



## INTERNATIONAL IMPROVEMENT MISSION

REGD. OFFICE : # 53-A, SECTOR 18-A, CHANDIGARH INDIA-160 018 Tel. : 0172-2724872



ALL FOR ONE & ONE FOR ALL

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

IIM-2015

01.02.15

Dr. A. K. Srivastava

Director and Vice Chancellor

National Dairy Research Institute Karnal

**Subject: EVOLUTIONARY DAIRY DEVELOPMENT PLAN FOR UPGRADING STATUS OF OUR MOTHERLAND FROM NO.1 MILK PRODUCING COUNTRY TO NO.1 MILK EXPORTING COUNTRY.**

Respected Sir

Our Mission has carried out in depth "S.W.O.T" analysis of dairy business of our country and found following weaknesses that can however be easily resolved with our collective professional wisdom.

1. Abnormally high Hidden loss due to manipulation, adulteration and dilution (M.A.D.) in milk purchase transactions.
2. Milk and milk products not strictly conforming to international quality norms especially those relating to purity of contents, microbiological safety and shelf life.
3. Abnormally high gap between farm gate price actually reaching milk producers and price of pasteurized milk being charged from urban consumer.
4. Relatively Low level of value addition and very high total milk handling cost.
5. Business benefits being siphoned out by middlemen/service providers in the value chain.

### **ANALYTICAL FACTS & CONSEQUENTIAL FINANCIAL IMPLICATIONS:**

1. Micro level digital hydro analysis of milk purchase records of prominent dairy institutions (co-operative sector, private and multinational companies) operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. **(Assuming no adulteration except dilution)**. We could not find even a single commercial dairy institution in India immune to such losses. Keeping in view annual milk production of our country, total hidden loss on this account would work out as an astronomical figure. **Manipulation Milk Scam is thus causing hidden loss of billions of rupees to milk producers, consumers and ethical dairy business entrepreneurs in India.**
2. Worldwide International companies these days market pasteurized milk with shelf life of two/three weeks. However, in our country every dairy plant is marketing milk labelled as pasteurized that needs boiling before consumption having shelf life of only 1-3 days.
3. During the last few decades gap between farm gate price actually reaching the milk Producers and price of pasteurized milk printed on milk pouch has increased manifold (More than Rs.15/Kg. now).

P.T.O.

4. Multinational companies have already introduced many innovative value added products in Indian market with extremely high profit margins as compared to conventional dairy products being produced by most of the Indian companies.
5. Despite visible profit margin of 10% to 20 % even in pasteurized milk business, most of the dairy plants in our country are either in loss or earning only nominal profits. Analysis carried out by our Mission associates clearly indicates that major chunk of profit margin is being pocketed by middlemen/manipulators/service providers in the value chain.

#### **PROFESSIONAL EVIDENCE, SOLUTIONS AND LIVE DEMONSTRATION OF IMPLEMENTATION PLAN:**

Stating only the problems without offering practically feasible solutions would be termed as an exercise in futility. Our Mission with the help of associates supporting our activities has evolved **“Made for India, zero effect, zero defect and Zero budget development plan** with very easy to implement practical solutions for all such unresolved core issues and chronic problems mentioned above. We have documentary /video evidence to justify our claims and contentions relating to these problems and their scientifically logical solutions. Besides it, we have the expertise to provide live demonstration for these solutions and correlated implementation plans.

MILKFED Punjab is one of the premier dairy institutions in the co-operative sector of our country. We have recently carried out digital hydro analysis of milk purchase record of this institution for the month of September 2014. They have suffered hidden loss of Rs.7.23/Kg due to dilution and manipulation (**Assuming no adulteration except dilution**). Keeping in view total milk handling of this organisation **annual hidden loss on this account works out as more than Rs. 200 crores.**

- **Our Mission associate is willing to offer Prize of Rs.1 Lac to any dairy professional who would prove that correlated calculations for these hidden losses are arithmetically incorrect and not scientifically logical as per 60:40 two axis formulae in vogue for purchase of milk in India.**

Our Mission however appreciates the present management for their keen interest and the efforts being initiated by them to control these hidden losses. Based on our meetings with top management, copy of our communication highlighting these problems and suggested solutions with implementation plans addressed to M.D. of this institution is being enclosed herewith (Annexure–A) for your kind information and perusal.

#### **MISSION PLAN AND ITS SALIENT FEATURES:**

Mission plan based on unique concept “APNA DOODH-APNI DAIRY - APNI MANDI” when implemented in letter and spirit would help in creating direct flyover link between milk producers and consumers virtually eliminating all middlemen from value chain.

Milk processing and value addition will take place either at point of production (Dairy Farm itself) or in the kitchen of milk consumer based on use of biogas/solar energy, unconventional cost effective dairy equipment, recyclable packing materials. Marketing/distribution function would be managed either by state MILK FEDERATIONS or by self-help groups of urban consumers (voluntary organisations).

Salient features of our Mission plan in summary form have been projected on the enclosed Annexure B for your kind information and perusal.

Keeping in view the prime goals and genuine desire of our Mission to help ethical segment of Indian dairy industry, we would gladly provide our innovative technological support and assistance to all dairy institutions in India engaged in implementing dairy development programs that would harmoniously balance and protect the interests of prime beneficiaries i.e. needy milk producers, innocent consumers, dedicated professionals and ethical dairy business entrepreneurs. It will be our pleasure to offer any clarification or additional information besides sharing micro level implementation details of our Mission plans with genuinely interested ethical dairy business entrepreneurs and premier dairy institutions.

Kindly do intimate to us if you find any arithmetical inaccuracy in the analytical calculations or lack of scientific logic in the conceptual plans, projected claims and contentions expressed in this communication and the enclosed copy of letter addressed to M.D. Milkfed Punjab. You are also requested to forward your considered professional comments and recommendations directly to P.M.O. on our Mission plan and its salient features for achieving our common cherished goal of "India winning gold in dairy Olympics" in the shortest possible time span.

With kindest regards

(Jaswant Singh Bhandair)

Mission Director

CC: 1 Prime Minister's office for kind information of Hon. Prime Minister with reference to our previous correspondence linked with reference File no 14-1-2012 D.P. dated 3rd July 2012 Agriculture Ministry.

2. President's office for kind information of Hon. President of India with reference to our previous correspondence linked with file No.P1/C-84598 dated 07 -Oct-2004

3. Hon. Chief Justice of India for kind information

4. Chief Minister's Office for kind information of Hon. Chief Minister Punjab

5. Chief Secretary Punjab for kind information and perusal

6. Registrar co-operative societies Punjab for kind information and perusal

7. M.D. Milkfed Punjab for kind information and perusal

8. Director Dairy Development Punjab for kind information and perusal

9. Chairman National Dairy Development Board Anand for kind information and perusal

10. M. D. National Dairy Development Board Anand for kind information and perusal

11. Managing Directors of state Milk Federations for kind information and perusal

## ANNEXURE-B

### SALIENT FEATURES OF PROJECTED MISSION PLAN

Under the conditions now prevailing in India provide technological help and support to **ethical dairy business entrepreneurs** empowering them to:

1. **PROCURE** on commercial scale raw milk without any adulteration, dilution and manipulation.
2. **Analyse** raw mixed milk for exact % Buffalo milk / Cow milk and added water and to find out its actual net worth.
3. **Process** and market pure & microbiologically safe pasteurized milk meeting with international quality requirements and having shelf-life of more than 15 days.
4. **Control** total milk handling costs below Rs.5.00/Litre for milk processing plants marketing pasteurized milk
5. **Attain** break-even point for dairy plants handling even less than 10,000 Litres milk per day.
6. **Increase** purchase price of raw milk by Rs.5.00/litre, decrease consumer price by Rs.5.00/litre from prevalent levels and still attain net profit margin of more than 10% of turn over.
7. **Develop** technological infrastructure to process milk without using any conventional dairy equipment or costly inputs and still attain shelf life of more than ten days for treated milk kept under refrigeration.
8. **Evolve** a system that ensures 100% product traceability between milk producers and consumers.
9. **Avail** loss insurance scheme at reasonable premium for dairy plants against hidden losses in dairy business.
10. **Upgrade** existing low profits making/sick dairy plants suffering losses in to profitable business ventures.


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 IMPROVEMENT INNOVATIONS UNLIMITED INC. CANADA

IIM-2015

01.01.15

Managing Director

The Punjab State Cooperative Milk Producers' Federation Ltd.

SCO 153-55, Sector 34-A Chandigarh -160022

Subject: Scientifically logical solutions for unresolved techno-commercial problems of MILKFED

Dear Sir

Please refer to our communication IIM-2014 dated 05.11.14 and subsequent meetings held on 10.12.14 and 14.12.14. We heartily appreciate your interest in sorting out core issues coming as hurdles before MILKFED to increase farm gate price by Rs. 5.00/litre, decrease consumer price by Rs.5.00/litre and still maintain desired level of profitability.

Based on our in-depth research relating to unresolved core issues and practical solutions evolved by our Mission associates, we strongly feel that MILKFED Punjab can become one of the leading dairy institution in India by implementing our scientifically logical but practically easy to implement recommendations for attaining desired level of real global competitiveness in terms of purity of milk, quality, productivity and profitability of business operations.

