

# **CONSUMER EDUCATION PROGRAM**

**MILKI FEST**

**(For School Children)**

## **APNI DAIRY**

***THE BEST MILK IN TOWN***

**SPONSORED BY: INTERNATIONAL IMPROVEMENT MISSION**

# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}  
[MILKI FEST (For School Children)]**

- 1 CHAL CHITTAR ( Audio visual round)**
- 2 DOODH KI KAHANI DOODH KI JUBANI ( Essay writing)**
- 3 SAWAL APKE JAWAB HAMARE {Milki quiz}**
- 4 HUM BHI KISSI SE KAM NAHIN (Milki debate)**
- 5 HANSTE HANSATE (Milki slogans/jokes)**
- 6 AAO PARYOG KAREN ( Milk Testing)**
- 7 BAL KALAKAR ( Milki cartoons)**
- 8 BAL ABHINETA ( Milki Dialogues)**
- 9 AAO SEHAT BANAEN (Milki race)**
- 10 PADHAI KE SAATH KAMAI ( Earn while you learn)**
  - UPHAR HAMARE PURASKAR APKE (Prize distribution function)**

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# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children)**

## **CHAL CHITTAR ( Audio visual round)**

- Students are shown a informative documentary film on milk**
- Students are asked to give answers to 5 questions relating to what has been shown and explained in the film.**
- Based on the performance in this test three top scorers are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- All the participants in the program are given 50% discount coupons for a bottle of sterilized flavored milk**
- Three winners receive Ist ,2nd and 3rd prize in the prize distribution function.**

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## **CHAL CHITTAR ( Audio visual round)**

- List out different sources of milk supply to your town.**
- Why is it harmful to store milk in used plastic barrels?**
- Why do milk plants pasteurize their milk before supplying to customers?**
- Name the milk plants with their brand names supplying good quality milk.**
- Why do dairymen give hormone injections to their buffaloes before milking?**
- Why some of the milk vendors take out cream from milk before supply?**
- What happens if we consume un-hygienically produced dairy products?**
- If you purchase one liter milk just after milking from a dairy why the quantity becomes less when you weigh milk after reaching your home?**
- If you buy milk @ Rs. 20/ liter having 25% water as adulterant what will be its actual cost to you?**
- Would you like to visit a modern milk plant to learn more about it?**

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## **DOODH KI KAHANI DOODH KI JUBANI**

**( Essay writing)**

- Interesting story of a milk drop produced in a remote village becoming tasty dairy product for your breakfast is narrated by Mission representative.**
- Students are asked to write one page summary of this story in their own words.**
- Based on the evaluation for this test three top scorers are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- All the participants in the program are given 50% discount coupon for a bottle of sterilized flavored milk**
- Three winners receive 1st ,2nd and 3rd prize in the prize distribution function.**

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**DOODH KI KAHANI DOODH KI JUBANI**

**( Essay writing)**

- **Write down in your own words summary of the story “GOMATI”.**

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## **SAWAL APKE JAWAB HAMARE(Milki Quiz)**

- Representative of Mission makes a brief presentation regarding composition of milk,nutritional value of milk and points to be considered while purchasing milk. Participants ask questions relating to this subject which are answered by our representative.**
- Participants are asked to answer five questions in the “Milki Quiz”.**
- Based on the evaluation for this test three top scorers are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- All the participants in the program are given 50% discount coupon for a bottle of sterilized flavored milk**
- Three winners receive Ist ,2nd and 3rd prize in the prize distribution function.**

**SPONSORED BY INTERNATIONAL IMPROVEMENT MISSION**

# MILKY QUIZ COMPETITION

Name:.....Address.....

Telephone.....Class.....School.....

- |  |         |
|--|---------|
| Q.No.1 Milk is nearly perfect food for human beings                | YES/ NO |
| Q NO.2 Non pasteurized milk is as safe as pasteurized milk         | YES/NO  |
| Q NO.3 Buffalo milk has the same composition as that of cow milk   | YES/NO  |
| Q NO.4 Cream component in milk is heavier than skimmed milk        | YES/NO  |
| Q NO.5 World record for cow milk yield/day is >100 LPD             | YES/NO  |
| Q NO.6 India is number one milk producing country in the world     | YES/NO  |
| Q NO.7 Sterilized milk can have shelf life of more than six months | YES/NO  |
| Q NO.8 Pasteurized table butter contains more fat than ghee        | YES/NO  |
| Q NO.9 Standardized pasteurized milk contains 4.5% fat             | YES/NO  |
| Q NO.10 Pure buffalo/cow milk contains more than 80% natural water | YES/NO  |

Result:- ..... Signature of examiner.....

