



Mother Dairy Urges Consumers to Join #Swachhtagrah Movement To Reduce Plastic from Everyday Use, By Taking One Step At a Time

Rolls out a digital film titled [#Swachhtagrah](#) featuring renowned actor Tisca Chopra on the occasion of Gandhi Jayanti 2021, urging consumers to reduce their daily encounter with plastic.

01st October 2021; New Delhi: Mother Dairy, India's leading milk & milk products major and a wholly owned subsidiary of National Dairy Development Board (NDDB) has rolled out a digital film on the occasion of Gandhi Jayanti 2021, urging consumers to reduce the use of plastic whenever and wherever possible from their daily lives. The film stresses on the fact that how unknowingly we have imbibed the use of plastic in everyday activities.

The digital film features renowned actor Tisca Chopra leading the cause and subtly encouraging consumers to take one step at a time by making conscious choices. The digital film titled [#Swachhtagrah](#) has been rolled out across all social media handles of Mother Dairy including Facebook, Instagram and YouTube.

Talking about the new digital film, Mr. Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "In today's world, plastic has become one of the prime concerns due to its negative impact on planet earth. It would be untrue to say that we can completely eliminate the use of plastic, however, as a responsible citizen, we can look at different avenues where the usage of plastic can be reduced or restricted. Through this film, we intend to encourage our consumers to make an informed and a conscious decision. We can do our best if we collectively lend a thought towards the impact of our actions on mother earth and pave way for a better world for our future generations. Therefore, we urge our patrons and consumers to be mindful of their day-to-day plastic use by opting for alternatives with no or minimal plastic use."

Mother Dairy's digital film opens with a frame featuring the protagonist (Tisca Chopra) waking up one morning and going about her morning chores. The film wonderfully captures the fact that how we have surrounded ourselves with plastics knowingly and unknowingly, without comprehending the repercussions. The film highlights that we use so much plastic without realising and that as a responsible citizen, we do have a choice of reducing our daily encounter with plastics by taking one step at a time. The film further puts forward one such action point for its viewers – switch to products which avoid the use of plastic in its packaging.

The digital film can be viewed at: <https://www.youtube.com/watch?v=QxxcFLskySE>

Mother Dairy's Token Milk has been an integral part of the capital region since 1974 and is the only mass scale operational milk vending system in the country which offers an environment friendly, plastic packaging free milk on a wider scale. Being free of any plastic packaging, every litre of Token Milk purchased by a consumer helps in restricting plastic generation by approximately 3.85 grams and on an annualised basis by approximately 7 lakh kilograms.

In Delhi NCR, Mother Dairy operates around 3000 bulk milk vending units installed at its consumer touchpoints which includes milk shops, franchise shops, kiosks, mini shops, insulated containers, Kamdhenu mobile units, Container-On-Wheels (COW), etc. thereby offering convenience and plastic-packaging free milk to a larger set of consumers in the region.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974. It is now 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, MDFVPL is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. 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, unpolished pulses, pulps & concentrates, 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.