Keeping in view the discussions held in these meetings we would like to highlight following core issues and co-related problems being faced by MILKFED and rational scientific solutions suggested by us to overcome these problems:

**I PROBLEM:** How to procure absolutely pure raw milk on commercial scale without any intermixing, manipulation, adulteration and dilution.

**PRESENT STATUS::** As per digital hydro analysis of milk purchase records for the milk purchased by MILKFED in September 2014, **your organisation has suffered hidden loss of Rs.70 lacs per day (Rs.7.23/Kg.) only due to dilution with added water and manipulation in raw milk composition (assuming no adulteration other than water used for manipulation).** Detailed calculations relating to this loss were explained to General Manager(R& D) who was present in the meeting (Copy of correlated documents is also being enclosed as annexure -A) for your reference and perusal. Authenticity of these arithmetical calculations can be cross checked with the help of any chartered accountant having knowledge of conventional milk billing system (based on 60:40 two axis formula) being followed by one and all in India.

- Our Mission associate is willing to offer Prize of Rs.1 Lac to any dairy professional who can prove that these calculations are incorrect and not scientifically logical as per 60:40 two axis formulae in vogue for purchase of milk in India.

#### PROPOSED SOLUTIONS:

1. MILKFED must rationalise its present system of milk procurement /milk billing software to eliminate dilution in raw milk giving due importance to C.L.R. and total milk solids at first point of purchase (producer level). Average C.L.R. of Buffalo milk produced in our country would always be more than 29. Similarly average C.L.R. of cow milk would not be less than 30. Moreover Water used for dilution is neither chemically pure nor microbiologically safe for human consumption thus adversely affecting quality of our milk/dairy products.
2. Logically C.L.R. of mixed milk containing mixture of genuine cow milk and buffalo milk mixed in any proportion would remain between 29 and 30. Besides it total milk solids of standard buffalo milk (6.50% Fat, 8.84% S.N.F.) corresponding to 29 C.L.R. normally is not be less than 15.34 and cow milk (3.50% Fat, 8.50% S.N.F. ) corresponding to 30 C.L.R. is not less than 12%. Mixed milk containing even 50 % B.M. and 50% C.M. would thus contain more than 13.67 % total milk solids and C.L.R. of that milk would be around 29.50. 60:40 two axis formulae gives accurate results up to decimal points provided each and every milk purchase transaction is based on accurately tested C.L.R. and calculating S.N.F. using prescribed formula as follows:

$$\text{S.N.F. \%} = \text{C.L.R.} / 4 + 0.2 \times \text{Fat} + \text{C.L.R.} / 100$$

Payment for milk purchased for each purchase transaction at first point of purchase (at milk producer level) must be calculated, transparently recorded and acknowledged on the spot. Net worth of buffalo milk and cow milk purchased by the society from member milk producers must tally with total mixed milk collected by the society at one time (morning or evening). **All milk transactions during transportation of milk thereafter from producer to dairy plant must be monitored and accounted for in terms of its monetary net worth of milk like cashiers receiving and disbursing money in bank transactions.** Dilution and manipulation in milk purchase transactions can thus be eliminated and MILKFED can easily increase farm gate price of milk by more than Rs. 5.00/Litre (Much Less than actual hidden loss of Rs. 7.23/Kg. due to dilution and manipulation). As a result there of all your competitors from unorganised sector or any other organisation in dairy business will find it extremely difficult to procure milk in competition with your organisation.

In case you still find any difficulty in implementing our recommendations, you may use a software “Doodh ka doodh aur pani ka pani” designed by one of our Mission associate in Canada and available in Presentation column on our website <http://www.apnidairy.com> (free download). Live demonstration regarding application of this software to control hidden losses due to dilution and manipulation in milk purchase was also given to you during our meeting on 14.12.14.

II PROBLEM: How to minimize abnormally high milk handling cost and improve net contribution

PRESENT STATUS:

During the last one decade gap between farm gate price being paid by MILKFED to milk producers and price of pasteurized milk being charged from consumer has been increasing at alarming rate and is abnormally high now at present. Milk containing 6.00% fat is being purchased by MILKFED from milk producers at a price around Rs.30/Litre after pasteurisation is being sold to consumer@ Rs. 46/Litre. Total milk handling cost is abnormally high due to following reasons:

1. Purchasing raw milk badly diluted with added water (20 to 30%) results in abnormal increase in total milk handling cost.
2. Pasteurised milk marketed by MILKFED has shelf life of only one day as compared to two to three weeks being maintained by global competitors thus limiting your marketing zones only to areas around location of dairy plants.
3. Conventional milk processing equipment operating with costly energy resources and ever increasing packing materials and allied costs.
4. Lack of transparent financial accounting, ineffective performance evaluation systems and low level of accountability for executive functions especially for wrong implementation of professionally designed programs and policies of the organisation.
5. Relatively lower level of value addition through conventional product mix combinations as compared with that of global competitors.
6. Abnormally High per unit milk handling manpower costs as compared to that of competitors.

Proposed recommendations/solutions:

1 Take appropriate steps to purchase only pure undiluted cow milk ( C.L.R.>.30) from genuine cow milk producers after due verification and confirmation thus avoiding dilution and intermixing of cow milk with buffalo milk. As per statistical figures marketable surplus cow milk in Punjab is not more than 30%. MILKFED is however purchasing mixed milk containing 64% Cow milk obviously due to dilution and manipulation in milk.

2. Post pasteurization contamination is the main reason for limited shelf life of pasteurized milk. Appropriate steps should be taken to avoid contamination and achieve international quality parameters for pasteurized milk in terms of purity of contents, microbiological safety and shelf life. Pasteurized milk sold in the market needs boiling before consumption so from consumer's point of view there is literally no value addition and total milk processing cost is going waste.

Our Mission associate conducted successful trials on pasteurised /sterilised milk produced and processed in India and as per test results duly testified by National Dairy Research Institute Karnal (copies enclosed) shelf life of pasteurized milk was found to be three weeks and sterilised milk achieved Zero microbiological count (Likely to remain good for consumption for six months/one year). We also availed the opportunity to show cost effective solar energy based unconventional micro milk processing unit to your good self during your visit to Mission office on 14.12.14. We also handed over samples in glass bottles containing pasteurized and sterilised milk meeting with these quality parameters for your information and counter verification.

3. There is urgent need for MILKFED to explore and incorporate latest scientific innovations to reduce total milk handling costs especially by introducing milk processing at society level itself using unconventional dairy equipment, renewable resources of energy like solar/biogas and recyclable or bio-degradable packing materials. Part of the milk processed at village level can thus be marketed in the village itself as mid- day meal supplement under ambitious school education plan of Govt. of India. Sample of this kind of sweetened flavoured milk developed by one of our Mission associate for this purpose was also offered to you by us during your visit. Establishing direct fly over link between milk producer's society and consumer forums in urban locations through network managed and controlled by MILKFED would be unique idea to successfully compete with local unorganised sector and national /international dairy business entrepreneurs establishing dairy plants in Punjab. As a case study based on this Mission concept we also arranged your interaction meeting with a marginal dairy farmer from Punjab (adopted by our Mission three years ago) earning Rs.3000/buffalo/month. Dairy farmer keeping five/ten animals would thus meet all his livelihood expenses relating to "ROTI-KAPDA AUR MAKAN " only with income from dairy business.

4. There is urgent need to bring in cost consciousness at all levels in the organization by introducing Management for Results, Marwari financial management concept "PARTHA" with Daily financial performance report and liquidity statement in dairy plants affiliated with MILKFED Punjab.

5. Global competitors have already introduced very high margin milk products in Indian market. MILKFED will find it difficult to match their profitability levels if we do not come out with innovative new concepts, cost reduction techniques and develop products with high level of value addition.

6. Famous words by none other than legendary person and father of "white revolution" in India Dr.V Kurien reproduced below are appropriately relevant for all of us managing dairy business in India.

**"If we are to compete internationally, our goal must be to produce the world's finest milk and milk products at internationally competitive prices."**

We must ,therefore, explore the possibility of exporting innovative products like long shelf life organically produced pure buffalo milk and cow milk (white Gold) as our pride premium product (strictly conforming to international quality requirements having shelf life of more than one year) for the equivalent exchange price of fuel oil (black gold) to oil producing countries.

On behalf of our Mission and Mission associates supporting our activities, I would like to assure full support to MILKFED for implementing all ethical developmental programs that may protect the interests of needy milk producers, innocent consumers and dedicated dairy professionals.

Wishing to you very happy New Year and all success in your noble assignment.

Yours truly

(Jaswant Singh Bhandair)

Mission Director



ANNEXURE-A

DIGITAL HYDRO ANALYSIS OF MILK PURCHASE TRANSACTIONS

MILKFED PUNJAB {SEPTEMBER-2014}

SUMMARY OF MILK PURCHASE

Category	Qty.	Fat	S.N.F	Milk solids	Rate	Payment
	Lac Kgs.	%	%	%	Rs./Kg.	Lac Rs.
Buffalo milk	103.64	7.21	8.79	16.00	40.62	4209.8568
Cow milk	187.73	3.69	8.04	11.73	25.29	4147.6917
Mixed milk	291.37	4.94	8.31	13.25	30.74	8956.7138

SPECIFIED BASIC RATE FOR BUFFALO MILK: Rs.563.38118826/Kg. Fat

(40.62/7.21= Rs.563.38118826/Kg. Fat)

STANDARD BUFFALO MILK: (6.50% Fat, 8.84% S.N.F., 15.34% Milk solids and 29 C.L.R.)

