

# Mother Dairy to invest ₹75cr in Vid, Marathwada

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**Nagpur:** After taking over the state government-run milk scheme plant in the city, Mother Dairy would be investing ₹75 crore in setting up milk procurement infrastructure throughout Vidarbha and Marathwada regions. A wholly owned subsidiary of National Dairy Development Board (NDDB), Mother Dairy Fruit and Vegetable Private Limited will be operating in 11 districts chosen from the two regions.

## ► Centre committed, P 3

Earlier the government milk scheme used to make the Aarey brand of products here. Mother Dairy is a prominent brand in Delhi and other northern areas.

The Nagpur facility, spread in an area of 27 acres at Seminary Hills, was formally inaugurated by the Chief Minister Devendra Fadnis on Sunday. Union minister for surface transport Nitin Gadkari and agriculture minister Radha Mohan Singh were also present. Taken over in 2014, Mother Dairy's operations at the plant had begun over two months ago.

The formal inauguration comes at a time when farmers' strike, which was marked with scenes of milk being poured on streets, has not entirely ended.

"The funds will be spent in setting up procurement infrastructure at the village level. NDDB will be promoting formation of milk producers' companies at the villages too," S Nagarajan, the man-

## 'Milk of Jersey cows not harmful'

NDDB experts, including the managing director S Nagarajan, refuted claims by different groups that milk of western breeds of cows like Jersey or Holstein is harmful to humans. There has been widespread propaganda by different groups promoting Indian bovine, claiming that the 'A1' milk by foreign breeds of cows can cause cancer.

On this, Nagarajan and another expert said it's very difficult to differentiate the type of milk. "There may be Jersey or Holstein cows with A2 milk, generally known to be in Indian breeds. The classification has nothing to do with milk's quality," he said.

ing director of Mother Dairy told TOI. He was present for the inaugural function.

As against producers' cooperatives under Amul pattern of Gujarat, Mother Dairy backs companies. However, in Vidarbha it will happen after the procurement reaches a sizeable level.

"After attaining a level, the procurement infrastructure, in which NDDB has invested, will be passed on to the producers' companies at a cost. Though the processing plant will remain with Mother Dairy. The idea is to create an environment under which both Mother Dairy and the producers company will have to depend on each other for existence," said Nagarajan.

## ► 80,000 litres by Oct, P 3

# Plan to take up procurement to 80,000 litres by Oct

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For Mother Dairy, the Nag-

pur plant holds a key position on account of its plans to expand in east and western parts of the country.

It's the first milk procurement plant in the east-west belt, said Nagarajan.

The plan is to take up the

procurement to nearly 80,000 litres by October.

The plant has a capacity to process over 40,000 litres. There are plans to add up another unit to make with curds within a couple of months, he said.