit
Co.	:	Company
DDC	:	Dairy Development Corporation
DOA	:	Department of Agriculture
ED	:	Edition
F/Y	:	Fiscal Year
FAO	:	Food and Agriculture Organization
GDP	:	Gross Domestic Product
GNP	:	Gross National Product
GON	:	Government of Nepal
HDR	:	Human Development Report
K.G.	:	Kilogram
KMSS	:	Kathmandu Milk Supply Scheme
Ltd	:	Limited
Lts.	:	Liters
MAP	:	Ministry of Agriculture

MPPRC	:	Milk Pricing Policy Review Committee
MPPS	:	Milk Product Production and Distribution Scheme
MSNF	:	Milk Solid Non Fat
NDDB	:	National Dairy Development Board
NGO	:	Non-Government Organization
NO	:	Number
P.E	:	Public Enterprise
P/I	:	Profit & Loss
PMSS	:	Pokhara Milk Supply Scheme
Pvt.	:	Private
RS	:	Nepalese Rupees
SD	:	Standard Deviation
SMP	:	Skim Milk Powder
SPPU	:	Selling Price per Unit
TC	:	Total Cost
TS	:	Total Sales
TU	:	Tribhuvan University
TYDDP	:	Ten Year Dairy Development Plan
VAT	:	Value Added Tax
VC	:	Variable Cost
VDC	:	Village Development Committee