Category	Qty.	Fat	S.N.F	Milk solids	Rate	Payment
	Kgs.	%	%	%	Rs./Kg.	Rs.
100% B.M.	100	6.50	8.84	15.34	36.6199722606	3661.99722606
	Fat value(60%)					S.N.F.Value(40%)
	Rs.21.9719833563/Kg					Rs.14.6479889042/Kg
	Rs.338.030513073/Kg.Fat				Rs.165.701231947/Kg S.N.F.	
50% B.M.	100	5.00	8.67	13.67	31.2678224685	3126.78224685
50% C.M						
	Fat value(60%)					S.N.F.Value(40%)
	Rs.18.760693481Kg					Rs.12.5071289874/Kg
	Rs.375./213869622/Kg.Fat				Rs.144.257543107/Kg S.N.F.	
100% C.M..	100	3.50	8.50	12.00	25.9156726764	2591.56726764
	Fat value(60%)					S.N.F.Value(40%)
	Rs.15.5494036058/Kg					Rs.10.36627056/Kg
	Rs.444.268674451/Kg.Fat				Rs.121.956124235/Kg S.N.F.	

## DIGITAL HYDRO ANALYSIS OF MILK PURCHASE TRANSACTIONS

MILKFED PUNJAB {SEPTEMBER-2014}

1. Milk composition very clearly indicates that milk purchased by the organisation is diluted and manipulated milk causing hidden loss of Rs. 7.23/Kg. in milk purchase transactions. Keeping in view annual milk handling /procurement, total hidden loss on this account would work out as more than Rs. Two hundred crores.
2. Mixed milk composition as per milk bills indicate 4.94% Fat. It corresponds to 52% cow milk mixed with 48% Buffalo milk (Standard composition). Resultant S.N.F of such mixed milk would be 8.6632%, total milk solids 13.6032% as compared to 13.25% indicated on milk bills. C.L.R. of mixed milk as per arithmetical calculations would be 29.52 and real worth of milk as Rs.32.053784705/Kg.
3. Assuming manipulated % of cow milk as 64% (Refer to milk bills). Resultant mixed milk composition as per digital analysis would be 4.58% Fat, 8.6624% S.N.F., 13.2024% total milk solids and net worth Rs. 29.7692295828?Kg.. C.L.R. of mixed milk of this composition would be 29.62.
4. Manipulated mixed milk of this composition indicated on milk bills can be prepared using only diluted buffalo milk as follows:
  - A. Take 80.847172082 Kgs. Standard buffalo milk (6.50% Fat, 8.84% S.N.F., 15.34% milk solids and 29 C.L.R.
  - B. Seller thus extracts 1.24493381466 Kgs., Fat worth Rs.420.0824516235  
(1.24493381466x338.030513173=Rs.420.09825616235 from buffalo milk containing 6.50% Fat & 8.84% S.N.F.
  - C. Modified milk on dry matter basis would contain 5.25506618539 Kgs.Fat and 8.84% S.N.F.  
14.0950661853% milk solids worth Rs.32.4117106371/Kg milk
  - D. Add 6.377858002 Kg. water in modified milk to produce manipulated milk containing 4.94% Fat and 8.31% S.N.F.
  - E. Now prepare milk bills as per summary statement in this case study.

HIDDEN LOSS: Rs[( value of fat extracted) + (Value of manipulated difference in % of cow milk)-  
(Value of S.N.F. difference between standard buffalo milk and actual value of S.N.F. in buffalo  
component of mixed milk purchased)

$$=Rs (4.20826166235+ [(64-52) \times 25.9156726763/100]-[(8.84-8.79) \times 165.701231947/100]$$

$$=Rs. 7.23529172868/Kg.$$

HIDDEN LOSS IN MILK PURCHASE TRANSACTIONS  
MILKFED PUNJAB SEPTEMBER-2014

Qty.	Fat Vaue	Fat	Rate	S.N.F.	S.N.F. Value	Total Value
Kgs.	Rs./Kg.	%	Rs./Kg.	%	Rs./Kg.	Rs.

$36.61997226/15.34 = \text{Rs } 2.38722113823/\text{Kg}$  Total solids

100	21.97198336	6.50%	15.34%	8.84%	14.6479889	3661.997226
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$\text{Rs. } 36.61997226/\text{Kg.}$

244.58 Lacs	21.97198336	6.50%	15.34%	8.84%	14.6479889	8,957 Lacs
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$36.6199722606 - 31.6306800815 = \text{Rs. } 4.9892921791/\text{Kg.}$

$\text{Rs. } 31.63068008/\text{Kg.}$

100	18.97840805	5.61%	13.25%	7.63559322	12.65227203	3163.068008
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$\text{Rs. } 31.63068008/\text{Kg.}$

283.16 Lacs	18.97840805	5.61%	13.25%	7.63559322	12.65227203	8,957 Lacs
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$\text{Rs. } 1.1622004499/\text{Kg.}$

$\text{Rs. } 30.46847963/\text{Kg.}$

291.37 Lacs	16.69870735	4.94%	13.25%	8.31%	13.76972233	8877.60 Lacs
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$13.25 - 12.76316 = 0.486842393 \times 2.38722113823 = \text{Rs. } 1.16219473893/\text{Kg.}$

$\text{Rs. } 30.46847964/\text{Kg.}$

291.37 Lacs	18.28108779	5.41%	12.76315761%	7.355%	12.18739185	8877.60 Lacs
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$10669.96 - 8877.60/291.37 = \text{Rs. } 6.15148773861/\text{kg.}$

$\text{Rs. } 36.61997226/\text{Kg.}$

100	21.97198336	6.50%	15.34%	8.84%	14.6479889	3661.997226
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$\text{Rs. } 36.61997226/\text{Kg.}$

291.37 Lacs	21.97198336	6.50%	15.34%	8.84%	14.6479889	10,669.96 Lacs
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Hidden Loss =  $\{6.15148773861 + 1.16219473893\} - (0.05 \times 165.701231947/100) = \text{Rs. } 7.23083186157/\text{Kg.}$

Or Hidden Loss =  $\text{Rs. } \{4.9892921791 + 1.1622004499 + 1.16220045155\} - 0.08285061597$   
=  $\text{Rs. } 7.23047378996/\text{Kg.}$

**HIDDEN LOSS PER DAY = Rs. 70.21 LACS**

HIDDEN LOSS IN MILK PURCHASE TRANSACTIONS  
MILKFED PUNJAB

SEPTEMBER-2014

Qty. Kgs.	Fat Vaue	Fat	Rate	S.N.F.	S.N.F. Value	Total Value Rs.
Lac Kgs.	Rs.	%	Rs./Kg.	%	Rs.	Lac Rs.Rs.

Rs.36.61997226/Kg.

100	21.97198336	6.50%	15.34%	8.84%	14.6479889	3661.997226
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244.58	21.97198336	6.50%	15.34%	8.84%	14.6479889	8956.7138
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36.6199722606-31.6306800815=Rs.4.9892921791/Kg.

Rs.31.63068008/Kg.

100	18.97840805	5.61%	13.25%	7.63559322	12.65227203	3163.068008
-----	-------------	-------	--------	------------	-------------	-------------

31.63068008

2,83.16538	18.97840805	5.61%	13.25%	7.63559322	12.65227203	8,956.7138
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Rs.1.1622004499/Kg.

Rs.30.46847963/Kg.

291.37	16.69870735	4.94%	13.25%	8.31%	13.76972233	8877.60
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13.25-12.76316=0.486842393x2.38722113823=Rs.1.16219473893/Kg.

Rs. 30.46847964/Kg.

291.37	18.28108779	5.41%	12.76315761	7.3558%	12.18739185	8877.60
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10669.96-8877.6010176=291.37=Rs.6.15148773861/kg..

Rs.36.61997226/Kg.

100	21.97198336	6.50%	15.34%	8.84%	14.6479889	3661.99
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Rs. 36.61997226/Kg.

291.37	21.97198336	6.50%	15.34%	8.84%	14.6479889	10,669.96
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Hidden Loss={6.15148773861+1.16219473893}-(0.05x165.701231947/100)=Rs.7.23083186157/Kg.

Or Hidden Loss={Rs.4.9892921791+1.1622004499+1.16220045155}-(.08285061597)

=Rs.7.23047378996/Kg.

