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ALL FOR ONE & ONE FOR ALL



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

Sh. Damodar Das Narendra Modi

Honourable Prime Minister of India

Prime Minister's Office, South Block, Raisina Hill

New Delhi

Subject: Innovation is the master key for converting seemingly impossible into easily possible

Honourable Sir

Under the conditions now prevailing in India can we ensure supply of 100% pure pasteurized milk to every fellow citizen strictly conforming to international quality requirements relating to purity of contents, microbiological safety and shelf life besides ensuring traceability from cow/buffalo to consumer?

Obvious answer that will come to our minds would be **IMPOSSIBLE**.

Why it is impossible .Let us investigate the reasons.

- 1 There is no instrument or scientific technique available with any commercial/cooperative dairy plant in India to find out true net worth of mixed milk (buffalo milk+ cow milk+ added water) based on digital hydro analysis to know exact % of these three constituents in mixed milk actually being received on the dairy dock of milk plants.
2. Lack of required training/availability of infrastructural facilities with milk producers/milk collectors/ transporters to hygienically handle raw milk for ensuring its microbiological safety, avoiding dilution with added water/ addition of adulterants/ manipulation of S.N.F.: fat ratio of raw milk in milk purchase /billing records during the period milk remains in transit between milk producers and dairy plant. Dairy industry of India could survive and face emerging cut throat global competition only if we procure 100% pure raw milk on commercial scale and produce pasteurized/U.H.T. milk / value added dairy foods strictly conforming to international quality requirements.
3. Lack of fool proof system for avoiding post -processing contamination of pasteurized milk, its refrigerated storage /transportation/distribution at proper temperatures using refrigerated transport vehicles.
4. Lack of strict implementation of food safety laws/ regulations and awarding exemplary punishments to culprits indulging in adulterating milk /milk products with health hazardous chemicals and adulterants.

5. We could not find any commercial dairy plant in India procuring ,processing and marketing 100% pure pasteurized milk (without added water) and strictly conforming to international quality requirements relating to purity of contents , microbiological safety and shelf life of two/three weeks.

INNOVATIVE SOLUTIONS FOR CONVERTING SEEMINGLY IMPOSSIBLE IN TO EASILY POSSIBLE:

Our Mission associates in Canada /India have conducted deep probe and applied research for evolving scientifically logical/arithmetically accurate digital solutions mentioned below for all age old chronic core issues/unresolved problems coming in our way to achieve our common cherished goal of providing glass of 100% pure pasteurized milk meeting international quality requirements to every citizen of India at globally competitive but reasonable price using the infrastructure already available with cooperative/commercial dairy plants in India.

1 our Mission associates have designed innovative milk procurement system called “**APNI DAIRY**” for procuring 100% pure cow milk, buffalo milk or mixed milk (without any dilution with added water ,manipulation of S.N.F: Fat ratio or adulteration in raw milk).

2. All raw milk purchase/billing/ payment transactions from milk producers to dairy plants would be controlled/regulated with APNI DAIRY” Business management software solution(based on conventional 60:40 two axis formulae, S.N.F: Fat ratio and C.L.R.) to ensure procurement of 100% pure raw on commercial scale conforming to international quality requirements.

3. Pure cow or buffalo whole milk can be pasteurized/sterilized at point of production (commercial dairy farm itself) using innovative milk pasteurizer/steriliser designed by our Mission associate (Improvement Innovations Unlimited Inc. Canada) and prototype unit got manufactured by our Mission associate in Ambala (India), environment friendly packaging material (glass bottles), biogas/solar energy and direct digital marketing from producer to consumer (marketing operation can be managed either by commercial dairy farmer using his own brand name or by cooperative /commercial dairy plant using their brand name and charging reasonable service charges from commercial dairy farmer). Commercial dairy farmer would be accountable for ensuring purity of contents, microbiological safety, and shelf life besides traceability from cow/buffalo to consumer. (We have already implemented pilot project based on this concept successfully in sector 18 Chandigarh with active participation of a commercial dairy farmer of Punjab for practical live demonstration of our claims and contentions mentioned herein this presentation.

4. Honourable prime minister of India is keen to double the income of Indian farmers and government is also giving all possible financial support for start-up business entrepreneurs. Our Mission strongly feels that sustainable commercial dairy business infrastructure must ensure net income of Rs.3000/ Rs. 5000 per dairy animal per month to dairy farmers.

As per recent survey report published by NDRI scientists in April 2022 issue of "INDIAN DAIRYMAN" average price of mixed milk being paid to dairy farmers is around Rs. 35/litre whereas natural spring water in plastic bottles is available in the market for Rs.50/litre to Rs 80/litre. Most of the professional dairy experts know that about 600 litres water is required to produce one litre of divine nectar called milk.

Our N.R.I Mission has prepared ZERO budget, Zero defect, Zero effect dairy business plan for our motherland to pull commercial dairy farms (now struggling hard for survival of their dairy business) out of red with our environment friendly innovative milk processing technology and direct digital marketing of their produce without any middlemen in value chain. Infrastructure already available with state Milk federations and Director dairy development of respective states can be utilised for this purpose provided concerned state governments and Government of India can ensure strict implementations of existing statutory laws and regulations against dilution and adulteration in raw milk now being procured/processed/ marketed by traders and dairy plants in India.

INDIA CAN EASILY BECOME NUMBER ONE MILK EXPORTING NATION USING SCIENTIFICALLY LOGICAL INNOVATIVE SOLUTIONS OF AGE OLD UNRESOLVED PROBLEMS.

World Dairy summit is scheduled to be organised in India in September 2022. It is going to offer us an excellent opportunity to project our motherland as land of milk and honey besides being a strong contender and emerging global claimant for winning gold in dairy Olympics.

Keeping in view our cattle population, professionally skilled manpower and immense potential for optimum utilisation of infrastructure already available with our premier dairy institutions and cooperative/ commercial dairy industry for producing , processing and marketing processed milk and value added dairy foods strictly conforming to international quality parameters related to purity of contents, microbiological Safety and shelf life, we can easily achieve our common cherished goal mentioned above.

Through this Mission presentation addressed to P.M.O. (Government of India) we would request Sh. Narendra Modi Honourable prime minister of India to constitute special investigation team of dairy experts of premier dairy institutions to critically review documentary /video evidence available with our Mission and personally witness live demonstration of all our claims and contentions correlated with the subject cited above.

(Jaswant Singh Bhandair)

Mission Director

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 4. Sh R.S.Sodhi Managing Director A.M.U.L. for kind information and perusal
 5. Sh. Kamaldeep Singh Sangha M. D.MILKFED Punjab for kind information and perusal

- Mission presentation is a copy of our email communication IIM-2022 addressed to Honourable Prime Minister of India on Fri, Jun 10, 2022 (through P.M.O.) and confirmatory copy sent by post on 11.06.22
- Professional comments/suggestions on our Mission presentation received on our email address from stakeholders of premier dairy institutions, friends and associates would be highly appreciated and gratefully acknowledged