



Mother Dairy builds 25-Foot Plastic Ravan; Does not Burn it, Sends it for Recycling

~Urges Consumers to Go for Plastic Packaging Free Token Milk~

New Delhi, October 02, 2019: On the 150th birth anniversary of Mahatma Gandhi, Mother Dairy today undertook a major awareness drive urging its consumers to reduce use of plastic. To drive home the point, the company commissioned a 25-foot effigy of Ravan using waste plastic collected from households of Delhi-NCR.

On the occasion, Mother Dairy also undertook an awareness-march at Buddha Jayanti Park, in New Delhi, that was joined by over 2000 residents from Delhi NCR comprising of its consumers, employees, ex-servicemen booth-operators and other stakeholders, who also took a pledge to reduce plastic usage.

The Ravan effigy was not burned but was dismantled and sent for recycling by IPCA, a Producer Responsibility Organisation certified by Central Pollution Control Board. The collection drive was carried in areas across Delhi, Gurugram, Noida, Faridabad and Ghaziabad; along with consumers depositing plastic waste at select milk booths in these regions. The drive was supported by leading NGOs for door-to-door plastic collection.

Elaborating on the initiative, Shri Sangram Chaudhary, Managing Director, Mother Dairy said, "As a responsible organisation, we feel it is our collective responsibility to create an awareness against reducing the use of plastic in our daily lives! The drive initiated is on similar lines and we duly thank the residents of Delhi NCR for supporting this initiative. It is with this united effort that we successfully achieved our target of collecting plastic from around 4000 households in the region before time and we added additional households in the last two days, collectively reaching out to over 5000 households of the region. We are also thankful to the consumers of Token Milk, who are contributing daily by buying Token Milk and leaving a green footprint every day. I am hopeful that more and more consumers will come out and cooperate in fighting this menace together as we embark on this journey of reducing plastic usage."

With rising awareness towards plastic usage and more consumers opting for Token Milk, the Company already has a capacity to process 10 lakh litres of Token Milk every day for supply in the NCR region. Mother Dairy is also working towards enhancing its infrastructure, mobile milk dispensing units to reach out to larger set of consumers.

At present, Mother Dairy Token Milk is priced at Rs. 40/litre, which is affordable by up to Rs. 4/litre compared to its packaged counterpart; the Company is incentivising the Token Milk to the tune of around Rs 90 crore annually. Token Milk helps in reducing the plastic use to the extent of 900 MT annually, wherein each household buying is contributing to the tune of >6 grams every day and annually each household contributes by saving around 2.30 kg of plastic.

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.

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.