

ETHICAL DAIRY BUSINESS PLAN FOR INDIA

UNDER THE PREVALENT CONDITIONS IN INDIA IS IT POSSIBLE TO:-

1. DOUBLE THE INCOME OF ETHICAL DAIRY FARMERS IN ONE YEAR ?
2. PROCURE ,PROCESS & MARKET 100% PURE MILK STRICTLY CONFORMING TO INTERNATIONAL QUALITY REQUIREMENTS?
3. GENERATE NET PROFIT OF >10% OF TURNOVER FOR DAIRY BUSINESS ENTREPRENEURS DEALING ONLY WITH LIQUID MILK?

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DREAM GOALS OF OUR MISSION

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- To help ethical dairy farmers to earn net sustainable income of Rs 3000-5000/per month/per dairy animal
- To process 100% pure whole milk at point of production itself with innovative milk pasteurizer/sterilizer meeting international quality standards and using solar/bio gas energy/ glass bottles and direct digital marketing of milk with traceability from cow/buffalo to consumer at globally competitive but reasonable price.
- To help ethical dairy business entrepreneurs to earn net profit of more than 10% of turnover only from liquid milk business by reducing total milk handling cost by 50%. from prevalent level.

INTENDED DREAM BENEFITS

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- It will improve socio-economic status of large numbers of dairy farmer families.
- It will provide pure, microbiologically safe high quality milk/dairy products to urban consumers.
- Resultant effect of these Innovations would create sustainable and viable direct/indirect employment opportunities for unemployed rural population.
- It would contribute immensely in crop diversification, controlling drug abuse, eliminating menace of milk adulteration and farmer suicides due socio-economic reasons thus improving global peace and prosperity.

CORE ISSUES & UNRESOLVED PROBLEMS

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- ❑ How to produce /procure buffalo or cow milk without any intermixing, adulteration, dilution or manipulation?
- ❑ How to eliminate all middlemen from the value chain or replace them with ethical service providers willing to discharge their obligations on reasonable cost plus basis?
- ❑ How to procure process, pack and market absolutely pure pasteurized buffalo or cow milk meeting with international quality requirements having shelf life of two to three weeks when stored under refrigeration?
- ❑ How to reduce high gap (Rs.15-20/Kg.) between farm gate prices and retail price being charged from the consumer?

NEED FOR DREAM INITIATIVES

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- Consumers are getting substandard milk and milk products
- High rates of rural unemployment
- Current initiatives have been largely unsuccessful
- A large number of milk processing units are fast becoming economically un-viable due to unfair trade practices and global competition
- Milk producers are not getting remunerative prices

MISSION INITIATIVES

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- Create awareness among dairy farmers and impart skilled training to them for venturing in to profitable/sustainable start up commercial dairy business.
- Launch consumer education/awareness programs
- Mobilize support from dairy professionals/institutions
- Provide model demonstration of concept & system
- Mobilize financial and technical support from government
- Create missionary institution for execution

BUSINESS STRATEGY

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- Establish direct fly over link between milk producers, processing plants and consumers eliminating all middlemen from value chain.
- Increased reward for producing/supplying pure and microbiologically safe milk/dairy products.
- Use scientific techniques for safe handling of milk from producer to consumer.
- Introduce transparent and accountable system for regulating milk purchase/processing/marketing transactions between prime beneficiaries.

PROCESSING STRATEGY

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- Optimize use of green technology and innovative processing/packaging techniques for minimizing total milk handling cost.
- Deploy innovative management systems for effective cost control and improved revenue
- Use appropriate technology to ensure dairy products meet international quality standards
- Optimize use of all kinds of input resources

DISTRIBUTION STRATEGY

- Create innovative marketing infrastructure for distribution of milk and dairy products.
- Provide dairy products through retail outlets managed by consumer self- help groups.
- Maintain low inventory levels with accurate demand forecasting and proper planning.
- Committed customer base to reduce all kinds of advertising and marketing costs.

GOVERNMENT SUPPORT

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- No subsidy or financial support will be required from state or central government for implementing this scheme.
- Only requirements from the Government for successful implementation of this proposal are

- Incorporate logical legal amendments in existing regulatory mechanism

- Strict implementation of laws against adulteration in milk

TESTIMONIALS & EVIDENCE

- Mission will provide live demonstration of concept, systems and processing techniques mentioned in this presentation.
- Mission will provide documentary/video evidence testimonials issued by Premier dairy institutions authenticating all projected claims and contentions.
- Mission with the help of its associate companies would facilitate transfer of innovative technology from advanced dairy countries to India for achieving our common cherished goals.

MILK PRODUCER & CONSUMER FRIENDLY MILK PROCESSING

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- Pure pasteurized milk having original farm fresh taste
- Milk produced only by healthy animals is processed
- Scientific milk processing/packing under strict quality controls
- Environment friendly energy resources are used for processing
- Environment friendly recyclable packing materials are used
- Temper proof seal to check pilferage/adulteration
- Exemplary shelf life meeting with international requirements

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MILK PRODUCER & CONSUMER FRIENDLY MILK PROCESSING

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- Unique milk producer/consumer friendly marketing network
- Most remunerative proposition for milk producers
- Most economical and safe proposition for consumers
- Good profitable business for ethical dairy entrepreneurs
- Reasonably low investment milk handling infrastructure
- No constraints for long distance safe transportation of milk
- Policy: International quality available to all at reasonable price

GOOD NEWS FOR INDIAN DAIRY INDUSTRY

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International Improvement mission with the help of its associates has successfully evolved innovative milk handling technology based on testified scientific innovations meeting with all these requirements.

On behalf our mission it is my proud privilege to dedicate this scientific Knowledge for benefitting millions of needy dairy farmers, innocent Consumers and ethical dairy business entrepreneurs.

India our motherland is well on its way to become No.1 milk exporting country and surely poised to win **“GOLD IN DAIRY OLYMPICS”**

INTERNATIONAL IMPROVEMENT MISSION

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- To promote the feeling of universal brotherhood among milk producers, entrepreneurs, consumers and dairy professionals connected with dairy industry.
- To upgrade the status of dairy industry at state, national, and international levels with the mutual help, understanding and co-operation of all concerned.
- To extend full support and help in creating required infrastructure, which gives maximum protection to the interests of milk producers, consumers of dairy products, entrepreneurs and professionals connected with the dairy industry.
- To provide techno-commercial support to the dairy industry for improving milk production, quality of milk /milk products, productivity of all business operations and economic viability of all its constituents i.e. milk producers, entrepreneurs, consumers and dairy professionals.
- To project an innovative informal co-operative business model, collectively promoted, owned and managed by milk producers, entrepreneurs, consumers and dairy professionals.

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INTERNATIONAL IMPROVEMENT MISSION

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- ❑ To create "Techno Commercial Information Bank" to facilitate technology transfer from advanced countries to under developed /developing countries with the objective to upgrade the quality of their dairy products to meet international standards.
- ❑ To prepare rehabilitation plans for low profits making / sick dairy projects and help their management in implementing such plans within shortest possible time span.
- ❑ To create a " Global Training Institution" with well co-ordinated branch links at national and state levels for upgrading the managerial skills of key professionals.
- ❑ To promote " Ideal food among all foods " image for milk and " Ideal profession among all professions " status for dairying as a profession.
- ❑ To use dairying as a media / instrument of bringing prosperity for all, promoting world peace and ushering in era of universal integration.

**THANKS
FOR
YOUR
TIME**