**HIDDEN LOSS PER DAY=Rs. {9.712x7.23}=Rs 70.21 Lacs**

PROGRESS OF MILKED PUNJAB FOR MILK PROCUREMENT AND TECHNICAL INPUTS FOR THE MONTH OF SEP-2014													LAST YEAR TOTAL
PARTICULARS	JAL	HSP	SNG	BTH	EKI	EZR	RER	LDH	PTL	GDP	ASR	TOTAL	
<b>A. SOCIETIES/MEMBERSHIP</b>													
1 ORGANISED SOCIETIES (NOS.)	820	514	456	430	404	648	1158	896	537	628	740	7231	7287
2 MEMBERSHIP (NOS.)	38479	35943	23723	25745	8786	24826	64328	81163	26019	32287	31651	392950	405801
3 FUNCTIONAL SOCIETIES (NOS.)	810	514	440	369	339	634	1131	873	537	628	701	6976	7044
4 MEMBERSHIP (NOS.)	38237	35943	21573	22867	7310	24210	63883	80011	26019	32237	29723	382063	394889
5 ACTUAL FUNCT. SOCS. (NOS.)	810	480	391	295	312	383	1122	828	436	560	701	6318	6045
6 MEMBERSHIP (NOS.)	38237	28633	18138	19352	6055	14266	63665	77002	19670	31912	29723	346653	349710
7 TEMP CLOSED SOCIETIES (NOS.)	0	34	49	74	27	251	9	45	101	68	0	658	999
8 DERUNCT SOCIETIES (NOS.)	10	0	16	61	65	14	27	23	0	0	39	255	243
<b>B. MILK PROCUREMENT</b>													
1 MILK ROUTES (NOS.)	31	32	35	30	25	27	31	63	33	28	58	393	365
2 TOTAL MILK PROC. (IN LAC KGS)	23.44	8.86	17.92	12.26	9.29	10.88	85.36	70.24	21.00	11.37	20.75	291.37	268.45
3 BUFF. MILK	8.13	2.71	7.45	2.98	1.67	1.73	33.52	31.16	5.66	4.34	4.29	103.64	94.02
4 COW MILK	15.31	6.15	10.47	9.28	7.62	9.15	51.84	39.08	15.34	7.03	16.46	187.73	174.43
5 %AGE OF COW MILK	65%	69%	58%	76%	82%	84%	61%	56%	73%	62%	79%	64%	65%
6 AVG. FAT & SNF %AGE													
7 B.M. FAT %	7.20	7.50	7.40	7.26	7.34	7.24	7.15	7.17	7.30	7.77	6.71	7.21	7.09
8 B.M. SNF %	8.70	8.70	8.79	8.76	8.80	8.79	8.80	8.82	8.80	8.79	8.71	8.79	8.79
9 C.M. FAT %	3.70	3.90	3.69	3.69	3.53	3.53	3.74	3.69	3.60	3.41	3.76	3.69	3.66
10 C.M. SNF %	7.90	7.90	8.13	8.03	8.22	8.09	8.02	8.09	8.10	7.96	8.00	8.04	8.04
11 COMPOSITE FAT %	4.91	5.00	5.23	4.56	4.22	4.12	5.08	5.23	4.60	5.07	4.37	4.94	4.86
12 COMPOSITE SNF %	8.18	8.15	8.40	8.21	8.33	8.20	8.33	8.41	8.29	8.28	8.15	8.31	8.3
13 a) AV. DAILY MILK PROCUREMENT (IN '000' KGS PER DAY)	78.1	29.5	59.7	40.9	31.0	36.3	284.5	234.1	70.0	37.9	69.2	971.2	894.8
14 b) AVG. CONTRACTED MILK (IN '000' KGS PER DAY)	0.0	0.0	0.0	12.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	4.7
15 c) AVG. MILK RECEIVED FROM RCDF (IN '000' KGS PER DAY)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
16 TOTAL (A+B)	78.1	29.5	59.7	53.8	31.0	36.3	284.5	234.1	70.0	37.9	69.2	984.1	899.5
17 AV. PROC. PER DAY PER SOC. (IN KGS PER DAY)	89	41	106	87	58	46	215	221	93	46	68	116	113
18 B.M. AVERAGE PRICE PAID TO PRODUCERS (IN RS. PER KG)	41.35	39.62	40.37	38.40	40.05	38.53	40.41	41.20	40.71	43.22	37.63	40.62	34.73
19 C.M. AVERAGE PRICE PAID TO PRODUCERS (IN RS. PER KG)	26.07	24.37	25.25	26.14	26.42	26.33	24.51	25.37	25.39	25.39	25.44	25.29	21.74
20 MIX MILK AVERAGE PRICE PAID TO PRODUCERS (IN RS. PER KG)	31.37	29.03	31.54	29.12	28.87	28.27	30.75	32.39	29.53	32.20	27.96	30.74	26.29
21 AVG. TRANSPORT COST (IN PAISE PER KG)	84	135	76	111	134	134	48	42	76	69	90	69	67

TESTIMONIALS/DOCUMENTARY EVIDENCE  
{QUALITY}



डेरी प्रौद्योगिकी विभाग  
DIVISION OF DAIRY TECHNOLOGY  
राष्ट्रीय डेरी अनुसंधान संस्थान  
NATIONAL DAIRY RESEARCH INSTITUTE  
(मान्य विश्वविद्यालय)  
(Deemed University)  
(भारतीय कृषि अनुसंधान परिषद्)  
(Indian Council of Agricultural Research)



करनाल (हरियाणा) भारत KARNAL-132001 (Haryana) India

Dr. A.A. Patel, Chairman  
Consultancy Processing Cell

Ref. No. Cons./Analysis/2007-08 /1050  
Dated : 28<sup>th</sup> April; 2008

Mr. Jaswant Singh Bhandair,  
Managing Director,  
Innovative Business Improvements (P) Ltd.,  
Regd. Office# 53-A, Sector 18-A,  
Chandigarh

Dear Mr. Bhandair,

This has reference to your letter No. IBI-08 dated 5.4.2008 regarding milk sample for sensory evaluation. As desired sample was stored under refrigeration for 21 days and there after tested for sensory evaluation. The milk sample (Code No.MI-8004050) was critically examined for its sensory quality by an expert panel and found the sample quite acceptable. The sample score of 8.5 on 10 point scale (85%) basis for flavour was given to the sample. There was no defect in the sample in any of the sensory attributes i.e. colour, sediments, flavour and consistency.

Please feel free to approach us for any further assistance.

Thanking you,

Yours faithfully,

*Dharam Pal*  
28/4/08  
(Dharam Pal)  
P.S(DT)

*(A.A.PATEL)*

Tel. : 0184-2259268, 2259270(O)  
0184-2283133 @  
EPABX Nos. : 1268, 1270, 1240

E.mail : [consdndri@yahoo.co.in](mailto:consdndri@yahoo.co.in)  
[grpndri@yahoo.co.in](mailto:grpndri@yahoo.co.in)  
Gram : DAIRYSEARCH Fax : 0184-2250042

TESTIMONIALS/DOCUMENTRY EVIDENCE  
{QUALITY}



**INNOVATIVE BUSINESS IMPROVEMENTS (P) LTD.**

REGD. OFFICE : # 53-A, SECTOR 18-A, CHANDIGARH INDIA-160 018 TEL 9724872



**APNA DUDH - APNI DAIRY - APNI MANDI**

ASSOCIATE OF IMPROVEMENT INNOVATIONS UNLIMITED INC. CANADA.

IBI-08

05.04.08

Head Dairy Technology Division

National Dairy Research Institute

Karnal

Subject : Milk Sample for sensory Evaluation

Dear Sir

Thank you very much for evaluating samples of pasteurized cow milk and buffalo milk submitted by us on 17.03.08. As a second phase of our research evaluation, we are now submitting another sample of pasteurized buffalo milk processed and packed by us using innovative techniques and unconventional energy /allied resources. We are interested in getting this sample of pasteurized buffalo milk (Code No: MI-8004050) also tested in your quality control laboratory. We would request you to please store this milk sample for 21 days at temperature below 4 degree Celsius and evaluate the same for sensory evaluation after that period. Please accept prescribed fee for sensory evaluation of this milk sample (NO NAME) contained in a glass bottle with pop up temper proof seal cap. Test results may please be handed over to our authorized person to be deputed by us on receiving your confirmation or the same may be sent to us on our above mentioned mailing address.

Thanking you in anticipation.

  
(Jaswant Singh Bhandair)

(Managing Director)

# Dairy Microbiology Division

## National Dairy Research Institute

Karnal-132001

### Milk Testing for Standards Plate Count and Yeast & Mold Count

#### Sample description

1. Source of sample : International improvement mission, Regd. Office #53-A Sector 18-A Chandigarh
2. Type of milk : Pure buffalo milk in a glass bottle with crown cork lid (code no 414031)
3. Date of receipt/ testing : 07.07.2014
4. Testing charges : 2248/- test
5. Sample submitted by : Mr. Prashant Minz, Scientist, DE Division

#### Test Report

Name of the product	Standard plate count (IS 5402: 2002)				Yeast & molds count (IS 5403: 2002)		
	10 <sup>-1</sup>		10 <sup>-2</sup>		10 <sup>-1</sup>		Average CFU/ 0.1 mL
	Plate 1	Plate 2	Plate 1	Plate 2	Plate 1	Plate 2	
Pure buffalo milk in a glass bottle with crown cork Lid	Nil	Nil	Nil	Nil	Nil	Nil	Absent/ 0.1 ml

Note: This report is issued with an explicit understanding that it would neither be used for the purpose of advertisement nor it would be produced as evidence in any form without the prior permission of the undersigned. Further, this report is restricted to the sample submitted to Dairy Microbiology Division through In-charge, consultancy Cell, NDRI, Karnal and its application under field condition is subject to food safety/ bio-safety regulatory clearance/ approval by the concerned ministry etc.

