



PRESS RELEASE

NDDDB and Mother Dairy Expand Dairying Support to Farmers of Drought Affected Regions of Marathwada & Vidharbha

Crosses the milestone of collecting 1 lakh litres of milk/day in just a year

- Mother Dairy with the intervention of NDDDB entered the regions of Marathwada & Vidharbha in October 2016 to set up milk procurement operations.
- The milk procurement network, today, spans across 970 villages in 7 districts of these regions, benefiting more than 15000 farmers/pourers.
- Going forward, Mother Dairy plans to scale up the operations covering around 3000 villages across 11 districts reaching out to about 60000 farmers.

Nagpur, 16 October, 2017: Mother Dairy, a subsidiary of National Dairy Development Board (NDDDB), has expanded its network of milk procurement operations in the areas of drought affected Marathwada & Vidharbha, bringing in a major relief to the farmers of these regions. With an arrangement spanning across 7 districts of these regions, Mother Dairy has now crossed the milestone of collecting 1 lakh litres of milk/day from pourers in a short span of one year.

Today, more than 15000 farmers from 970 villages, associated with over 600 milk producer institutions pour more than 1/lakh litres of milk/day. The districts covered under the initiative are Amravati, Wardha, Nagpur, Chandrapur, Buldana, Nanded and Osmanabad.

Shri Dilip Rath, Chairman, National Dairy Development Board, said, "Vidharbha and Marathwada have been the most drought affected regions of the state, making it agriculturally distressed; therefore dairying in such adverse climatic conditions can create additional sources for livelihood of farmers. Taking the cause forward, NDDDB through its subsidiary Mother Dairy intervened in setting up of milk procurement infrastructure to facilitate the larger objective of rural prosperity by providing better remuneration to the farmers of the region."

He further added that, "With milk procurement touching 1 lakh litres per day, the benefit of these initiatives have accrued to farmers in the tune of more than Rs 45 crore till date. Going forward, we plan to further scale up the operations to more than 3000 villages, spread across 11 districts and bringing more than 60000 farmers in the ambit."

Mr. Rath also thanked and applauded the personal involvement of Union Minister, Shri Nitin Gadkari ji and Chief Minister of Maharashtra, Shri Devendra Fadnavis ji, in making this initiative a success.

Vidarbha and Marathwada regions of Maharashtra are less developed as compared to other parts of the state mainly due to its disadvantageous geographical location, frequent droughts, inadequate irrigation and poor socio-economic condition. This has led to increase in debt burden on farmers. The NDDB Mother Dairy project has rekindled a ray of hope amongst the farmers. It has been observed that the farmers who were earlier selling off their animals due to farm distress and non-availability of remunerative milk disposal facilities have now started purchasing new animals.

NDDB and Mother Dairy's intervention has also ensured fair, timely and transparent payment systems for farmers wherein their payouts are directly transferred in their bank accounts registered with the Company. NDDB has also initiated its Ration Balancing Program which is currently in its pilot phase. In addition, Mother Dairy is providing various training programs at grass root level to educate and make farmers aware on clean milk production and overall dairying.

Mother Dairy, recently inaugurated the refurbished Nagpur Dairy Plant, as part of the agreement between Government of Maharashtra and National Dairy Development Board. The newly upgraded state-of-the-art plant has a milk processing capacity of 50000 litres per day expandable up to 2 lakh litres per day.

The milk procured from the regions of Marathwada and Vidarbha is partially being processed in Nagpur Dairy for consumption in the city, thereby providing direct market access to the farmers of the region. The additional milk stock is being directed to other regions with presence of Mother Dairy's operations.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Commissioned in 1974 and established under the initiative of 'Operation Flood', Mother Dairy is a wholly owned subsidiary of the National Dairy Development Board (NDDB). With more than 4 decades of expertise in serving the farmer and consumers, the Company is committed to uphold the best in class safety and quality measures to ensure safeness of its products. Every drop of milk being processed passes through a rigorous testing protocol of 23 quality checks at 4 levels to ensure quality of milk at all stages. In order to support the daily nutritional needs of consumers, the Company has been fortifying its range of milk variants with Vitamin A&D.

Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer and ghee under the 'Mother Dairy' brand. The Company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables, range of unpolished pulses, honey etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.