# **CONSUMER EDUCATION PROGRAM**

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**[MILKI FEST (For School Children)]**

## **HUM BHI KISSI SE KAM NAHIN (Milki debate)**

- Representative of Mission makes a small presentation before the participants introducing the subject topic of debate. All participants are divided in to two groups and asked to express their views ( for and against) on the debated subject.**
- Based on the outstanding performance in the debate three top performers are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- All the participants in the program are given 50% discount coupon for a bottle of sterilized flavored milk**
- Three winners receive Ist ,2nd and 3rd prize in the prize distribution function.**
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**HUM BHI KISSI SE KAM NAHIN (Milki debate)**

- **Pasteurized pouch milk V/S Loose milk supplied by milk vendors**
- **Flavored Milk V/S Aerated drinks ( Coke/Pepsi etc.)**
- **Vegetarian Food V/S Non Vegetarian Food**

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**HANSTE HANSATE( Milki slogans/jokes)**

- Representative of Mission narrates few slogans and jokes related with milk. He provides required stimulation and encouragement to the participants asking them to create such slogans/jokes and narrate the same in a humorous manner.**
- Three best performers in order of merit (judged by referees) are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk.**
- All the participants in the program are given 50% discount coupon for a bottle of sterilized milk.**
- Three winners receive 1st, 2nd, and 3rd prize in the prize distribution function.**
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# CONSUMER EDUCATION PROGRAM

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## HANSTE HANSATE( Milki slogans/jokes)

- “SAU CHACHA IK PIO SAU DARU IK GHIO”
- “APNI DAIRY NE SUNAI HAME IK KAHANI”  
DOODH KA DOODH AUR PANI KA PANI”
- Rate list displayed by a private dairy:
- BILKUL ASLI DOODH: Rs.25/ liter
- ASLI DOODH: Rs. 22/ liter
- DOODH: Rs. 20/ liter
- On a dark early morning a milk vendor poured 1 Liter milk in the customer’s container
- Customer shouted with surprise: It is water only and not milk
- Oh I am really sorry as I forgot to mix milk in to it today! Replied the milk vendor.
- Milk vendor to another vendor: I swear by my son when I tell my customers that I never mix water in the milk that I sell to them.
- How can you tell such a white lie swearing in the name of your son? . I know for sure that you procure only 50 liters milk but sell 65 liters to your customers.
- I add 15 Kg. ice in to 50 Kg milk so I can swear by my words and still make money.

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[MILKI FEST (For School Children)]**

## **AAO PARYOG KAREIN**

- **Representative of Mission makes a small presentation before the participants as to how milk is tested in a quality control laboratory for its composition, presence of adulterants and preservatives.**
- **Quality control officer of Mission gives a practical demonstration:**
- **Organoleptic testing of milk**
- **Testing Fat/SNF in milk**
- **Presence of preservatives in milk**
- **Participants are given a simple test to find out extent of water adulteration in milk.**
- **Based on the outstanding performance in the test three top performers are declared winners and each one is given a coupon to collect one bottle of sterilized milk .**
- **All the participants in the program are given discount coupon for a bottle of sterilized milk**
- **Three winners receive 1st, 2nd and third prize in the prize distribution function.**

# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children)]**

**BAL KALAKAR ( Milki cartoons)**

- **Representative of Mission makes a small presentation explaining the subject topic and how cartoons on the subject of milk are to be drawn on the paper by the participants within the specified time schedule.**
- **Based on the evaluation of all entries received from the participants three participants are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- **All the participants in the program are given 50% discount slip for a bottle of sterilized flavored milk**
- **Three winners receive 1st ,2nd and 3rd prize in the prize distribution function.**
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# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children)]**

**BAL KALAKAR ( Milki cartoons)**

- **Draw a cartoon showing a milk vendor adulterating milk with water.**
- **Draw a cartoon of a cow incorporating figure of milk can .**
- **Draw any cartoon concerning milk and milk products**

