

- \* Commercial dairy plant in India successfully purchased/received on dairy dock nearly 1 Lac Kgs. raw milk per day (monthly average) containing 6.65% Fat , 8.82% S.N.F with 15.47% total milk solids and incurring only negligible hidden transit loss in milk purchase transactions.
- \* Commercial dairy plant in India successfully purchased/received on dairy dock during first year of its inception 282 Litres milk per village dairy centre having 6.60% Fat, 8.75% S.N.F with 15.35% Total milk solids and incurring only nominal hidden loss in transit.
- \* Commercial dairy plant in India successfully purchased/received on dairy dock in the second year of its inception 367 Litres milk per village dairy centre having 6.70 % Fat, 8.81% S.N.F. and 15.51% total milk solids and incurring only nominal hidden loss in transit.
- \* Prominent commercial dairy institution purchasing diluted/manipulated raw milk is suffering hidden loss of over Rs. 100 crores per year. Controlling such hidden losses that cannot be normally identified with conventional accounting calculations, in fact, holds the master key to attain profitability levels like 10 to 20% of turnover.
- \* A Commercial dairy plant implementing unique productivity oriented innovative management systems and techniques earned net profit of Rs. 1.60 crores in one year .(Profit amount almost equals total investment on that dairy plant).
- \* A Commercial dairy plant implementing "Management for results" earned profit of over Rs. 50 Lacs per month.
- \* A commercial dairy plant using "PARTHA"based financial accounting system attained daily profitability level of Rs. 2.00 lacs/day.
- \*\* These success stories would be elaborately illustrated by our experts with relevant documents as authentic evidence and shared with participants attending the open workshop cum seminar.

#### MANAGEMENT INNOVATIONS FOR OPTIMIZING PROFITABILITY OF DAIRY BUSINESS"

{INTERACTIVE OPEN WORKSHOP CUM SEMINAR}

This program is dedicated to living memory of Dr. V. Kurien "Father of white revolution in India" and Chairman National Dairy Development Board whose inspiring words addressed to me quoted below still remain the unseen driving force behind our missionary efforts to realize his cherished dreams.

"I am glad indeed to learn that the Ludhiana milk union continues to perform better year after year under your leadership. The good results achieved by you in the face of severe competition from the private sector is truly commendable".

(April 21, 1989)

Dr. V. Kurien

(Jaswant Singh Bhandair)

Mission Director

#### TWO DAYS NON RESIDENTIAL PROGRAM

FOR

Individual participants & Special group sponsored program for dairy institutions

Specific dates and time schedules as per mutual convenience

#### PROGRAM FEE & PAYMENT TERMS:

- Sponsored or non-sponsored individual participants: - Rs. 10000 per participant
- {Special sponsored group program for dairy institutions: - Rs. One lac for 10 to 15 Participants
- Full fee is payable in advance by D.D. in favor of Innovative Business Improvements Pvt. Ltd. Chandigarh
- Last date for the receipt of nominations along with bank draft is 30 days prior to specified schedule
- Individual participants would please make their own arrangements for stay and travel at their cost. Dairy Institutions sponsoring group program would also make similar arrangements for their participants besides providing required facilities for conducting this program at Chandigarh in a hotel of their choice.
- All correspondence and communications regarding these programs be addressed to:

Managing Director  
Innovative Business Improvements Private Limited  
Regd. Office:  
# 53-A, Sector 18-A, CHANDIGARH-160018  
Phone 0172-4629053, 0172-2724872  
Cell: 9815961853, Email: iihumber@gmail.com



**BUSINESS IMPROVEMENT SERVICES FOR OPTIMUM PROFITS**  
**INDO-CANADIAN JOINT VENTURE**  
(Associate of International Improvement Mission)



We Serve

GOOD NEWS

FOR

**ETHICAL DAIRY BUSINESS ENTREPRENEURS & PROFESSIONAL EXECUTIVES**

(Participate in interactive open workshop cum seminar and win prize of Rs. one lac)

Program Theme

**MANAGEMENT INNOVATIONS**

FOR

**OPTIMIZING PROFITABILITY OF DAIRY BUSINESS**

#### Theme Statement

"Dairy business is most profitable business among F.M.C.G. sector in India" (Over 10 to 20 % profits). You may find it difficult to believe this statement but to the delight of ethical segment of dairy business entrepreneurs, we consider it as our proud privilege to authentically confirm that it is true.

