

IIM-2018 10.8.18

Sh. Narendra Damodar Das Modi  
Honorable Prime Minister of India  
C/O P.M.O. 7 Race course road,  
New Delhi, India

Subject: Evolutionary Plan to double the income of dairy farmers of India in one year

Honorable Sir

Kindly refer to your communication PMOPG/D/2018/0184985 dated 21/05/2018 addressed to Chief Secretary Government of Punjab and copy endorsed to undersigned. We have so far not received any reply or professional comments from Chief Secretary or MILKFED Punjab on our representation addressed to P.M.O. and Premier dairy institutions of India.

Please find herewith our latest Mission Presentation titled “WHITE PAPER ON DIVINE NECTAR CALLED MILK” intended to help needy dairy farmers, health conscious consumers and ethical dairy business entrepreneurs of India.

We would like to make a humble appeal to your good self for seeking your personal intervention in this long outstanding complex issue of national importance. Please invite critical professional comments on our presentation from N.D.D.B, N.D.R.I, I.D.A and cooperative MILKFEDERATIONS of all states and pass on copy of the same to us on our following address here in Canada. We are quite confident to provide required clarifications and additional information (if any) sought from us by premier dairy institutions related with the claims and contentions being highlighted by us in this presentation. Besides it, we are ready to provide live demonstration of all these claims and contentions before committee of dairy experts if constituted by Government of India.

Globally competitive self- sustainable dairy farming business is the need of the hour to solve vital socio-economic problems of our country especially those related to rural unemployment, poverty and farmer suicides. With our collective professional wisdom and the resources now available with premier dairy institutions, we can easily double the income of dairy farmers and also upgrade the status of our motherland from No.1 milk producing country to No.1 milk exporting nation.

With Kind Regards

Jaswant Singh Bhandair  
Mission Director International Improvement Mission  
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Encl. Copy of Presentation “White Paper on Divine Nectar called Milk”  
CC:

1.M.D. National Dairy Development Board Anand for kind information

2. Director N.D.R.I. Karnal for kind information
3. Chief Secretary Government of Punjab for kind information
4. M.D. MILKFED Punjab for kind information
5. President Indian Dairy Association for kind information

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#### WHITE PAPER ON DIVINE NECTAR CALLED MILK

Honesty, ethics and business intelligence is God's gift to us as dairy professionals and serving 100% pure and safe milk meeting with international quality requirements to fellow citizens in our country at globally competitive but reasonable price would be our gift back to almighty.

Few centuries ago milk processing and longtime preservation of dairy foods was a complex universal problem. Luis Pasteur's scientific research and availability of innovative milk processing/packaging techniques these days have made it very simple and inexpensive proposition for us to achieve our professional goal mentioned above.

Milk Pasteurization is no longer a rocket science because it requires only heating the milk to a specific temperature for specific time and thereafter cooling the same to temperature below 4 degrees Celsius, using pilfer proof recyclable sanitary packing and transporting that milk under refrigeration during the period it remains in transit between milk producer and consumer.

Modern scientific research findings indicate that whole milk produced by cows and buffaloes (without disturbing its natural S. N.F. / Fat ratio) is more beneficial and healthier as compared to consumption of skimmed, toned or standardized milk. Whole milk can be easily pasteurized/ sterilized using solar/biogas energy at the point of production i.e. dairy farm itself at a nominal cost and marketed directly to urban consumers through ethical service providers or cooperative marketing institutions like state cooperative Milk Federations.

In order to bring complete transparency in dairy business transactions milk producer cum processor should remain 100% accountable to consumer (From Cow/ Buffalo to consumer) for all quality parameters relating to purity of contents, microbiological safety, shelf life besides compliance of specified statutory requirements. Urban milk consumers normally have necessary cookware and gadgets in their kitchen to produce homemade curd (yoghurt), butter, buttermilk, cottage cheese, ghee or sweet- meats etc. at home provided 100% pure buffalo or cow milk is made available to them on their door step as per their daily requirements. Abnormally high total milk handling cost for pasteurized milk (more than Rs.15/Liter) thus can be drastically reduced by eliminating all unnecessary middlemen from value chain (More than six in the prevalent value chain) and by minimizing milk processing /packaging and marketing expenses.

