

10 Ten Good Reasons

Why change over to APNI DAIRY ?
Pure & Safe Milk & Dairy Products

Associate Member :

International Improvement Mission
Quality Assurance/Technical Guidance by :



Improvement Innovations Unlimited Inc. CANADA
&
Innovative Business Improvements Pvt. Ltd. INDIA



Pasteurized Milk



PURITY

Purest among
pure and guaranteed

FRESHNESS

Preserved with hygienic
handling at all stages

SAFETY

Free from bacteria harmful
for health & fit for consumption
even without boiling

SHELF LIFE

More than 10 days
at or below 3°C

DISTRIBUTION NETWORK

Consumer friendly

QUALITY

Meets international
quality requirements

NUTRITION

Intact due to high tech.
Processing & Pasteurization

COMPOSITION

Strictly conforming to
specified legal standards

PRESERVATIVES

Free from all kinds
of Preservatives

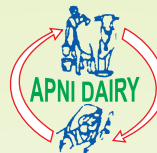
PRICE

Real value for money
and reasonable

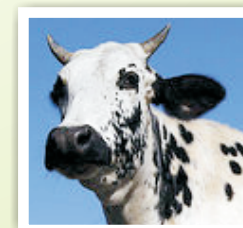
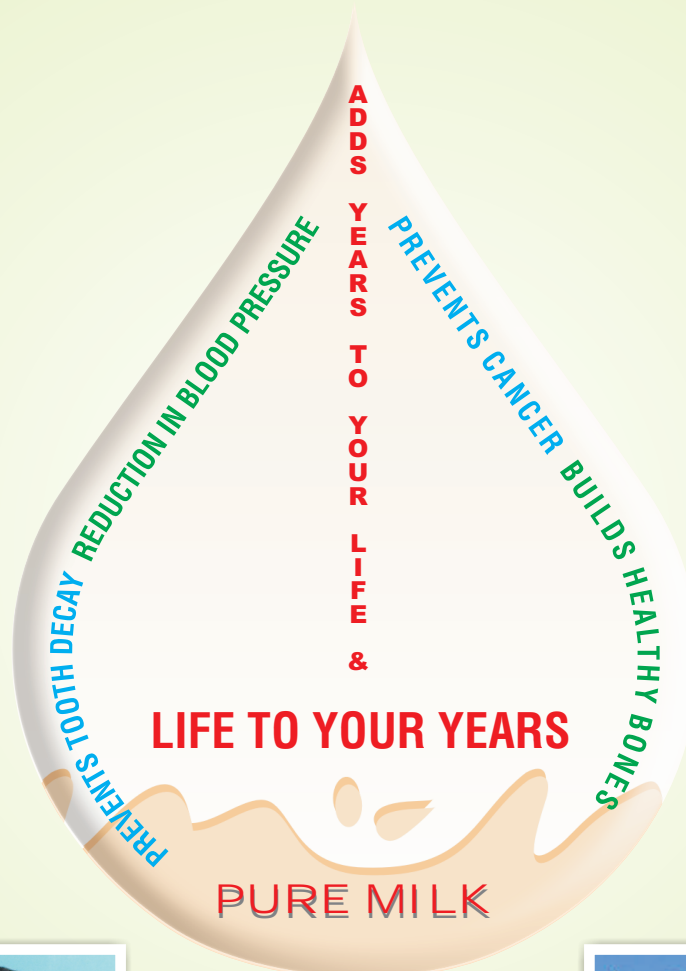
Please believe us only when you test and taste it yourself

Unique Selling
Proposition

International Quality
at
Reasonable Price



APNA DUDH APNI DAIRY APNI MANDI



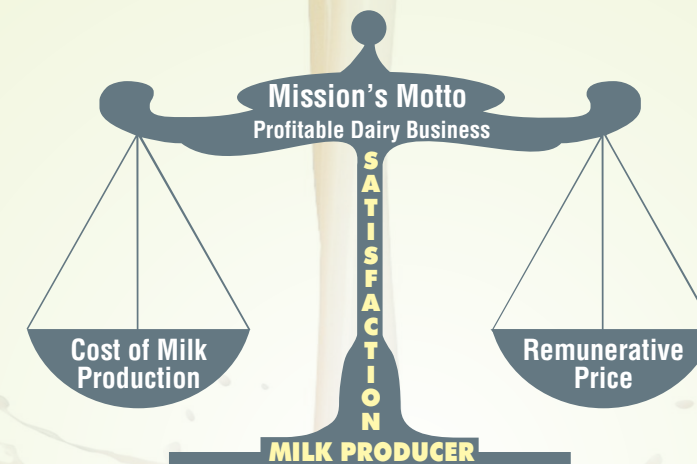
Associate Member
International Improvement Mission

MILK PRODUCERS OF INDIA (M.P.O.I.)

Dairy Business can become Profitable Proposition
Provided

Milk Producers are not Exploited
by
Money Lenders & Middlemen

(LAUNCHING OF INNOVATIVE SCHEME FOR THE BENEFIT OF MILK PRODUCERS)



INTERNATIONAL IMPROVEMENT MISSION

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ALL FOR ONE & ONE FOR ALL

MISSION ASSOCIATES : INNOVATIVE BUSINESS IMPROVEMENTS (P) LTD., CHANDIGARH INDIA
IMPROVEMENT INNOVATIONS UNLIMITED INC. CANADA

How can milk production become profitable proposition ?