#### Program Director

Jaswant Singh Bhandair

#### Venue

City beautiful Chandigarh

Organized by:



**INTERNATIONAL IMPROVEMENT MISSION**

REGD. OFFICE : # 53-A, SECTOR 18-A, CHANDIGARH INDIA-160 018  
Tel.: 0172-2724872 E-mail: iihumber@gmail.com Web: www.apnidairy.com



**ALL FOR ONE & ONE FOR ALL**

## OBJECTIVES:

1. **Reduce hidden loss** due to manipulation, adulteration and dilution (M. A. D.) in milk purchase transactions up to Rs.5.00/Litre and procure absolutely pure raw milk on commercial scale.
2. **Reduce** total milk handling cost for pasteurized milk up to Rs. 5.00/Litre and achieve specified international quality requirements relating to purity of contents, microbiological safety and shelf life.
3. **Manage** dairy business with "PARTHA" based transparent accounting system and innovative business management techniques to improve net profit to optimum levels (more than 10 to 20% of turnover)

## CORE ISSUES AND UNRESOLVED TECHNO COMMERCIAL PROBLEMS OF INDIAN DAIRY INDUSTRY:

1. How to **procure** on commercial scale raw milk without any manipulation, adulteration or dilution?
2. How to **produce** Pasteurized milk strictly meeting with specified international requirements?
3. How to **eliminate** all middlemen from value chain to optimize profitability of dairy business?

## PROGRAM HIGH LIGHTS:

- **QUIZ COMPETITION;** based on questions directly related to quality/productivity/profitability.
- **"SAWAL SAU CRORE KA";** actual case study of a premier dairy institution in India losing over rupees one hundred crores /year only due to dilution and manipulation in milk purchase transactions.
- **SHARING OF INFORMATION;** relating to Innovative dairy business management techniques applicable under conditions now prevailing in India to produce process and market pure pasteurized milk conforming to international quality requirements and shelf life.
- **VISIT TO PILOT PROCESSING UNIT** established at Chandigarh by Indo Canadian joint venture (using cost effective innovative technologies and without any conventional dairy equipment) to produce pasteurized milk and sterilized milk conforming to international quality requirements.

- **SHARING OF TESTIMONIALS AND DOCUMENTARY EVIDENCE** related to success stories of actual case studies undertaken in India and abroad by international Improvement Mission and companies associated with Mission activities.

**METHODOLOGY:** The program will be conducted through an appropriate blend of lectures, power point/video presentations, experience sharing, group discussions, quiz competition, case study method and application of digital hydro-analysis technique for analyzing and controlling hidden losses in dairy business operations.

**PROGRAM FACULTY:** The program would draw upon the expertise available with Mission associated consulting companies and the research findings of actual case studies undertaken by them in India and abroad.

## SAWAL SAU CRORE KA

(Actual case study of a premier dairy institution based on summary statement of their milk bills)

Category	Qty. Lac Kgs.	Fat Lac Kgs.	S.N.F. Lac Kgs	Price Paid	Lac Rs
B.M.	69.69	4.97	6.00	13.92	970.08
C.M.	71.33	2.66	5.60	8.99	641.25
M.M.	141.02	7.63	11.60	11.63	1640.06

### Specified basic rate for B.M.:-

**Rs.200/Kg. Fat (6.50% Fat, 8.84% S.N.F., 15.34% T.S. and 29.C.L.R.)**

$(141.02 \times 11.63) = 1640.06$  but

$(970.08 + 641.25) = 1611.3415$

{Do you know How & Why?}

As per milk purchase transactions quoted in this case study, concerned institution suffered hidden loss of Rs.2.57/Kg due to manipulation by dilution (Assuming only dilution with water but no other adulterants). Keeping in view milk handling and installed capacity of this institution, it amounts to over Rs.100 crores per year.