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# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (for School Children)]**

**BAL ABHINETA (Milki Dialogues)**

- Representative of Mission introduces the subject and provides script of dialogues to be spoken while young artists perform on the stage.**
- Each participant is asked to perform on the stage and speak the dialogues given to him by the referees.**
- As per judgement of designated referees three participants are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- All the participants in the program are given 50% discount slip for a bottle of sterilized flavored milk**
- Three winners receive 1st ,2nd and 3rd prize in the prize distribution function.**

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## **BAL ABHINETA (Milki Dialogues)**

- **APNI DAIRY DOODH ITNA SAWADI KION HOTA HAI?**
- **YEH SHUDHTA AUR TAZGI KI BAAT HAI.**
- **MAIN DIN MEIN DO BAAR DOODH PEETA HOON**
- **KIONKE ISS MEIN TAKAT AUR SWAD DONO HOTE HAIN**
- **100 KILO DOODH MEIN 30 KILO PAANI?**
- **AAP MERE KO ULLU SAMJHATE HEIN**
- **MILAWATI DOODH PEE KAR BACHON KI SEHAT KHARAB HO GAI HAI**
- **APNI DAIRY MILK HAI NAA**
- **PAANI RE PAANI TERA RANG KAISA**
- **JIS MEIN MILE HO JAI USI JAISA**
- **LE JAEINGE LE JAEINGE**
- **SEHAT BANANE WALE APNI DAIRY MILK LE JAENGE**
- **KITNE BACTERIA HAEIN TERE DOODH MEIN RAMU.**
- **2 CRORE SARDAR**
- **DOODH 1GRAM AUR BACTERIA 2 CRORE**
- **NAALI MEIN FAINK DO. HAME NAHIN PEENA AISA DOODH**

# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children)]**

**AAO SEHAT BANAEIN (Milki race)**

- Representative of Mission explains to the participants the role of milk in the growth and development of body and mind. Referee then explains the rules of “MILKI OBSTACLE RACE” to them and declares “READY” “SET” and “GO”.**
- Three participants who come first second and third in the race are declared winners and each one of them is given a coupon to collect one free bottle of sterilized flavored milk**
- All the participants in the race are given 50% discount slip for a bottle of sterilized flavored milk**
- Three winners receive 1st, 2nd and 3rd prize in the prize distribution function.**

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# CONSUMER EDUCATION PROGRAM

{Experience in re-creative learning}

[MILKI FEST (For School Children)]

AAO SEHAT BANAEIN (Milki race)

- **A single serving of whole milk (250ml.) provides:**
- **As much protein as a large egg**
- **45% of our daily requirement of vitamin D**
- **Almost as much potassium as a banana**
- **More thiamin, riboflavin and niacin than a bread**
- **Half the cholesterol needed by our body**
- **Close to 3/4 of vitamin A of broccoli**
- **An awesome total of 25 measurable nutrients**
- **more calcium than 12 sardines with their bones**

# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children)]**

## **PADHAI KE SAATH KAMAI ( Earn while you learn)**

- Representative of MISSION makes a brief presentation regarding professional career and job opportunities in dairy industry. He also explains the concept of summer jobs for students, training and part time job opportunities being offered by APNI DAIRY.**
- Participants are encouraged to ask questions regarding their career plans after schooling and motivated to take their studies seriously.**
- Based on the discussion on the subject participants are asked five questions . Three winners who score the maximum marks are given free coupons while all other participants are given 50% discount coupons for one bottle of sterilized flavored milk.**
- Three winners receive 1st, 2nd and 3rd prize at the prize distribution function.**

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# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children)]**

## **PADHAI KE SAATH KAMAI ( Earn while you learn)**

- Why in our country dignity of labor is not looked at with respect?**
- How many departments a dairy company needs to look after all business functions?**
- What would you like to become when you complete your studies and why?**
- Would you like to take up a part time job?**
- If yes! what remuneration would you expect?**
- Will you be interested in a summer job if offered?**
- If yes! What remuneration would you expect?**

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## **UPHAR HAMARE PURASKAR APKE**