Basic Requirements

- Milk producers would keep only reliable breeds of milch animals.
- Year round availability of balanced feed and fodder at reasonable cost.
- Effective and professional management of milk production business.
- Value addition through low investment, high-tech milk processing units owned and managed by commercial dairy farmers.
- Milk producer and consumer friendly marketing net work to ensure supply of pure and safe raw milk/processed milk directly from milk producers to actual milk consumers.
- Reliably transparent milk purchase and marketing business transactions with proper accountability for adulteration/dilution and manipulation. (A.D.M.)

Role of Mission and its Associate Members

Mission and its associates through management intervention and training programs would help in creating sound infrastructural network to protect the genuine rights of milk producers and consumers. They will guide the milk producers to produce micro biologically safe milk at low cost and supply the same to specified group of ethical consumers directly without any involvement of middlemen.

They will simultaneously train consumers who become members of International Improvement Mission to accurately test the milk for its milk solid contents, adulteration, dilution and manipulation. Simple but effective milk testing methods would enable them to know actual worth of milk received by them under this scheme.

Thermoelectric Processing Technology and Digital Analytical Technique evolved by Mission associates will drastically reduce the cost of milk processing / handling and the resultant benefits will be shared by milk producers, consumers and ethical dairy business entrepreneurs.Milk transactions will deal only with buffalo milk and cow milk separately to eliminate the prevailing complex problems and confusion thus helping both the milk producers and the consumers.

Mission has successfully implemented this scheme on pilot scale providing live demonstration of its concept and systems. Microbiologically safe and pure raw milk is reaching few milk consumers living in Sector 18, Chandigarh. Participating milk producers and consumer group purchasing pure raw milk have expressed complete satisfaction in this scheme.

Mission is now ready to launch this scheme on commercial scale for extending these benefits to residents of Chandigarh in first phase and then its worldwide application.

About Our Mission

International Improvement Mission is a Voluntary organization initiated, established and managed by nonresident Indian dairy professionals living in Canada and U.S.A. for the benefit of poor milk producers, innocent consumers and ethical entrepreneurs in dairy business.

Mission Strategy

Upgrade status of ethical segment of Indian dairy Industry in a phased manner with cost reduction, value addition and by eliminating all middlemen from dairy business. This would be accomplished by implementing a unique strategically structured Dairy Business Management System (D.B.M.S.) specially designed by our mission associate (Improvement Innovations Unlimited Inc. Canada). Implementation of this system would drastically reduce cost of milk handling between milk producers and Consumers.

Mission Policy

Financial gains from these additional profits due to cost reduction and revenue improvement would be appropriately shared by the participating milk producers, milk consumers and owners of ethical dairy business.

Mission Goals

Mission would create working models of excellence by upgrading overall performance of ethical dairy business entrepreneurs who become **"Associate Members"** of International Improvement Mission. Mission with active participation of such **"Associate Members"** would provide live demonstration of its concept and system. Pure and safe raw milk will reach the consumers at reasonable cost under the Producers to Consumers Scheme. Similarly value added dairy products would be supplied to consumers by processing units jointly owned by milk producers, consumers and dairy businesses.

Mission Accomplishments

Mission with the help of its associates has carried out scientific research and evolved innovative milk processing technology called Thermo Electric Processing Technique (T.E.P.T.) to pasteurize and sterilize liquid milk. They have also developed a software based on Digital Analytical Technique (D.A.T.) to ensure purchase of absolutely pure buffalo or cow milk. This software is popularly called D.K.D. & P.K.P. (Doodh ka Doodh Aur Paani Ka Paani). Environment friendly techniques and processing technology utilizes unconventional methodology and energy resources, uses recyclable packaging materials and is quite effective in eliminating middlemen between milk producers and consumers.

Milk Producer Membership

Any person producing buffalo milk or cow milk on commercial scale can become member of International Improvement Mission (Producer Group) provided he subscribes to mission philosophy and agrees to abide by following guidelines for milk producer group members :

1. Knowledgeable milk producer interested in producing micro biologically safe pure buffalo milk or cow milk and selling it in its purest form as such without any adulteration, dilution or manipulation (A.D.M.).
2. Understands the existing marketing infrastructure dominated by middlemen and unethical dairy business entrepreneurs and also their negative role between milk producers and consumers.
3. Conscious of his rights as milk producer to demand value for its input cost and effort for producing pure milk at reasonable cost.
4. Willing to follow scientific guidelines for the milk producers to maintain purity, freshness and natural taste of milk.
5. Willing to keep reliable breeds of milch animals, implements preventive health care measures and avoids unnecessary use of chemical fertilizers/pesticides/ insecticides/harmful antibiotics/ hormones so as to produce safe milk for human beings.
6. Willing to become member of International Improvement Mission on long term basis and support its policies and plans for protecting genuine rights of consumers, milk producers and ethical entrepreneurs in dairy business.

MEMBERSHIP FORM

Name	Date of Birth
House No.	Street/Sector
Town/City	District
State	Country
Telephone (Landline)	Telephone (Mobile)
E-mail	Website
Pin Code No.	Unique Identification No.

I agree with the Mission philosophy and the guidelines for producer group members mentioned above.

Signatures _____ Date _____