During this program dairy experts associated with our organization would justify and explain above mentioned hidden loss (Accurate up to nine decimal points) using only simple arithmetical equations, 60:40; formulae in vogue and scientific logic related with specified C.L.R. calculations.

Majority of dairy professionals in India feel that it is almost impossible to procure raw milk on commercial scale without any manipulation, adulteration and dilution. During this program we will share with

participants, micro details of implementing innovative "APNI DAIRY" milk procurement system designed by us to achieve this prime objective.

- \* Participant providing arithmetically correct and scientifically logical proof contrary to our contention and proves that institution referred in the case study did not suffer hidden loss of Rs.2.57/Kg. in the milk purchase transactions would be eligible for Prize of Rs. one lac.
- \* Institution participating in the program and procuring more than one lac Kgs. milk per day would also be eligible for a prize of Rs. One lac provided net digitally analyzed hidden loss (due to dilution and manipulation but assuming that there is no other adulteration) in milk purchase transactions for one year is less than Rs. one crore. In case more than one organization participating in this program qualifies to eligible category then prize money of Rs. one lac will be distributed proportionately among them.

## TEN QUESTIONS RELATED TO CORE ISSUES AND UNRESOLVED PROBLEMS

### Affecting

(Quality, productivity, profitability and results of dairy business)

Under the conditions now prevailing in India, is it possible to:

1. PROCURE on commercial scale raw milk without any adulteration, dilution and manipulation?
2. Analyze: raw mixed milk for exact % of Buffalo milk/ Cow milk / added water and find out actual analytical value of its constituents in mixed milk and work out its net worth?
3. Process and market pure & microbiologically safe pasteurized milk meeting international quality requirements and having shelf-life of more than 15 days when stored under refrigeration?
4. Control total milk handling costs (procurement to marketing) for dairy plants below Rs.5.00/Litre?
5. Attain breakeven point for dairy plants handling even less than 10,000 Litre milk per day?
6. Increase purchase price of raw milk up to Rs.5.00/Litre decrease consumer price up to Rs.5.00/Litre from prevalent levels and still attain net profit margin of more than 10% of turn over?
7. Develop technology 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 system that ensures 100% product traceability between milk producers and consumers.
9. Provide loss insurance cover for ethical dairy plants against hidden losses in dairy business?
10. Upgrade with commitment the existing low profits making /sick dairy plants suffering losses?

Would you like to know how can we convert these impossible propositions in to easily possible?

During the seminar our dairy experts would answer these complex questions using case study method, scientific logic, documentary/video evidence and provide live demonstration of digital hydro analysis of milk bills using soft ware solution developed by our mission associate in Canada.. All answers would be justified with arithmetical calculations, scientific logic, documentary evidence and live demonstration where ever possible.

- \* Participant providing accurate proof as answers to these questions based on scientific logic, arithmetical calculations and documentary evidence besides giving live demonstration would be entitled to receive prize of Rs. one lac.

- \* During the seminar samples of milk produced in India and pasteurized/packed here using unconventional innovative technology developed by our Mission associates in Canada (having shelf life of more than 15 days and meeting with international quality requirements) without any additives, chemicals or preservatives would be presented to professional experts participating in the program.

## TESTIMONIALS AND DOCUMENTARY EVIDENCE

We have been sharing our research findings and practical experiences with dairy professionals through papers periodically published in dairy journals. Feedback given to us by professional friends working for reputed dairy entrepreneurs indicated to us that these are only theoretical concepts impossible to implement under the prevailing field conditions especially the cut throat competition in milk procurement among commercial dairy plants.

In order to diffuse their unfounded fears and regenerate confidence among dairy professionals, we would like to share following results of actual case studies undertaken by our organization with the help of companies associated with the International Improvement Mission.