Tested by

In-charge QA

Head, Dairy Division





DIVISION OF DAIRY TECHNOLOGY  
NATIONAL DAIRY RESEARCH INSTITUTE  
(Deemed University)  
(Indian Council of Agricultural Research)  
KARNAL-132001 (Haryana) India



Dr. A.K.Singh, Chairman  
Consultancy Processing Cell

Ref. No. Cons./Analysis/2013-14/2485  
Dated : 23rd July, 2014

Mr. Jaswant Singh Bhandair,  
Mission Director,  
International Improvement Mission,  
#53A, Sector 18A, Chandigarh

Dear Mr. Bhandair,

This refers to your letter No.r.5.2014 regarding analysis of pure buffalo milk in a glass bottle with crown cork lid Code No. S-414010Feed Samples on DM basis. The testing report is enclosed as received from the concerned scientist.

Please feel free to approach us for any further assistance.

With regards,

Yours faithfully,

  
(A.K.Singh)

Encl: As Above

Tel. : 0184-2259268, 2259270(O)  
0184-2283133 @  
EPABX Nos. : 1268, 1270, 1240

E.mail : [constndri@yahoo.co.in](mailto:constndri@yahoo.co.in)  
[grpndri@yahoo.co.in](mailto:grpndri@yahoo.co.in)  
Gram : DAIRYSEARCH Fax : 0184-2250042



## INTERNATIONAL IMPROVEMENT MISSION

REGD. OFFICE : # 53-A, SECTOR 18-A, CHANDIGARH INDIA-160 018 Tel. : 0172-2724872



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IMPROVEMENT INNOVATIONS UNLIMITED INC. CANADA

IIM-2015

15.03.15

Mr. Vijay Kumar Dev. I.A.S.

Adviser to the Administrator,

Chandigarh Administration (Union Territory) Chandigarh

Subject: DOODH KI MEHANGAIE AUR MILAWAT SE AZADI: SCIENTIFICALLY LOGICAL PLAN FOR REDUCING CONSUMER PRICE OF MILK IN CHANDIGARH BY RS.5.00/LITRE, INCREASING FARM GATE PRICE BY RS. 5.00/ LITRE BESIDES CREATING SUSTAINABLE INCOME OPPORTUNITIES FOR LARGE NUMBER OF MILK PRODUCERS IN THE VILLAGES SURROUNDING UNION TERRITORY.

Dear Sir

Please accept our heartiest complements and congratulations for your prestigious assignment as advisor to Government for administration of our city beautiful Chandigarh. Unprecedented mandate to popular Govt. Of India is because of its commitment to bridge ever widening gap between rich and poor through employment generation for young generation, reduction of inflation in basic necessities (Roti, kapdaaurMakaan) besides pulling corruption from its very roots.

Our Mission is a voluntary organisation established in 1998 by NRI dairy professionals living in USA /Canada. Prime goal of our Mission is to upgrade the status of our motherland from Number one milk producing country to that of Number one milk exporting country. We would therefore like to provide our professional input as our contribution to Chandigarh administration. Based on our professional expertise in dairy field we have prepared logically structured innovative "Made for Chandigarh, zero effect, zero defects and Zero budget plan based on very easy to implement practical solutions that will help us in reducing consumer price of pasteurized milk by Rs.5.00/Litre in Chandigarh (from prevalent level).

Our Mission has carried out in depth "S.W.O.T" analysis of dairy business of our country and found following weaknesses that can however be easily resolved with our collective professional wisdom.

1. Abnormally high Hidden loss due to manipulation, adulteration and dilution (M.A.D.) in milk purchase transactions.
2. Milk and milk products not strictly conforming to international quality norms especially those relating to purity of contents, microbiological safety and shelf life.
3. Abnormally high gap between farm gate price actually reaching milk producers and price of pasteurized milk being charged from urban consumer.
4. Relatively Low level of value addition and very high total milk handling cost.
5. Business benefits being siphoned out by middlemen/service providers in the value chain.

P.T.O.

#### ANALYTICAL FACTS & CONSEQUENTIAL FINANCIAL IMPLICATIONS:

1. Micro level digital hydro analysis of milk purchase records of prominent dairy institutions (co-operative sector, private and multinational companies) operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. (Assuming no adulteration except dilution with added water). We could not find even a single commercial dairy institution in India immune to such losses. Keeping in view annual milk production of our country, total hidden loss on this account would work out as an astronomical figure. Manipulation Milk Scam is thus causing hidden loss of billions of rupees to milk producers, consumers and ethical dairy business entrepreneurs in India.
2. Worldwide International companies these days market pasteurized milk with shelf life of two/ three weeks. However, in our country every dairy plant is marketing milk labelled as pasteurized that needs boiling before consumption having shelf life of only 1-3 days.
3. During the last few decades gap between farm gate price actually reaching the milk producers and price of pasteurized milk printed on milk pouch has increased manifold (More than Rs.15/Kg. now).
4. Multinational companies have already introduced many innovative value added products in Indian market with extremely high profit margins as compared to conventional dairy products being produced by most of the Indian companies.
5. Despite visible profit margin of 10% to 20 % even in pasteurized milk business, most of the dairy plants in our country are either in loss or earning only nominal profits. Analysis carried out by our Mission associates clearly indicates that major chunk of profit margin is being pocketed by middlemen/manipulators/service providers in the value chain.

#### PROFESSIONAL EVIDENCE, SOLUTIONS AND LIVE DEMONSTRATION OF IMPLEMENTATION PLAN:

Stating only the problems without offering practically feasible solutions would be termed as an exercise in futility. We have documentary /video evidence to justify our claims and contentions relating to above problems and their scientifically logical solutions. Besides it, we have the expertise to provide live demonstration for these solutions and correlated implementation plans.

MILKFED Punjab is one of the premier dairy institutions in the co-operative sector of our country. We have recently carried out digital hydro analysis of milk purchase record of this institution for the month of September 2014. They have suffered hidden loss of Rs.7.23/Kg due to dilution and manipulation (Assuming no adulteration except dilution). Keeping in view total milk handling of this organisation annual hidden loss on this account works out as more than Rs. 200 crores.

- Our Mission associate is willing to offer Prize of Rs.1 Lac to any dairy professional who would prove that correlated calculations for these hidden losses are arithmetically incorrect and not scientifically logical as per 60:40 two axis formulae in vogue for purchase of milk in India.

Our Mission however appreciates the present management for their keen interest and the efforts being initiated by them to control these hidden losses. Based on our meetings with top management, copy of our communication highlighting these problems and suggested solutions with implementation plans addressed to M.D. of this institution is being enclosed herewith (Annexure-A) for your kind information and perusal.

#### MISSION PLAN AND ITS SALIENT FEATURES:

Mission plan based on unique concept "APNA DOODH-APNI DAIRY - APNI MANDI" when implemented in letter and spirit would help in creating direct flyover link between milk producers and consumers virtually eliminating all middlemen from value chain.

Milk processing and value addition will take place either at point of production (Dairy Farm itself) or in the kitchen of milk consumer based on use of biogas/solar energy, unconventional cost effective dairy equipment, recyclable packing materials. Marketing/distribution function would be managed either by state MILK FEDERATIONS or by self-help groups of urban consumers (voluntary organisations).

Salient features of our Mission plan in summary form have been projected on the enclosed Annexure B for your kind information and perusal.

Keeping in view the prime goals and genuine desire of our Mission to help ethical segment of Indian dairy industry, we would gladly provide our innovative technological support and assistance to all dairy institutions in India engaged in implementing dairy development programs that would harmoniously balance and protect the interests of prime beneficiaries i.e. needy milk producers, innocent consumers, dedicated professionals and ethical dairy business entrepreneurs. It will be our pleasure to offer any clarification or additional information besides sharing micro level implementation details of our Mission plans with genuinely interested ethical dairy business entrepreneurs and premier dairy institutions.

Our Mission through copy of letter addressed to Director NDRI Karnal has requested him to intimate us if N.D.R.I. finds any arithmetical inaccuracy in the analytical calculations or lack of scientific logic in the conceptual plans, projected claims and contentions expressed in this communication and also in the copy of letter addressed to M.D. Milkfed Punjab. We have also requested him to forward his considered professional comments and recommendations directly to P.M.O. on our Mission plan and its salient features for achieving our common cherished goal of "India winning gold in dairy Olympics" in the shortest possible time span.

You are requested to depute an expert committee comprising of knowledgeable professional experts from dairy, financial and business management field to interact with us here at Mission office Chandigarh to verify our claims and contentions besides watching a live demonstration of our concept, system, technology to pasteurize/sterilise milk with solar energy using low cost and affordable unconventional dairy equipment.

With kindest regards

(Jaswant Singh Bhandair)

Mission Director



## INTERNATIONAL IMPROVEMENT MISSION

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IIM-2015

14.02.15

Mr.ArvindKejriwal

Hon. Chief Minister Delhi

AamAadmi Party, Ground Floor, A-119, Kaushambi,

Ghaziabad – 201010,

Uttar Pradesh

Subject: SCIENTIFICALLY LOGICAL PLAN FOR REDUCING CONSUMER PRICE OF MILK IN DELHI BY RS.5.00/LITRE, INCREASING FARM GATE PRICE BY RS. 5.00/ LITRE AND CREATING MILLIONS OF SUSTAINABLE JOBS IN STATES ADJOINING DELHI.