**(Prize distribution function)**

- While conveying the gratitude and thanks on behalf of Mission to the staff and principal of school, representative of Mission explains the objective of conducting innovative program for educating school children regarding important health aspects related to drinking pure milk and consuming safe dairy products.**
- Winners receive prizes from the Chief Guest/ Principal of the school**
- Address by Principal of school and his valuable comments regarding consumer education program sponsored by Mission and conducted by their staff with the support and participation of Mission representatives.**

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# **CONSUMER EDUCATION PROGRAM**

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**[MILKI FEST (For School Children)]**

- Good nutrition is essential for better learning**
- Healthy eating is a key for optimum growth and development**
- Studies show that well nourished students do better in school**
- Milk is nutrient dense food full of energy**
- Milk provides nourishment that keeps students attentive and energetic**
- Children need nutritious foods to grow and develop to their full height and size**

# **CONSUMER EDUCATION PROGRAM**

**{Experience in re-creative learning}**

**[MILKI FEST (For School Children**

- Milk fat provides more energy to children in a smaller amount of food**
- A teenager between 13-15 years needs about 1000mg. Of calcium each day**
- Calcium is an essential nutrient for building strong bones and muscles**
- We need 15 essential nutrients found in milk that our body can't make**
- Drinking milk is a good habit as it replenishes our body fluid**

# FREQUENTLY ASKED QUESTIONS

- **HOW TO CHECK ADULTERATION IN MILK:**
- **Water as adulterant:**
  1. **Dip your finger in sample of milk being tested and leave it on mirror or piece of glass.**
  2. **Dip your finger in milk time milk and leave that also on the same mirror or piece of glass.**
  3. **Compare the two impressions. Milk having water as adulterant will become clearly distinguishable.**
- **Starch as adulterant:**
  1. **Take sample of milk to be tested**
  2. **Add few drops of iodine solution in the sample**
  3. **Milk having starch as adulterant will become bluish in color.**

# FREQUENTLY ASKED QUESTIONS

- **HOW TO CHECK ADULTERATION IN MILK:**
- **Water as adulterant:**
  1. **Dip your finger in sample of milk being tested and leave it on mirror or piece of glass.**
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- **Starch as adulterant:**
  1. **Take sample of milk to be tested**
  2. **Add few drops of iodine solution in the sample**
  3. **Milk having starch as adulterant will become bluish in color.**

# FREQUENTLY ASKED QUESTIONS

- **HOW TO CHECK ADULTERATION IN MILK:**
  - **Low milk solids in milk: {PANEER TEST}**
1. **Take measured quantity of milk to be tested. Boil this milk and make paneer out of it. Weigh the paneer to know its exact yield. Take equal quantity of APNI DAIRY milk and make paneer using the same procedure.**
  2. **Weigh the paneer and compare the yield with that produced earlier using milk sample under test. Not only the yield of paneer in case of APNI DAIRY milk will be more but it will taste much better.**
- \*Standardized milk would produce 200 gms./ Liter Of paneer approximately depending on final moisture.**

# FREQUENTLY ASKED QUESTIONS

- **HOW TO CHECK ADULTERATION IN MILK:**
  - **Low milk solids in milk: {KHOA TEST}**
- 1. Take measured quantity of milk to be tested. Start boiling this milk and keep on stirring till it becomes concentrate. Continue heating, agitating and scraping process till it becomes khoa. Cool it down and weigh to know exact amount of khoa produced. Take exactly same amount of APNI DAIRY milk and produce khoa using exactly the same procedure. Cool it down and measure the quantity of khoa.**
  - 2. Compare the yield and taste of khoa. Not only the yield is likely to be more but APNI DAIRY khoa will taste much better obviously due to purity of APNI DAIRY milk.**
- \*APNI DAIRY stanadardised milk would give 200 gms. Of khoa/Liter of milk depending on final moisture.**

# FREQUENTLY ASKED QUESTIONS

- **HOW TO CHECK PRESERVATIVES IN MILK:**
  - **Preservatives in milk: {NEUTRALIZERS/CAUSTIC SODA}**
1. **Unpleasant smell and poor taste of milk indicates presence of adulterants, neutralizers and preservatives.**
  2. **Take sample of milk to be tested. Check acidity/alkalinity of milk using accurate P.H. meter. P.H. of natural milk without neutralizers like caustic soda would be around 6.6 to 6.8.**
  3. **If the P.H. of milk sample is found to be more than 6.8 it will normally be due to the presence of neutralizers.**
  4. **If the taste and flavor of milk is abnormal but neutralizers are not detected then it will be advisable to get the milk sample analyzed from a reputed laboratory.**
- \* Mission laboratory can help the consumers in such eventuality**

# MILKY QUIZ COMPETITION

Name:.....Address.....

