

To further strengthen the dairy infrastructure in the region, Mother Dairy has come up with a milk processing plant in a record time of 11 months. Spread over an area of 4.5 acres, the newly built plant has a milk processing capacity of 1 lakh litres/day and entails an investment of around ₹15 crore.

Speaking on the occasion, Shri Dilip Rath, Chairman, NDDB, said, "NDDB, in its endeavour to support and increase the farmers' income, is providing institutional support to develop the dairying practices across the region. The new milk processing facility is aimed to provide a sustainable business model while enhancing the milk productivity in the region." He added, "Formation of Bapudham Milk Producers Company has ensured remunerative returns with direct bank transfer. The farmers associated are also being assisted with interventions like Ration Balancing Programme, AI facilities, cattle feed & mineral mixture, etc. to further help in increasing the productivity of animals."

Shri Rath also thanked the Union Agriculture Minister for his personal involvement throughout and



said that it is under his direction, the initiative aimed towards the prosperity of farmers is now turning into reality.

Commenting on the development, Shri Sanjeev Khanna, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said, "With the facility going functional, consumers across the region will now have access to Delhi/NCR's favourite milk brand being available in close vicinity. The new facility houses equipment with latest technology to monitor and record all critical process parameters for ensuring milk quality on a continuous basis. The entire initiative is to establish a viable and sustainable business model of sourcing and marketing of fresh milk."

Shri Saugata Mitra, Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., elaborated, "With the new facility,

Mother Dairy is now entering Bihar with its range of milk variants including Full Cream, Toned, Super T Standardized along with the famed Cow Milk for consumers across 6 districts at around 1000 retail outlets. We plan to sell around 20,000-25,000 litres per day by the end of 2019."

