



GLOBPAL COMPETITIVENESS OF DAIRY PLANTS IN INDIA

Chief executives of Premier dairy institutions, Commercial and cooperative dairy plants in India.

Respected Excellences and dear professional friends

Due to impact of COVID era cost of milk production inputs has increased manifold but consumer price of pasteurized milk in India now is lower than even microbiologically safe natural spring water (labelled as mineral water) being marketed by reputed global brands. Milk production business is fast becoming losing proposition for ethical dairy farmers who supply 100% pure buffalo milk, cow milk or mixed milk to cooperative or commercial dairy plants.

In order to cover up these losses majority of milk producers are tempted to supply high fat buffalo milk (called dokke in Punjabi) + about 20% added water that by manipulating natural S.N.F.: Fat ratio gets automatically converted in to additional cow milk thus causing abnormally high hidden loss to dairy plants accepting buffalo milk (fat% > 6.50% but C.L.R. <29) Or cow milk with fat >3.50% but C.L.R. lower than 30.

We all know that no dairy institution in India has any instrument or technique to find out exact % of cow milk, buffalo milk and added water for working out net worth of diluted /manipulated raw mixed milk actually being received on dairy dock by every dairy plant in our country.

Manipulating milk purchase transaction records any one can convert 100 Kg. buffalo milk as 60% buffalo milk and remaining raw milk as 40 % cow milk (manipulation by dilution) thus resulting in hidden loss of nearly 20% cost of raw milk (converting added water as cow milk) to dairy plant that remains undetected with conventional software being used by one and all in India for releasing milk payments based on average milk purchase data figures for 10 /15 days period.

As professional executives we all normally find ourselves helpless in eliminating such losses and improving raw milk quality strictly conforming to international quality requirements. We also know that added water in raw milk used for manipulation is neither microbiologically safe nor chemically pure so raw mixed milk reaching our dairy plants is not appropriately suitable for producing pasteurized milk or value added dairy foods strictly conforming to international quality standards relating to purity of contents, microbiological safety or shelf life like in western countries where 100% pure pasteurized milk having shelf life of two/three weeks is available everywhere.

Unethical middlemen/traders dominating the milk procurement value chain in India have become so strong that they dictate their terms while selling manipulated/adulterated/diluted raw milk to commercial dairy plants who willingly accept even raw milk containing 4% fat, 6.00% S.N.F. 10% total milk solids. Obviously milk of this composition can be produced using 100% standard buffalo milk containing more than 50% added water being sold as mixed milk containing more than 60% cow milk suffering only negligible deduction for S.N.F. content. Majority of professional milk procurement executives know where the shoe is pinching but no one dares to bell the cat or make efforts to modify the conventional/ faulty milk procurement system being followed by one and all except milk cooperatives purchasing pure raw milk only from actual milk producers by strictly implementing original ANAND pattern principles chartered by revered legendary Dr. V. Kurien in A.M.U.L.

Now when most of the private /commercial dairy plants in India purchase diluted /manipulated raw milk using two axis empirical formulae at low rates so cooperative dairy plants not purchasing raw milk only from genuine/registered cow milk producers or undiluted buffalo milk after accurate testing of Fat and S.N.F. for every milk purchase transaction from milk producer to dairy plant suffer abnormally high hidden loss in milk purchase transactions.

Our N.R.I. Mission with the professional support of our Mission associates have successfully evolved innovative “APNI DAIRY” Milk procurement system and digital cost analysis software solution based on digital hydro analysis of raw mixed milk containing (B.M. + C.M.+ added water) . Our cost analysis system is accurate up to decimal points and duly testified /accredited by reputed chartered accounting organisation in India.

Good news for ethical dairy business entrepreneurs and premier dairy institutions of India is that our Mission Associate in India has successfully tested this system by giving live demonstration to MILKFED PUNJAB at their dairy plant in Ludhiana .Milk procurement staff trained by our Mission associated consulting companies implemented our scientifically logical and arithmetically accurate milk procurement system on two B.M.C routes and successfully procured about 20000 litres/day (100% pure raw mixed milk) . Milk so procured was utilized for producing “VERKA GOLD” pasteurized milk (without adding any additional fat or S.N.F.) We also demonstrated that pasteurized milk when stored under refrigeration not only retained its ambrosia taste but also remained good for consumption for two weeks.

I am availing this opportunity by requesting all concerned milk procurement executives working with dairy plants in India, not to hide the factual ground realities and limitations of conventional obsolete milk purchase system from top management and do seek their permission to implement modified system recommended by our Mission that will not only enable them to increase the prevalent basic milk purchase price by more than Rs. 125/Kg Fat (without any negative impact on bottom line results of dairy plant) but also upgrade the status of their dairy institution as a working model to demonstrate that 100% pure pasteurized milk strictly conforming to international quality specifications relating to purity of contents, microbiological safety and shelf life is available in Indian market as well.

On behalf of our Mission and In support of all our claims and contentions stated above in this presentation we would request your good self to kindly find some time out of your busy schedule to browse through following video presentations. On receiving a request on our email address iiuhumber@gmail.com we can also supply to interested dairy institutions/companies a digital hydro analysis report relating to milk purchase transactions of premier dairy institution in north India suffering hidden loss of about 20% cost of raw milk due to dilution and manipulation.

VIDEO LINKS FOR OUR MISSION PRESENTATIONS:

Manipulation by dilution in milk purchase transactions

<https://www.youtube.com/watch?v=k9LF5AyZAGs&t=45s>

Good advice by M.D. MILKFED Punjab

<https://www.youtube.com/watch?v=40uS0gqwCMU&t=17s>

Transforming dairy business of India

<https://www.youtube.com/watch?v=JOJSNJxvLT0&t=257s>

<https://www.youtube.com/watch?v=0StljlznRwA&t=2275s>

In our communication addressed to Honourable Chief Minister of Punjab, we have already made an offer to provide online advisory services (free of cost) to MILKFED dairy plants in Punjab interested in upgrading quality, productivity, and profitability of their business operations by producing export quality pasteurized milk and dairy products. We can also extend the same facility to other cooperative dairy federations and ethical commercial dairy plants in India.

With kind regards

(Jaswant Singh Bhandair)

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