Dear Sir

Please accept our heartiest compliments and congratulations on the auspicious day today for taking oath as Chief Minister of Delhi. Unprecedented mandate to AAP party is because of your commitment to bridge ever widening gap between rich and poor through employment generation for young generation, reduction of inflation in basic necessities (Roti, kapdaaurMakaan) besides pulling corruption from its very roots.

Our Mission is a voluntary organisation established in 1998 by NRI dairy professionals living in USA /Canada. Prime goal of our Mission is to upgrade the status of our motherland from Number one milk producing country to that of Number one milk exporting country. We would therefore like to provide our professional input as our contribution to new Government in Delhi. Based on our professional expertise in dairy field we have prepared logically structured innovative "Made for Delhi, zero effect, zero defects and Zero budget plan based on very easy to implement practical solutions that will help us in reducing consumer price of pasteurized milk by Rs.5.00/Litre in Delhi (from prevalent level).

Our Mission has carried out in depth "S.W.O.T" analysis of dairy business of our country and found following weaknesses that can however be easily resolved with our collective professional wisdom.

1. Abnormally high Hidden loss due to manipulation, adulteration and dilution (M.A.D.) in milk purchase transactions.
2. Milk and milk products not strictly conforming to international quality norms especially those relating to purity of contents, microbiological safety and shelf life.
3. Abnormally high gap between farm gate price actually reaching milk producers and price of pasteurized milk being charged from urban consumer.
4. Relatively Low level of value addition and very high total milk handling cost.
5. Business benefits being siphoned out by middlemen/service providers in the value chain.

#### ANALYTICAL FACTS & CONSEQUENTIAL FINANCIAL IMPLICATIONS:

1. Micro level digital hydro analysis of milk purchase records of prominent dairy institutions (co-operative sector, private and multinational companies) operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. (Assuming no adulteration except dilution with added water). We could not find even a single commercial dairy institution in India immune to such losses. Keeping in view annual milk production of our country, total hidden loss on this account would work out as an astronomical figure. Manipulation Milk Scam is thus causing hidden loss of billions of rupees to milk producers, consumers and ethical dairy business entrepreneurs in India.
2. Worldwide International companies these days market pasteurized milk with shelf life of two/ three weeks. However, in our country every dairy plant is marketing milk labelled as pasteurized that needs boiling before consumption having shelf life of only 1-3 days.
3. During the last few decades gap between farm gate price actually reaching the milk producers and price of pasteurized milk printed on milk pouch has increased manifold (More than Rs.15/Kg. now).
4. Multinational companies have already introduced many innovative value added products in Indian market with extremely high profit margins as compared to conventional dairy products being produced by most of the Indian companies.
5. Despite visible profit margin of 10% to 20 % even in pasteurized milk business, most of the dairy plants in our country are either in loss or earning only nominal profits. Analysis carried out by our Mission associates clearly indicates that major chunk of profit margin is being pocketed by middlemen/manipulators/service providers in the value chain.

#### PROFESSIONAL EVIDENCE, SOLUTIONS AND LIVE DEMONSTRATION OF IMPLEMENTATION PLAN:

Stating only the problems without offering practically feasible solutions would be termed as an exercise in futility. We have documentary /video evidence to justify our claims and contentions relating to above problems and their scientifically logical solutions. Besides it, we have the expertise to provide live demonstration for these solutions and correlated implementation plans.

MILKFED Punjab is one of the premier dairy institutions in the co-operative sector of our country. We have recently carried out digital hydro analysis of milk purchase record of this institution for the month of September 2014. They have suffered hidden loss of Rs.7.23/Kg due to dilution and manipulation (Assuming no adulteration except dilution). Keeping in view total milk handling of this organisation annual hidden loss on this account works out as more than Rs. 200 crores.

- Our Mission associate is willing to offer Prize of Rs.1 Lac to any dairy professional who would prove that correlated calculations for these hidden losses are arithmetically incorrect and not scientifically logical as per 60:40 two axis formulae in vogue for purchase of milk in India.

Our Mission however appreciates the present management for their keen interest and the efforts being initiated by them to control these hidden losses. Based on our meetings with top management, copy of our communication highlighting these problems and suggested solutions with implementation plans addressed to M.D. of this institution is being enclosed herewith (Annexure-A) for your kind information and perusal.

#### MISSION PLAN AND ITS SALIENT FEATURES:

Mission plan based on unique concept "APNA DOODH-APNI DAIRY - APNI MANDI" when implemented in letter and spirit would help in creating direct flyover link between milk producers and consumers virtually eliminating all middlemen from value chain.

Milk processing and value addition will take place either at point of production (Dairy Farm itself) or in the kitchen of milk consumer based on use of biogas/solar energy, unconventional cost effective dairy equipment, recyclable packing materials. Marketing/distribution function would be managed either by state MILK FEDERATIONS or by self-help groups of urban consumers (voluntary organisations).

Salient features of our Mission plan in summary form have been projected on the enclosed Annexure B for your kind information and perusal.

Keeping in view the prime goals and genuine desire of our Mission to help ethical segment of Indian dairy industry, we would gladly provide our innovative technological support and assistance to all dairy institutions in India engaged in implementing dairy development programs that would harmoniously balance and protect the interests of prime beneficiaries i.e. needy milk producers, innocent consumers, dedicated professionals and ethical dairy business entrepreneurs. It will be our pleasure to offer any clarification or additional information besides sharing micro level implementation details of our Mission plans with genuinely interested ethical dairy business entrepreneurs and premier dairy institutions.

Our Mission through copy of letter addressed to Director NDRI Karnal has requested him to intimate us if N.D.R.I. finds any arithmetical inaccuracy in the analytical calculations or lack of scientific logic in the conceptual plans, projected claims and contentions expressed in this communication and also in the copy of letter addressed to M.D. Milkfed Punjab. We have also requested him to forward his considered professional comments and recommendations directly to P.M.O. on our Mission plan and its salient features for achieving our common cherished goal of "India winning gold in dairy Olympics" in the shortest possible time span.

You are requested to depute an expert committee comprising of knowledgeable professional experts from dairy, financial and business management field to interact with us here at Mission office Chandigarh to verify our claims and contentions besides watching a live demonstration of our concept, system, technology to pasteurize/sterilise milk with solar energy using low cost and affordable unconventional dairy equipment.

With kindest regards

(Jaswant Singh Bhandair)

Mission Director



## INTERNATIONAL IMPROVEMENT MISSION

REGD. OFFICE : # 53-A, SECTOR 18-A, CHANDIGARH INDIA-160 018 Tel. : 0172-2724872



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IMPROVEMENT INNOVATIONS UNLIMITED INC. CANADA

IIM-2015

1.03.15

Sh. AkhileshYadav

Hon. Chief Minister Uttar Pradesh

Lucknow

SUBJECT: Scientifically logical plan for Pradeshak co-operative Dairy Federation Limited to increase farm gate price being paid to milk producers by Rs.5.00/Litre, reduce consumer price of pasteurized milk being charged from urban consumers by Rs. 5.00/Litre and still attain desired level of profitability.

Respected Sir

Due to techno-commercial unresolved problems relating to purchase of raw milk, co-operative dairy plants in Uttar Pradesh suffer hidden loss of more than Rs.one hundred crores per year. These losses remain undetected with conventional milk billing system being followed by one and all in India. In response to our communication IIM-2014 dated 05.11.14 addressed to Managing Director Pradeshak Co-operative Dairy Federation Uttar Pradesh, milk unions affiliated with the federation supplied required information relating to milk purchase transactions sought by us under R.T.I Act. Micro level digital hydro analysis of milk purchase records of milk unions indicate hidden loss of more than Rs. 7.00/Kg due to dilution and manipulation in milk composition of mixed milk. (Assuming no adulteration other than dilution with added water). Through our communication dated 1.2.2015 addressed to Director National Dairy Research Institute Karnal with copy endorsed to M.D. P.C.D.F., we have explained the method of analysing and controlling such losses besides measures required to be taken for attaining global competitiveness in dairy business. (Copy enclosed)

We do appreciate that due to chronic unresolved techno commercial problems, state milk co-operatives find it difficult to increase farm gate price by Rs. 5.00/litre, decrease consumer price by Rs.5.00/litre and still maintain desired level of profitability:

Uttar Pradesh has milk producer friendly Government with its commitment to bridge ever widening gap between rich and poor through employment generation for young generation, reduction of inflation in basic necessities (Roti, kapdaaurMakaan) besides pulling corruption from its deep roots to ensure transparent governance.

Our Mission is a voluntary organisation established in 1998 by NRI dairy professionals living in USA /Canada. Prime goal of our Mission is to upgrade the status of our motherland from Number one milk producing country to that of Number one milk exporting country. We would therefore like to provide our professional input as our contribution by helping Haryana Govt. through implementation of logically structured "Made for Uttar Pradesh, zero effect, zero defects and Zero budget plan based on very easy to implement practical solutions related to subject cited above.

P.T.O.



Our Mission has carried out in depth "S.W.O.T" analysis of dairy business of our country and found following weaknesses that can however be easily resolved with our collective professional wisdom.

