

**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

IIM-2022

25.02.22

Dr. M.S. Chauhan

Director

ICAR-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 Nation.**

Respected Sir

Kindly refer to our communication IIM-2015 dated 01.02.15 on the subject cited above and subsequent correspondence on the correlated subject intended to double the income of ethical segment of milk producers by utilising the infrastructure already available with cooperative dairy plants in India.

In order to achieve our common cherished goal mentioned above we need to focus our attention on following questions related to age old core issues and unresolved problems being faced by all dairy business entrepreneurs In India.

- 1. Why no commercial /cooperative dairy plant in India is procuring 100% pure raw milk (buffalo milk, cow milk, mixed milk) without any dilution with added water and strictly conforming to international quality parameters related to purity of contents, microbiological safety and shelf life?**
- 2. Why no commercial/cooperative dairy plant in India is marketing 100% pure pasteurized/sterilized milk strictly conforming to international quality parameters related to purity of contents, microbiological safety and shelf life of two/three weeks for pasteurized milk ( under refrigeration ) and sterilized milk having shelf life one year when stored in cool dry place at room temperature?**
- 3. Why milk producers in India are not getting remunerative returns for their produce and paid very low price for cow milk i.e. almost half the price of natural spring/mineral water of reputed brands like "Himalaya" being marketed in our country. Incidentally we as dairy professionals know that about 600 litres water is required to produce one litre of milk.**

## **ROOT CAUSE ANALYSIS OF PROBLEMS:**

- 1. All dairy plants in India purchase raw mixed milk ( B.M+C.M) using 60 :40 two axis formulae and release milk payments to suppliers with the help of conventional software. There is no instrument or technique with any dairy plant to find out exact % of a cow milk, buffalo milk and added water in manipulated mixed milk actually being received on dairy dock of milk plants. Modifying S.N.F.: Fat Ratio of mixed milk by manipulation and dilution, about 20 % added water can be converted as milk and paid the price of milk as per conventional milk billing/payment system in vogue. Based on actual case study of premier dairy institution in north India we have authentically proved that they suffered undetected hidden loss of more than Rs.9.00/ kg. In milk purchase transactions only due to dilution and manipulation (assuming no adulteration other than added water). No dairy professional executive of that organisation has pointed out any mistake in our logical calculations or contested any of our claims and contentions related to hidden loss.**
- 2. Unscientific approach and mishandling of raw milk from milk producers to dairy plant, improper milk processing, use of unsuitable packaging materials and conventional value chain of milk marketing using unrefrigerated transport vehicles, results in re- converting pasteurized milk in to ordinary milk that needs boiling before consumption . Total milk handling expenditure on pasteurized milk actually reaching the urban consumers literally goes waste from the point of view of consumer who is paying the price printed on the designated pasteurized milk poly pack.**
- 3. With the abnormal increase in the prices of dairy animals, feed, fodder, insurance and health care services of dairy animals, cost of milk production has become so high that it has become almost impossible for small/marginal farmers to continue in this business unless they earn net monthly income of Rs. 3000 -5000 per dairy animal.**

## **SCIENTIFICALLY LOGICAL, ARITHMETICALLY ACCURATE SOLUTIONS & LIVE DEMONSTRATION:**

Normally complex problems have simple solutions hidden in the problem itself. Our Mission with the help of our mission associates in India and abroad carried out deep research and probe in to all these complex problems and evolved simple easy to implement solutions to procure 100% pure raw milk (without manipulation, adulteration or dilution), process that milk meeting international quality requirements pertaining to purity of contents, microbiological safety and shelf life . Our latest Mission presentation on following you tube link highlights the problem and its viable solution:

<https://www.linkedin.com/pulse/scientifically-logical-arithmetically-accurate-hidden-jaswant-singh/?trackingId=%2FECBQCWZTbVxRgu4IOX2DQ%3D%3D>

Zero budget, Zero defect, Zero effect dairy development plan prepared by our Mission associates especially for milk cooperative sector in India is ready with our Mission office here at Chandigarh. Plan would benefit all ethical dairy farmers supplying pure raw milk to cooperative societies and gradually double their income within one year. By modifying conventional milk procurement

system and implementing our innovative, transparent and scientifically logical milk procurement system "MILKFED" dairy plants would be able to increase prevalent basic milk procurement price by about Rs. 100 /Kg fat without any negative impact on their bottom line results.

Besides it, capacity utilisation of their dairy plants would increase by about 20% (by procuring only pure milk without added water).

Our Mission associate has already successfully provided live demonstration at one of the cooperative dairy plants in Punjab to prove that even under the conditions now prevailing in India 100% pure raw milk can be procured, processed and marketed as pasteurized milk meeting international quality requirements relating to purity of contents microbiological safety and shelf life.

While renewing our humble request already made to Honourable prime Minister and heads of concerned premier institutions i.e. Ministry of Agriculture, N.D.R.I., N.D.D.B. A.M.U.L and I.D.A. to constitute a special investigation team of dairy experts to cross examine all our claims and contentions correlated with this subject.

I would be available for about next two months in India to welcome authorised dairy experts of premier dairy institutions for an interactive meeting with us here at Chandigarh on a mutually convenient scheduled date. We shall be pleased to share with them relevant documentary/video evidence available with our Mission office besides providing live demonstration and also arranging their personal meeting with commercial dairy farmers ( adopted by our Mission) and earning more than Rs.3000 /month /per dairy animal.

With kind regards

(Jaswant Singh Bhandair)

Mission Director

International Improvement Mission

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C.C.: 1 P.M.O for kind information of Hon. prime Minister of India with reference to our previous correspondence linked with File No. 14-1-2012 D.P. dated 3<sup>rd</sup> July 2012

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. Government of India Ministry of Agriculture for kind information of Secretary Animal husbandry and dairy development with reference to File No. 14-1-2012 D.P.

4. Chairman N.D.D.B. for his kind information and perusal.

5. President Indian Dairy Association for kind information and perusal.

6. Managing Director MILKFED PUNJAB for kind information and perusal

**7. Managing Director A.M.U.L. for kind information and perusal.**

**8. Director Dairy development Punjab for kind information and perusal**