

Visit to Mother Dairy Plant, Patparganj, New Delhi



Introduction

As part of our academic curriculum at BIMTECH, we had the opportunity to visit the **Mother Dairy Plant in Patparganj, New Delhi**. The visit provided us valuable insights into India's largest milk processing brand, its operations, and its contribution to the White Revolution. Witnessing theory translate into practice was not only educational but also inspiring.

A Glimpse into History

Mother Dairy's journey is closely linked with the **National Dairy Development Board (NDDB)**, established in 1965. At the time, India was dependent on imported milk powder, often sourced from New Zealand due to its lower cost. With NDDB's "**Operation Flood**" launched in 1970, India transformed from a milk-deficient country into the **largest producer of milk by 1997–98**. This achievement, remembered as the **White Revolution**, is a cornerstone in India's journey toward food security and rural development.



Plant Operations and Process

At the Patparganj plant, we witnessed first-hand the scale of operations. The plant handles around 40 lakh liters of milk per day. The cooperative model plays a vital role here where milk is collected at the village level, pooled at district centers, and then processed at the state level.

Key processes followed at the plant include:

Clarification - Removal of impurities from raw milk.

Homogenization - Breaking down fat molecules into smaller units for uniform consistency.

Standardization - Adjusting fat/SNF levels as per product requirements.

Pasteurization - Heating milk to kill pathogens while retaining nutrients.

Fortification - Adding essential vitamins like A & D.

The plant also maintains strict quality checks, with 29 parameters tested before milk is packed. Preservation is ensured by chilling milk at 4°C, maintaining freshness until it reaches consumers.

Facilities and Technology

During the visit, we were taken around multiple facilities within the plant. A few notable highlights were:

1. Modern automated systems control milk processing, quality checks, and packaging, ensuring minimal manual intervention and consistent standards.

2. **Cold Supply Chain** – From chilling units to refrigerated tankers, the entire supply chain is temperature-controlled, guaranteeing product safety and longevity.
3. **Quality & Testing Labs** – State-of-the-art labs where adulteration tests and microbiological checks are carried out.
4. **Sustainability Measures** – Solar panels, water recycling systems, and waste management facilities, reflecting their eco-conscious approach.

Products and Diversification

Mother Dairy began with just one milk variant (3% fat), but today offers **8–9 categories**, including toned, double-toned, and full cream milk, along with value-added products such as flavored milk, ice creams, butter, curd, and paneer. The company also ventured into **Dhara edible oils (1988)** and fruits & vegetables through **Safal**, which processes fruit pulp with a shelf life of one year. Importantly, Safal's **fruit pulp is exported globally** to countries across Asia, and Europe, enabling Mother Dairy to extend its footprint beyond India and contribute to international food supply chains.

Sustainability Initiatives

The plant emphasizes eco-friendly practices such as:

- Solar panel usage.
- Water recycling and harvesting.
- Reduced plastic use and polythene alternatives.

These efforts reflect Mother Dairy's commitment not just to profit, but also to planet and people.

Farmer-Centric Business Model

One of the most heartening aspects we learned was Mother Dairy's philosophy:

Give maximum returns to farmers.

Take minimum margins from consumers.

To support farmers, they provide **veterinary health services, welfare initiatives, financial** linkages with banks, and even a toll-free **helpline**. This resonates with the spirit of "**Jai Jawan, Jai Kisan**".

Supply Chain and Quality Tests

Milk collection and distribution involve large tankers (over 11 lakh liters capacity) cleaned daily, with supplies coming in from Punjab, Haryana, and Rajasthan. Distribution is carried out through 2500 outlets in Delhi NCR alone, ensuring widespread availability.

We also learned about quick adulteration checks from their Team:

Soda test - Which convert White color into Pink color.

Urea test - Which converts White color into Lemon color.

Relevance for International Business (IB) Students

For IB students, the visit was especially significant. Mother Dairy's success demonstrates how a **domestic cooperative model can scale globally relevant lessons** in supply chain integration, quality management, and food security. The global export of **Safal fruit pulp** highlighted how Indian brands can successfully access and compete in **international markets**, meeting global standards of processing and packaging. Their diversification into oils (Dhara) and fruits & vegetables (Safal) reflects strategies in **portfolio management and market expansion**, crucial for global trade. Additionally, their quality standards and cold chain infrastructure align with **international benchmarks**, making their model adaptable across geographies.

Hospitality and Learning Experience

The **hospitality extended by Mother Dairy's team** made the visit highly engaging. From detailed presentations and plant walk-throughs to interactive Q&A sessions, they ensured we understood each process thoroughly. The warmth and openness of the staff in sharing technical, managerial, and business insights created an enriching academic experience.

Key Takeaways

Operational Efficiency: From village-level collection to retail outlets, the supply chain is seamless.

Innovation: Diversification into multiple categories and value-added products.

Sustainability: Strong focus on eco-friendly processes.

Farmer Empowerment: True cooperative spirit with welfare measures.

Nation Building: Playing a major role in making India self-reliant in milk production.

Conclusion

The visit to the **Mother Dairy Patparganj Plant** was an eye-opening experience. It was not just about milk processing, but about witnessing how a business can successfully combine scale, sustainability, and social responsibility. As students of management, the plant visit inspired us to think beyond profits towards creating businesses that serve society at large.



To make the experience even more memorable, we had a **gift session at the end** of the plant visit, where each of us received a token of appreciation from Mother Dairy. After this enriching session, we headed to Pacific Mall for lunch, where we relaxed and shared our learnings with each other before returning back. This blend of learning and camaraderie made the day truly special.