Telephone.....Class.....School.....

- |  |         |
|--|---------|
| Q.No.1 Milk is nearly perfect food for human beings                | YES/ NO |
| Q NO.2 Non pasteurized milk is as safe as pasteurized milk         | YES/NO  |
| Q NO.3 Buffalo milk has the same composition as that of cow milk   | YES/NO  |
| Q NO.4 Cream component in milk is heavier than skimmed milk        | YES/NO  |
| Q NO.5 World record for cow milk yield/day is >100 LPD             | YES/NO  |
| Q NO.6 India is number one milk producing country in the world     | YES/NO  |
| Q NO.7 Sterilized milk can have shelf life of more than six months | YES/NO  |
| Q NO.8 Pasteurized table butter contains more fat than ghee        | YES/NO  |
| Q NO.9 Standardized pasteurized milk contains 4.5% fat             | YES/NO  |
| Q NO.10 Pure buffalo/cow milk contains more than 80% natural water | YES/NO  |

Result:- ..... Signature of examiner.....

# COMPOSITION OF MILK

- **MILK THAT WE DRINK CONTAINS:**

• CONTENTS	COW MILK	BUFFALO MILK
• FAT	3.50 %	6.00 %
• SOLIDS NOT FAT	8.50 %	9.00%
• NATURAL WATER	87.00%	85.00%

## SOLIDS NOT FAT:

- PROTEINS
- VITAMINS
- LACTOSE
- MINERALS

# **CONSUMER AWARENESS PROGRAM**

## **(FOR SCHOOL CHILDREN)**

**A single serving of whole milk (250ml.) provides:**

- As much protein as a large egg**
- 45% of our daily requirement of vitamin D**
- Almost as much potassium as a banana**
- More thiamin, riboflavin and niacin than a bread**
- Half the cholesterol needed by our body**
- Close to 3/4 of vitamin A of broccoli**
- An awesome total of 25 measurable nutrients**
- more calcium than 12 sardines with their bones**

# **POINTS TO KNOW WHILE PURCHASING MILK**

- **PURITY ( Free from adulterants)**
- **QUALITY STANDARDS**
- **FRESHNESS & TASTE**
- **SAFETY STANDARDS**
- **COMPOSITION (Milk Solids)**
- **SHELFLIFE STANDARDS**
- **PRESERVATIVES IN MILK**
- **PRICE**
- ***BELIEVE THE SELLER ONLY WHEN YOU TEST AND TASTE IT YOURSELF***

# MILK PROCUREMENT

- **Only fresh and pure milk is procured directly from milk producers in 500 villages where “APNI DAIRY” milk collection centres have been established by our company. Milk being supplied by each milk producer is subjected to organoleptic and Fat/S.N.F. testing before acceptance. Milk is stored in sanitary dairy cans at village dairy centres. and transported to milk chilling centres twice a day in insulated stainless steel tankers. Raw milk is chilled to 4 degree Celsius at chilling centres to arrest growth of bacteria and maintain freshness. Stainless steel road milk tankers are used for transporting milk from chilling centres to our dairy plant.**

# MILK RECEPTION

- **Milk when it reaches the dairy plant is again subjected to chemical/bacteriological/ organoleptic tests before final acceptance. It is then filtered and stored in raw milk silos after cooling to temperatures below 4 degree Celsius**

# MILK PASTEURIZATION

- **Pasteurization was invented by Louis Pasteur (French Microbiologist) in 1960**
- **Pasteurization involves heating of milk at high enough temperature to kill harmful bacteria that cause disease.**
- **Pasteurization is accomplished by heating the milk to 72.8 degree Celsius for 16 seconds then rapidly cooling it down to 4 degree Celsius**
- **Conventional boiling of milk at home can also kill the bacteria but in that case nutritional value of milk gets adversely affected.**
- **Pasteurization not only makes milk safe to drink but also increases the length of time it can be kept before spoiling.**
- **Pasteurization does not involve use of any additives or preservatives**

