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MDFVPL to open 10 milk outlets

VARANASI: Mother Dairy Fruit & Vegetable Private Limited (MDFVPL), a wholly owned subsidiary of National Dairy Development Board (NDDB) has decided to open

its 10 milk and F&V outlets in city which would formally be inaugurated on the occasion of Gandhi Jayanti on Tuesday.

Talking to presspersons on Monday here, the Chairman of NDDB Dilip Rathi informed that in its endeavour of doubling farmers income, the board is providing institutional support in developing the dairying and horticulture practices and added that the company plans to have around 25 such booths to serve the citizens of the city.

It is opening consumer touch points aimed to provide direct access to farmers of the region. MDFPL also plans to undertake farmer development activities by adding 56,000 farmers in our

network by 2024, he said adding that it procures about 15 lakh litres of milk per day from over 2 lakh farmers across 29 districts of the state.

Director of MDFVPL Saugata Mitra said that not only farmers and consumers, MDFVPL is committed to empower ex-servicemen. The proposed outlets in the city will be managed by ex-servicemen, basis its strategic tie-up with the Directorate General of Rehabilitation, similar to its network in the National Capital Territory. The company has two state-of-the-art dairy plants in Pilkuwa near Hapur and Etawah for processing of poly pack milk and manufacturing of dairy products such as lassi, chaach, dahi etc.