



## **MOTHER DAIRY HAS STARTED A JOURNEY TO DESTROY THE RAVAN OF PLASTIC BEFORE THIS VIJAYADASHMI**

**New Delhi, September 26, 2019:** Mother Dairy, India's leading milk selling company has embarked upon a major drive to reduce the usage of plastic in the National Capital Region by collecting plastic waste from its consumers to create an effigy of PLASTIC RAVAN which will be dismantled on October 2, 2019 by not burning but recycling the remains of it.

As part of the major awareness campaign aimed to reduce the habit of plastic usage, Mother Dairy will start a collection drive for approximately 1000 kilograms of used plastic from over 4000 households across Delhi, Gurugram, Noida, Faridabad and Ghaziabad along-with inviting consumers to deposit plastic waste at its select milk booths in the region.

Dubbing plastic a bigger threat to mankind than the mythological Ravan, the Company Spokesperson said we will not burn but rather recycle the effigy of the modern day Ravan as it is more devastating to mankind than the mythological person. Implementing green environmental initiatives is the need of the hour, and it is a collective responsibility to create an awareness campaign against the use of plastic.

As part of the campaign, the company will also promote the concept of buying token milk to contribute to saving the society of the evils of plastic, a company spokesperson said adding that "We have already ramped up token milk capacity to 10 lakh litres in NCR. Going forward, we will increase our infrastructure and capacity for greater consumption of token milk."

At present, sale of token milk helps reduce the plastic use to the extent of 9 lakh kg in Delhi and surrounding areas annually. With an alternate of plastic being readily available and consumers shifting to this option in future, it will spread the consumption of token milk in the region, ultimately resulting in less plastic generation.

On the clarion call of our Hon'ble Prime Minister of India, Mother Dairy has embarked upon a plastic collection and recycling journey across 25 states where it aims to collect and recycle 832 Tons of used plastics by March 2020 with the help of leading Producer Responsibility Organisation (PROs) certified by Central Pollution Control Board. To minimise and prevent the evil of plastic from completely taking over the goodness of nature, Mother Dairy debuted a plastic waste collection and recycling drive.

The campaign will conclude on October 2, 2019, the 150<sup>th</sup> Birth Anniversary of the Father of Nation Mahatma Gandhi and take resolve to fight with all its might against the demon of plastics in the interest of mankind.

Mother Dairy has already commenced research to develop alternative packaging and delivery system to avoid the use of plastic altogether.

### **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 largest 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 under the 'Dhara' brand for edible oils and fresh fruits & vegetables, frozen

vegetables & snacks, range of unpolished pulses, honey, pulps & concentrates etc. under the 'Safal' brand. With evolving consumer needs towards healthy intake, Safal has also ventured into its varied range of 'Organic' produce. The range includes fresh fruit & vegetables and products like pulses, spices, rice, millets, dry fruits, wheat flour, etc. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.