Result oriented management techniques and technological innovations would not only help us to ensure payment of remunerative price (actual cost + 50%) to milk producers now struggling hard for survival of

their milk production business activity but also result in passing on 100% pure buffalo or cow milk without any manipulation, adulteration or dilution (M.A.D.) to urban consumers at reasonable cost.

Age old unresolved complex problem and vital core issue before dairy business entrepreneurs in India is mixing of buffalo milk with cow milk and then diluting that milk with added water. Added water used for dilution automatically gets converted in to cow milk and gets paid as milk causing abnormally high hidden loss to purchaser. Manipulating or modifying S.N.F./ Fat ratio and diluting mixed milk with added water is causing hidden loss of over 20% cost of raw milk to almost all commercial dairy plants in India. These hidden losses remain undetected as per prevalent milk billing and payment software system being used by one and all in India. Digital hydro analysis of milk bills (software solution developed by M/s Improvement Innovations Unlimited Inc. Canada) is innovative, arithmetically accurate and scientifically logical technique for evaluating and eliminating such losses. Software solution developed by our Mission associate is available (free download facility) on our website <http://www.apnidairy.com>

Digital analysis of milk purchase transactions of a premier dairy institution in north India conducted by us few months ago indicated hidden loss of more than Rs. 1.5 crore /day only due to dilution and manipulation (assuming no adulteration other than added water used for manipulation). Words can be deceptive but logical digital calculations would present only true facts in their proper perspective. No dairy professional from that organization has so far claimed a prize of rupees two lacs offered by us to anyone who would prove our calculations as arithmetically incorrect and not scientifically logical as per milk billing /payment system in vogue and being followed by dairy plants.

Worldwide retail price of pasteurized cow milk is more than one dollar per liter but it is ironical that farmgate price actually reaching milk producers in India is even less than the price of drinking water being sold in the market. incidentally approximately 600 liters water is required to produce one liter of milk. Resentment being expressed by milk producers of Maharashtra state is only a beginning and tip of the iceberg. This kind of unsustainable techno-economics of milk production business in our country may ultimately lead us towards unpleasant alarming situation due to serious anomaly in milk purchase transactions being highlighted by us in this presentation. Need of the hour is to immediately resolve and rectify this unresolved core issue through our collective professional efforts and intervention of premier dairy institutions like N.D.R.I./N.D.D.B. and I.D.A.

Our Mission associate in Canada has designed a machine to pasteurize/sterilize 100% pure buffalo/cow milk in recyclable glass bottles using solar/biogas energy at a nominal milk processing cost. Shelf life of pasteurized milk kept under refrigeration would be more than two weeks and that of sterilized milk (without refrigeration) would be more than one year.

We can provide live demonstration of our claims and contentions mentioned above before professional experts of N.D.D.B., N.D.R.I. scientists' and professional associates of I.D.A so as to help needy milk producers, health conscious consumers and ethical dairy business entrepreneurs.

Innovative techniques being shared and solutions being suggested by us would go in a long way to upgrade the status of our motherland from No.1 milk producing country to no.1 milk exporting nation.

With our collective professional wisdom and by optimum utilization of resources now available with premier dairy institutions of our country we can easily double the income of ethical milk producers of our country in short span of time besides eradicating the menace of widespread adulteration and dilution in milk and allied dairy products.

(Documentary/video evidence on the subject is available on our website mentioned above for kind information of all concerned).

P.S. Valuable professional comments on our presentation received from fellow dairy professionals on my email address [iiuhumber@gmail.com](mailto:iiuhumber@gmail.com) would be highly appreciated and gratefully acknowledged.

(Jaswant Singh Bhandair)

Mission Director International Improvement Mission

Director Improvement Innovations Unlimited Inc. Canada

Managing Director Innovative Business Improvements Pvt. Limited India