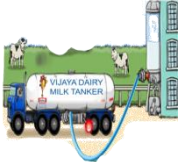


# OBJECTIVES



Procuring milk at the Village level and making Payment to the farmer by direct transfer of cash into account as per the FAT & SNF as recorded on the milk analyzers available at every village level collection centers.



Chilling the milk at clusters village and transporting it to a centralized dairy for pasteurization and further processing.



Supplying hygienic pasteurized and homogenized pouched milk at the door step of the consumer in Urban, Semi-urban and Rural areas.



Developing an integrated network of processing facilities in the form of BMCU/MCC and Dairies.



Developing a strong and extensive marketing network for marketing of milk & milk products.



Brand positioning and Brand development.



Supporting the dairy farmer in promoting the milk yield by supplying quality feed , fodder seeds through T.I.P



Ensuring optimum feed management through Ration Balancing Programme.