

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

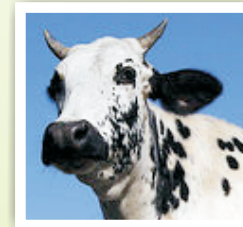
Please believe us only when you test and taste it yourself

Unique Selling
Proposition

International Quality
at
Reasonable Price



APNA DUDH APNI DAIRY APNI MANDI



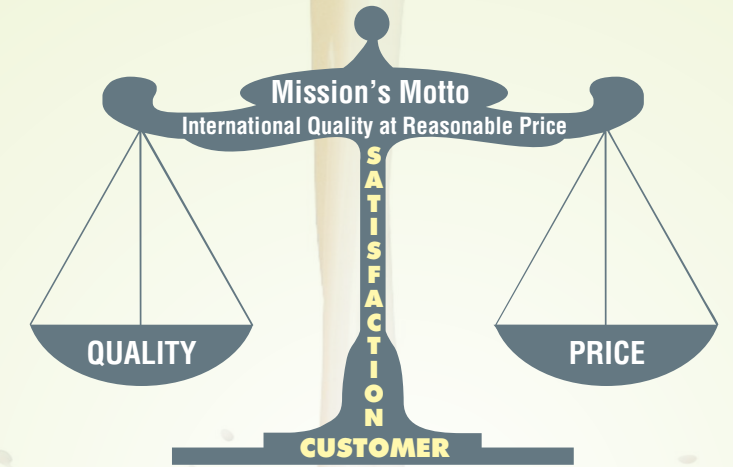
Associate Member
International Improvement Mission

MILK CONSUMERS OF INDIA (M.C.O.I.)

MILK IS NATURE'S BEST GIFT TO MANKIND
PROVIDED

IT REMAINS SAFE & PURE

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



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

WHAT IS GOOD QUALITY PASTEURIZED MILK ?

Basic Quality Parameters

- Pure milk with natural taste having no off flavor.
- Strictly conforms to all statutory regulations for composition and bacteriological quality.
- Remains good (without any preservatives or neutralizers) for atleast two weeks when stored under refrigeration at temperature below 3°C.

Pasteurization Process

Pasteurization is accomplished by heating milk below the boiling point using different temperatures and holding times as indicated below :

- Heating milk at 61-65°C for not less than 30 minutes (Holder method)
- Heating milk at 71-73°C for not less than 15 seconds (High temperature short time method)
- Heating milk at 85°C for fraction of a second (Flash process)

Sterilization Process

This involves the destruction of all pathogenic bacteria. Milk is bottled, sealed and heated at 104-112°C for 20 minutes to one hour.

Thermo Electric Processing Technology and Digital Analytical Technique evolved by our Mission associates are appropriately suitable for accomplishing these objectives under prevailing Indian conditions.

Benefits of Hygienically Processed / Packed Pasteurized milk

- Pasteurization process kills microorganisms in milk that produce disease and are harmful for our health thus making it **Safe for Drinking Even Without Boiling**.
- Improved **"Shelf Life of Milk"** as properly pasteurized milk would remain good for consumption for two three weeks without spoilage when stored under refrigeration at temperature below 3°C.
- Pasteurized milk being in sealed pilfer proof pack so it remains safe and free from environmental contamination while in transit between processing units and consumer delivery points especially when distributed through consumer friendly marketing network.
- Real value for money if purchased from an ethical dairy business entrepreneur having third party **"Quality Assurance"** besides quality certification from National/ International Organization and sold to **"Consumers at Reasonable Price"**.

*Issued by International Improvement Mission in the public interest as a part of its consumer awareness programs.

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.

Consumer Membership

Any person as consumer of milk can become member of International Improvement Mission (Consumer Group) provided he subscribes to mission philosophy and agrees to abide by following guidelines for consumer group members :

1. Knowledgeable consumer interested in purchasing only pure milk and dairy products at most competitive and reasonable prices.
2. Understands the existing marketing infrastructure dominated by middlemen and also their negative role between milk producers and consumers.
3. Conscious of his rights as consumer to demand value for his money in terms of quality, quantity and purity of milk/dairy products.
4. Willing to follow scientific guidelines for milk consumers to preserve and store raw milk, pasteurized milk and dairy products after purchase till these are finally consumed.
5. 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 consumer group members mentioned above.

Signatures _____ Date _____

FEED BACK REPORT FORMAT FOR CONSUMER MEMBERS

| | | |
|---------------|--|------------|
| Product..... | (Period fromto) | Brand..... |
| 1. Taste | <input type="checkbox"/> Excellent <input type="checkbox"/> Very good <input type="checkbox"/> Average <input type="checkbox"/> Unsatisfactory | |
| 2. Purity | <input type="checkbox"/> Excellent <input type="checkbox"/> Very good <input type="checkbox"/> Average <input type="checkbox"/> Unsatisfactory | |
| 3. Shelf Life | <input type="checkbox"/> O.K. as specified <input type="checkbox"/> Not O.K. as specified | |
| 4. Quantity | <input type="checkbox"/> O.K. as specified <input type="checkbox"/> Not O.K. as specified | |

SERVICE PARAMETERS : Please tick mark the box as per your judgement

| | |
|------------------------------|--|
| 1. Timely delivery | <input type="checkbox"/> Satisfactory <input type="checkbox"/> Not Satisfactory |
| 2. Customer care | <input type="checkbox"/> Satisfactory <input type="checkbox"/> Not Satisfactory |
| Overall Performance : | <input type="checkbox"/> Excellent <input type="checkbox"/> Very good <input type="checkbox"/> Average <input type="checkbox"/> Unsatisfactory |

Personal comments if any _____

Signatures _____ Date _____