1. Abnormally high Hidden loss due to manipulation, adulteration and dilution (M.A.D.) in milk purchase transactions.
2. Milk and milk products not strictly conforming to international quality norms especially those relating to purity of contents, microbiological safety and shelf life.
3. Abnormally high gap between farm gate price actually reaching milk producers and price of pasteurized milk being charged from urban consumer.
4. Relatively Low level of value addition and very high total milk handling cost.
5. Business benefits being siphoned out by middlemen/service providers in the value chain.

#### ANALYTICAL FACTS & CONSEQUENTIAL FINANCIAL IMPLICATIONS:

1. Micro level digital hydro analysis of milk purchase records of prominent dairy institutions (co-operative sector, private and multinational companies) operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. (Assuming no adulteration except dilution with added water). We could not find even a single commercial dairy institution in India immune to such losses. Keeping in view annual milk production of our country, total hidden loss on this account would work out as an astronomical figure. Manipulation Milk Scam is thus causing hidden loss of billions of rupees to milk producers, consumers and ethical dairy business entrepreneurs in India.
2. Worldwide International companies these days market pasteurized milk with shelf life of two/ three weeks. However, in our country every dairy plant is marketing milk labelled as pasteurized that needs boiling before consumption having shelf life of only 1-3 days.
3. During the last few decades gap between farm gate price actually reaching the milk producers and price of pasteurized milk printed on milk pouch has increased manifold (More than Rs.1 5/Kg. now).
4. Multinational companies have already introduced many innovative value added products in Indian market with extremely high profit margins as compared to conventional dairy products being produced by most of the Indian companies.
5. Despite visible profit margin of 10% to 20 % even in pasteurized milk business, most of the dairy plants in our country are either in loss or earning only nominal profits. Analysis carried out by our Mission associates clearly indicates that major chunk of profit margin is being pocketed by middlemen/manipulators and service providers in the value chain.

#### PROFESSIONAL EVIDENCE, SOLUTIONS AND LIVE DEMONSTRATION OF IMPLEMENTATION PLAN:

Stating only the problems without offering practically feasible solutions would be termed as an exercise in futility. We have documentary /video evidence to justify our claims and contentions relating to above problems and their scientifically logical solutions. Besides it, we have the expertise to provide live demonstration for these solutions and correlated implementation plans.

P.C.D.F. is one of the premier dairy institutions in the co-operative sector of our country. Keeping in view total milk handling of this organisation, annual hidden loss due to dilution and manipulation (Assuming no adulteration except dilution with added water) works out as more than Rs. 100crores.

Our Mission associate is willing to offer Prize of Rs.1 Lac to any dairy professional who would prove that correlated calculations for these hidden losses are arithmetically incorrect and not scientifically logical as per 60:40 two axis formulae in vogue for purchase of milk in India.

Our Mission would however appreciate, if the concerned professionals managing dairy business in this organisation take due interest and make sincere efforts to control these hidden losses.

#### MISSION PLAN AND ITS SALIENT FEATURES:

Mission plan based on unique concept "APNA DOODH-APNI DAIRY - APNI MANDI" when implemented in letter and spirit would help in creating direct flyover link between milk producers and consumers virtually eliminating all middlemen from value chain.

Milk processing and value addition will take place either at point of production (Dairy Farm itself) or in the kitchen of milk consumer based on use of biogas/solar energy, unconventional cost effective dairy equipment, recyclable packing materials. Marketing/distribution function would be managed either by state milk federations or by self-help groups of urban consumers (voluntary organisations). Salient features of our Mission plan in summary form have been projected on the enclosed Annexure for your kind information.

Keeping in view the prime goals and genuine desire of our Mission to help ethical segment of Indian dairy industry, we would gladly provide our innovative technological support and assistance to P.C.D.F. for implementing dairy development programs that would harmoniously balance and protect the interests of prime beneficiaries' i.e. needy milk producers, innocent consumers, dedicated professionals and ethical dairy business entrepreneurs. It will be our pleasure to offer any clarification or additional information besides sharing micro level implementation details of our Mission plans with genuinely interested ethical dairy business entrepreneurs and premier dairy institutions.

You are kindly requested to depute an expert committee comprising of knowledgeable professional experts from dairy, financial and business management field to interact with us here at Mission office Chandigarh to verify our claims and contentions besides watching a live demonstration of our concept, system, technology to pasteurize/sterilise milk with solar energy using low cost and affordable unconventional dairy equipment.

We would also request for brief personal meeting with your good self on this subject whenever you can spare few minutes out of your extremely busy schedule.

With kind regards

(Jaswant Singh Bhandair)

Mission Director

CC: Managing Director P.C.D.F. for his kind information and perusal.



## INTERNATIONAL IMPROVEMENT MISSION

REGD. OFFICE : # 53-A, SECTOR 18-A, CHANDIGARH INDIA-160 018 Tel. : 0172-2724872



**ALL FOR ONE & ONE FOR ALL**

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

IIM-2015

1.03.15

Smt. VasundharaRaje

Chief Minister Rajasthan

Jaipur

SUBJECT: Scientifically logical plan for Rajasthan co-operative Dairy Federation Limited to increase farm gate price being paid to milk producers by Rs.5.00/Litre, reduce consumer price of pasteurized milk being charged from urban consumers by Rs. 5.00/Litre and still attain desired level of profitability.

Respected Madam

Due to techno-commercial unresolved problems relating to purchase of raw milk, co-operative dairy plants in Rajasthan suffer hidden loss of more than Rs.one hundred crores per year. These losses remain undetected with conventional milk billing system being followed by one and all in India. In response to our communication IIM-2014 dated 05.11.14 addressed to Managing Director R.C.D.F. we could not get required information relating to milk purchase transactions of milk unions affiliated with R.C.D.F. sought by under R.T.I. Act.

Micro level digital hydro analysis of milk purchase records of prominent dairy institutions (co-operative sector, private and multinational companies) operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. (Assuming no adulteration except dilution with added water). We could not find even a single commercial dairy institution in India immune to such losses. Keeping in view annual milk production of our country, total hidden loss on this account would work out as an astronomical figure. Manipulation Milk Scam is thus causing hidden loss of billions of rupees to milk producers, consumers and ethical dairy business entrepreneurs in India.

Through our communication dated 1.2.2015 addressed to Director National Dairy Research Institute Karnal with copy endorsed to M.D. R.C.D.F. we have explained the method of analysing and controlling such losses besides measures required to be taken for attaining global competitiveness in dairy business. (Copy enclosed)

We do appreciate that due to chronic unresolved techno commercial problems, state milk co-operatives find it difficult to increase farm gate price by Rs. 5.00/litre, decrease consumer price by Rs.5.00/litre and still maintain desired level of profitability:

Rajasthan has farmer friendly Government with unprecedented mandate to BJP because of its commitment to bridge ever widening gap between rich and poor through employment generation for young generation, reduction of inflation in basic necessities (Roti, kapdaaurMakaan) besides pulling corruption from its deep roots to ensure transparent governance.

P.T.O.

Our Mission is a voluntary organisation established in 1998 by NRI dairy professionals living in USA /Canada. Prime goal of our Mission is to upgrade the status of our motherland from Number one milk producing country to that of Number one milk exporting country. We would therefore like to provide our professional input as our contribution by helping Rajasthan Govt. through implementation of logically structured “Made for Rajasthan, zero effect, zero defects and Zero budget plan based on very easy to implement practical solutions related to subject cited above.

Our Mission has carried out in depth “S.W.O.T” analysis of dairy business of our country and found following weaknesses that can however be easily resolved with our collective professional wisdom.

1. Abnormally high Hidden loss due to manipulation, adulteration and dilution (M.A.D.) in milk purchase transactions.
2. Milk and milk products not strictly conforming to international quality norms especially those relating to purity of contents, microbiological safety and shelf life.
3. Abnormally high gap between farm gate price actually reaching milk producers and price of pasteurized milk being charged from urban consumer.
4. Relatively Low level of value addition and very high total milk handling cost.
5. Business benefits being siphoned out by middlemen/service providers in the value chain.

#### ANALYTICAL FACTS & CONSEQUENTIAL FINANCIAL IMPLICATIONS:

1. Micro level digital hydro analysis of milk purchase records of prominent dairy institutions operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. (Assuming no adulteration except dilution with added water).
2. Worldwide International companies these days market pasteurized milk with shelf life of two/ three weeks. However, in our country every dairy plant is marketing milk labelled as pasteurized that needs boiling before consumption having shelf life of only 1-3 days.
3. During the last few decades gap between farm gate price actually reaching the milk producers and price of pasteurized milk printed on milk pouch has increased manifold (More than Rs.1 5/Kg. now).
4. Multinational companies have already introduced many innovative value added products in Indian market with extremely high profit margins as compared to conventional dairy products being produced by most of the Indian companies.
5. Despite visible profit margin of 10% to 20 % even in pasteurized milk business, most of the dairy plants in our country are either in loss or earning only nominal profits. Analysis carried out by our Mission associates clearly indicates that major chunk of profit margin is being pocketed by middlemen/manipulators and service providers in the value chain.

PROFESSIONAL EVIDENCE, SOLUTIONS AND LIVE DEMONSTRATION OF IMPLEMENTATION PLAN:

Stating only the problems without offering practically feasible solutions would be termed as an exercise in futility. We have documentary /video evidence to justify our claims and contentions relating to above problems and their scientifically logical solutions. Besides it, we have the expertise to provide live demonstration for these solutions and correlated implementation plans.

