



PRESS RELEASE

Mother Dairy Targets East UP – Unveils an Integrated Dairy & Horticulture Development Initiative in Varanasi

- The project is aimed at providing remunerative and sustainable income for the farmers and serving the discerning needs of the consumers of Varanasi.
- 10 newly constructed booths of the Company, modelled on the popular Delhi module will be dedicated to the public on the occasion of Gandhi Jayanti on October 2, 2018.
- The Company plans to open around 25 booths in the city in a phased manner.

Varanasi, 1 October 2018: Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary of National Dairy Development Board (NDDB), today announced its plan of undertaking an extensive dairying and horticulture development project in Varanasi. It will be setting up the necessary infrastructure to support the sourcing and marketing the produce of the farm such as milk and fresh fruits & vegetables (F&V).

MDFVPL will formally dedicate 10 milk and F&V booths to the residents of the city on the occasion of Gandhi Jayanti. The Company plans to have around 25 such booths to serve the citizens of the city.

Shri Dilip Rath, Chairman, National Dairy Development Board, said, “NDDB, in its endeavour of doubling farmers income is providing institutional support in developing the dairying and horticulture practices. As part of the initiative, it has made substantial investment and progress in Assam, Bihar, Jharkhand, Odisha & West Bengal, and is now ready to contribute in the Eastern region of Uttar Pradesh. The regions are under developed from the perspective of organised dairy and horticulture industry and therefore has large scope for development.”

Shri Rath further added, “The need of the hour is to focus on cash crops and value added farming like fruits and vegetables and allied activities of animal husbandry to ensure they have more marketable products, which is backed by an organised and institutionalised marketing mechanism. In line with the same strategy, Mother Dairy 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 56000 farmers in our network by 2024.”

Mother Dairy procures about 15 lakh litres of milk per day from over 2 lakh farmers across 29 districts of the state. In addition, Safal, the F&V arm of Mother Dairy procures over 20 Fruit and vegetable items from 3000 farmers from 22 districts of Uttar Pradesh.

He also said “As a consumer centric organisation, Mother Dairy has always been on the forefront in offering convenience and quality products to its consumers. Our outlets are known to offer varied benefits to consumers, all available under one roof right from quality produce, best prices to availing modern solutions such as digital payment and electronic weightment machines for F&V. Also, with Varanasi attaining the Smart City status with modern civic infrastructure, opening of milk and vegetable booths would add to the convenience of the residents.”

Speaking on the occasion, MDFVPL, Director, Shri. Saugata Mitra, said, “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.”

Mother Dairy, through its range of products, is already present in key towns of the State like Agra, Allahabad, Bareilly, Bulandshahar, Gorakhpur, Kanpur, Lucknow, Meerut, Moradabad, etc. The Company has two state-of-the-art dairy plants in Pilkhuwa near Hapur and Etawah for processing of poly pack milk and manufacturing of dairy products such as lassi, chaach, dahi etc.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of ‘Operation Flood’, world's biggest dairy development program launched to make India a milk sufficient nation. 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, 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 consumers.