# HOMOGENIZATION

- **Homogenization is a mechanical process which changes the size of natural fat globules in milk. During homogenization milk is forced through very small openings under pressure, breaking fat globules in to much finer particles, too small to stick together.**
- **In case of non homogenized milk, the milk fat will separate from rest of milk and rise on the top to form cream layer.**
- **Homogenization involves no chemical processes and does not change the nutritional value of milk in any way.**
- **Homogenization improves the texture and makes it homogeneous and easy to digest**
- **Homogenization enables dairy plants to produce recombined milk using milk powder and butter fat.**

# SEPARATION AND STANDARDISATION

- **Our dairy plant produces different varieties of pasteurized milk like full cream milk, standardized milk, toned milk, double toned milk and skimmed milk in order to cater to varietal demand of different customer segments. Process of standardization is carried out simultaneously while pasteurizing milk by adjusting the fat content in milk using triprocess machine.**

# PACKAGING AND DISPATCH

- **Standardized and pasteurized milk is stored in stainless steel insulated milk storage tanks before it is piped in to automatic milk packaging machine. This machine prepares poly pouch of half litre/ one litre size automatically fills specified quantity of milk, sealed pouches come out which are placed in the milk pouch trays. Milk is kept in the cold store at temperatures below 4 degree Celsius till it is dispatched as per market demand.**

# CONSUMER AWARENESS PROGRAM

(FOR SCHOOL CHILDREN)

- **What is organic milk?**
- **Organic milk comes from milch animals fed on organically grown crops using no antibiotics for their treatment. According to international organic standards no chemical pesticides or fertilizers are added to the fields for growing fodder crops.**

# CONSUMER AWARENESS PROGRAM

## (FOR SCHOOL CHILDREN)

- Does milk rob the body of calcium that leads to osteoporosis?
- For every one gm. of protein we eat, we lose only 1 mg. of calcium. 250 ml. Glass of milk contains 315 gms. Of calcium but only about 9gms of protein. Any small losses of calcium which might occur are more than compensated for.

# CONSUMER AWARENESS PROGRAM

(FOR SCHOOL CHILDREN)

- **Milk is rich in calcium and also rich in calories?  
TRUE/FALSE**
- **Milk is rich in calcium but 1 cup(250 ml. Of 2% fat milk contains only 129 calories and 1% milk only 108 calories)**
- **Is It possible for us to satisfy all of our requirement of calcium without drinking milk or dairy products?  
TRUE/FALSE**
- **Yes but with great difficulty because other foods contain smaller quantity of calcium**

# CONSUMER AWARENESS PROGRAM

(FOR SCHOOL CHILDREN)

- **Does Calcium requirements diminish with age?**  
**TRUE/FALSE**

**Bone formation continues until we reach adult age. Moreover body's capacity to absorb calcium**

# **EIGHT GOOD REASONS**

## **WHY CHANGE OVER TO APNI DAIRY MILK?**

- 1 PURITY: Purest among pure and guaranteed**
- 2 QUALITY: Meets International quality standards**
- 3 FRESHNESS: Preserved with hygienic handling at all stages**
- 4 SAFETY: Unique! Safe for consuming even without boiling**
- 5 COMPOSITION: Strictly conforming to legal standards**
- 6 SHELF LIFE: Exemplary and well acknowledged**
- 7 PRESERVATIVES: Missing since not required**
- 8 PRICE: Real value for money and reasonable**

***• BELIEVE US ONLY WHEN YOU TEST AND TASTE IT YOURSELF***

# MILKIFEST

## (Student Education Program)

### Points to be discussed for conducting MILKIFEST Student Education Program

- *Meeting with principal and concerned staff of the school*
- *Attend staff meeting to explain program details*
- *Decide medium of communication*
- *Address morning assembly*
- *Collect Student options and participation forms*
- *Class rooms for conducting program*
- *Appoint judges for evaluation*
- *Fix tentative date for conducting program*
- *Schedule class wise episodes during zero period or sports period*
- *Decide time schedule for the program*
- *Decide chief guest for prize distribution*
- *Make all preparations/ assign specific duties for conducting program*
- *Conduct program*