R.C.D.F. is one of the premier dairy institutions in the co-operative sector of our country. Keeping in view total milk handling of this organisation, annual hidden loss due to dilution and manipulation (Assuming no adulteration except dilution with added water) works out as more than Rs. 100crores.

Our Mission would however appreciate, if the concerned professionals managing dairy business in this organisation take due interest and make sincere efforts to control these hidden losses.

MISSION PLAN AND ITS SALIENT FEATURES:

Mission plan based on unique concept "APNA DOODH-APNI DAIRY - APNI MANDI" when implemented in letter and spirit would help in creating direct flyover link between milk producers and consumers virtually eliminating all middlemen from value chain.

Milk processing and value addition will take place either at point of production (Dairy Farm itself) or in the kitchen of milk consumer based on use of biogas/solar energy, unconventional cost effective dairy equipment, recyclable packing materials. Marketing/distribution function would be managed either by state milk federations or by self-help groups of urban consumers (voluntary organisations). Salient features of our Mission plan in summary form have been projected on the enclosed Annexure for your kind information.

Keeping in view the prime goals and genuine desire of our Mission to help ethical segment of Indian dairy industry, we would gladly provide our innovative technological support and assistance to R.C.D.F. for implementing dairy development programs that would harmoniously balance and protect the interests of prime beneficiaries' i.e. needy milk producers, innocent consumers, dedicated professionals and ethical dairy business entrepreneurs. It will be our pleasure to offer any clarification or additional information besides sharing micro level implementation details of our Mission plans with genuinely interested ethical dairy business entrepreneurs and premier dairy institutions.

You are kindly requested to depute an expert committee comprising of knowledgeable professional experts from dairy, financial and business management field to interact with us here at Mission office Chandigarh to verify our claims and contentions besides watching a live demonstration of our concept, system, technology to pasteurize/sterilise milk with solar energy using low cost and affordable unconventional dairy equipment.

We would also request for brief personal meeting with your good self on this subject whenever you can spare few minutes out of your extremely busy schedule.

With kind regards

(Jaswant Singh Bhandair)

Mission Director

CC: Managing Director R.C.D.F. for his kind information and perusal.



## INTERNATIONAL IMPROVEMENT MISSION

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IMPROVEMENT INNOVATIONS UNLIMITED INC. CANADA

IIM-2015

1.03.15

Sh. Manohar Lal Khattar

Hon. Chief Minister Haryana

Chandigarh

SUBJECT: Scientifically logical plan for Haryana Dairy Development co-operative Federation Limited to increase farm gate price being paid to milk producers by Rs.5.00/Litre, reduce consumer price of pasteurized milk being charged from urban consumers by Rs. 5.00/Litre and still attain desired level of profitability.

Respected Sir

Due to techno-commercial unresolved problems relating to purchase of raw milk, co-operative dairy plants in Haryana suffer hidden loss of more than Rs. one hundred crores per year. These losses remain undetected with conventional milk billing system being followed by one and all in India. In response to our communication IIM-2014 dated 05.11.14 addressed to Managing Director Haryana Dairy Development co-operative Federation, milk unions affiliated with the federation supplied required information relating to milk purchase transactions sought by us under R.T.I Act. Micro level digital hydro analysis of milk purchase records of one of the milk unions i.e. Sirsa indicate hidden loss of Rs. 7.65/Kg due to dilution and manipulation in milk composition of mixed milk. (Assuming no adulteration other than dilution with added water). Through our communication dated 1.2.2015 addressed to Director National Dairy Research Institute Karnal with copy endorsed to M.D. H.D.D.C.F, we have explained the method of analysing and controlling such losses besides measures required to be taken for attaining global competitiveness in dairy business. (Copy enclosed)

We do appreciate that due to chronic unresolved techno commercial problems, state milk co-operatives find it difficult to increase farm gate price by Rs. 5.00/litre, decrease consumer price by Rs.5.00/litre and still maintain desired level of profitability:

Haryana has farmer friendly Government with unprecedented mandate to BJP because of its commitment to bridge ever widening gap between rich and poor through employment generation for young generation, reduction of inflation in basic necessities (Roti, kapda aur Makaan) besides pulling corruption from its deep roots to ensure transparent governance.

Our Mission is a voluntary organisation established in 1998 by NRI dairy professionals living in USA /Canada. Prime goal of our Mission is to upgrade the status of our motherland from Number one milk producing country to that of Number one milk exporting country. We would therefore like to provide our professional input as our contribution by helping Haryana Govt. through implementation of logically structured "Made for Haryana, zero effect, zero defects and Zero budget plan based on very easy to implement practical solutions related to subject cited above.

P.T.O.

Our Mission has carried out in depth "S.W.O.T" analysis of dairy business of our country and found following weaknesses that can however be easily resolved with our collective professional wisdom.

1. Abnormally high Hidden loss due to manipulation, adulteration and dilution (M.A.D.) in milk purchase transactions.
2. Milk and milk products not strictly conforming to international quality norms especially those relating to purity of contents, microbiological safety and shelf life.
3. Abnormally high gap between farm gate price actually reaching milk producers and price of pasteurized milk being charged from urban consumer.
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#### ANALYTICAL FACTS & CONSEQUENTIAL FINANCIAL IMPLICATIONS:

1. Micro level digital hydro analysis of milk purchase records of prominent dairy institutions (co-operative sector, private and multinational companies) operating in our country carried out by one of our Mission associate indicates average hidden loss of Rs.7.00/Kg due to dilution with added water and manipulating milk composition of mixed milk. (Assuming no adulteration except dilution with added water). We could not find even a single commercial dairy institution in India immune to such losses. Keeping in view annual milk production of our country, total hidden loss on this account would work out as an astronomical figure. Manipulation Milk Scam is thus causing hidden loss of billions of rupees to milk producers, consumers and ethical dairy business entrepreneurs in India.
2. Worldwide International companies these days market pasteurized milk with shelf life of two/ three weeks. However, in our country every dairy plant is marketing milk labelled as pasteurized that needs boiling before consumption having shelf life of only 1-3 days.
3. During the last few decades gap between farm gate price actually reaching the milk producers and price of pasteurized milk printed on milk pouch has increased manifold (More than Rs.15/Kg. now).
4. Multinational companies have already introduced many innovative value added products in Indian market with extremely high profit margins as compared to conventional dairy products being produced by most of the Indian companies.
5. Despite visible profit margin of 10% to 20 % even in pasteurized milk business, most of the dairy plants in our country are either in loss or earning only nominal profits. Analysis carried out by our Mission associates clearly indicates that major chunk of profit margin is being pocketed by middlemen/manipulators and service providers in the value chain.

PROFESSIONAL EVIDENCE, SOLUTIONS AND LIVE DEMONSTRATION OF IMPLEMENTATION PLAN:

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H.D.D.C.F is one of the premier dairy institutions in the co-operative sector of our country. Keeping in view total milk handling of this organisation, annual hidden loss due to dilution and manipulation (Assuming no adulteration except dilution with added water) works out as more than Rs. 100crores.

Our Mission associate is willing to offer Prize of Rs.1 Lac to any dairy professional who would prove that correlated calculations for these hidden losses are arithmetically incorrect and not scientifically logical as per 60:40 two axis formulae in vogue for purchase of milk in India.

Our Mission would however appreciate, if the concerned professionals managing dairy business in this organisation take due interest and make sincere efforts to control these hidden losses.

MISSION PLAN AND ITS SALIENT FEATURES:

Mission plan based on unique concept "APNA DOODH-APNI DAIRY - APNI MANDI" when implemented in letter and spirit would help in creating direct flyover link between milk producers and consumers virtually eliminating all middlemen from value chain.

Milk processing and value addition will take place either at point of production (Dairy Farm itself) or in the kitchen of milk consumer based on use of biogas/solar energy, unconventional cost effective dairy equipment, recyclable packing materials. Marketing/distribution function would be managed either by state milk federations or by self-help groups of urban consumers (voluntary organisations).Salient features of our Mission plan in summary form have been projected on the enclosed Annexure for your kind information.

Keeping in view the prime goals and genuine desire of our Mission to help ethical segment of Indian dairy industry, we would gladly provide our innovative technological support and assistance to H.D.D.C.F. for implementing dairy development programs that would harmoniously balance and protect the interests of prime beneficiaries i.e. needy milk producers, innocent consumers, dedicated professionals and ethical dairy business entrepreneurs. It will be our pleasure to offer any clarification or additional information besides sharing micro level implementation details of our Mission plans with genuinely interested ethical dairy business entrepreneurs and premier dairy institutions.

You are kindly requested to depute an expert committee comprising of knowledgeable professional experts from dairy, financial and business management field to interact with us here at Mission office Chandigarh to verify our claims and contentions besides watching a live demonstration of our concept, system, technology to pasteurize/sterilise milk with solar energy using low cost and affordable unconventional dairy equipment.

We would also request for brief personal meeting with your good self on this subject whenever you can spare few minutes out of your extremely busy schedule.

With kind regards

(Jaswant Singh Bhandair)

Mission Director

CC: Managing Director H.D.D.C.F for his kind information and perusal.