



Delhi Milk Scheme



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Dugdh

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President Dr. Rajendra Prasad and Prime Minister Pt. Jawahar Lal Nehru
 at the Inaugural Function of DMS (1959)

From GM's Desk

MOUNTING PRESSURE ON STATE DAIRY FEDERATIONS: Few decades ago selling of milk was considered a deplorable act in the rural belts of different States of India. It was said that selling milk was like selling your son. Supply of milk to the consumers in cities was met by the families keeping some cattle heads i.e. 5 -10 in the city itself.



Gradually the poor families residing in the villages adjacent to these cities took up selling of milk since they found it an easy way to earn their livelihood. Some milk sellers would collect milk from these villages and carry it and sell in the cities on their bicycles in iron cans. In villages which were far away from cities, the practice of selling milk took a very late start. When the Dairy Federations were being established in different states they did not get sufficient milk for processing and even if they could get it, the mentality of general public was such that they did not prefer to purchase and consume milk filled in pouches. As such it was a difficult task for the State Dairy Federations both to procure and sell milk. In the beginning there were no means to cool or chill the milk at village level and carrying the milk to Chilling Centres used to take about 4-6 hours. As a result when such milk after pasteurization reached the consumers its quality deteriorated and was least acceptable as compared to fresh milk. Gradually selling of milk became a good source of income at village level and the old traditions started weakening. With time, the technologies advanced and it was feasible to chill milk at the village level itself. Better roads and transport facilities made it possible to receive high quality milk at the Chilling Centres. The municipal laws in the cities prohibited keeping of animals and supply of milk to city consumer became difficult. Because of this reason and better quality, the packaged milk caught demand. The work and responsibility of State Dairy Federations increased. Gradually the demand of packaged milk increased as by now the general public could sense that chances of adulteration in such milk are low. All these factors led to a good impact on the State Dairy Federations to the extent that the quantity of milk being processed by them increased greatly and their area of operation also spread. This growing business attracted private players also and now the number of purchasers of producers' milk was more. As a result the milk producers could now hope better prices but the net result of all this was a very high pressure on the State Dairy Federations. During the summer season when milk availability was scarce, the consumers would

put pressure on the State Dairy Federations which under all circumstances were duty bound to supply milk to them. But since the Federations could not get enough milk in their milk shed area, they were forced to reconstitute a large portion of milk from skimmed milk powder and white butter. This would adversely affect profit margin of the Federations. Even the Halwais and other sweet meat sellers would purchase Federation milk from the market and prepare their products. This would act as additional burden on the Federation. The Dairy Federations through their primary efforts established the milk procurement infrastructure and the system and spent a lot on this process but during the summer season when the availability of milk becomes less, the private companies would pay a little more price to the milk producers and purchase major portion of the milk which was otherwise the right of State Dairy Federation. But during the rainy and winter season when the milk becomes surplus, these private companies disappear and the responsibility for purchase of this milk comes on the State Dairy Federations, while the situation in the market is opposite. People who earlier mounted pressure for the purchase of milk on State Federation now shift to other sources which are slightly cheaper even though their quality is poor. As a result the Federation has to cope up with the surplus milk and convert it into skimmed milk powder and white butter which again adversely affect the profit margin of the Federation. Thus the State Dairy Federations are under continuous pressure because being a public organization, they are accountable to the milk producers for purchasing their milk while the milk producer is not bound to sell his milk during the lean season when the Federation needs it. Additionally they are duty bound to make the consumers milk available as per their requirement in this season. On occasions they are unable to get even the commodities like skimmed milk powder and white butter from any source for meeting the requirement of reconstitution and thus milk supply to consumer. Similarly during winter season they are duty bound to purchase milk from the producing farmers but the consumers are not obliged to purchase the milk processed by the Federations and the people who hold protests against the Federations on the scarcity of milk, now do not cooperate with the Federations. Sometimes the situation becomes so grave that even after utilising their whole installed capacity, they are unable to convert the surplus milk into skimmed milk powder and white butter. Thus the State Dairy Federations are always on the receiving end but in the era of open market they themselves will have to find a solution to this agony and that too keeping the interests of the Dairy farmers and consumers in the mind.

- Balbir Beniwal

महाप्रबंधक की कलम से

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भ्रष्टाचार का निदान

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पारिश्रमिक का महत्व

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संकल्प

धन्यवाद प्रभु आपका, करूँ मैं बारंबार
समय से दफ्तर आ गया, छोड कुशल परिवार ।

शुरू करूँ अब काम मैं, उपजे शुद्ध विचार
सब ग्राहक संतुष्ट हो, देख मेरा व्यवहार ।

लाभ बढे व्यापार बढे, हो सेवा का विस्तार
डी. एम. एस. आगे बढे, नित होवे जय-जय कार ।

अब आगे विनती करूँ, मेरी सुनो पुकार
जा पहुँचूँ घर शाम को, मिले सुखी परिवार ।

Discipline In A Right Way



Liladhar, Milk Distribution Officer

- ▶ Bureaucracy aims to compensate the lack of discipline and inability
- ▶ Greatness is not a matter associated with circumstances but an outcome of steps taken with a full zeal and discipline.
- ▶ Wrong decisions are always wrong whether taken with positive attitude.
- ▶ In the absence of good and great persons, the far sight is useless.
- ▶ The creativity dies in the atmosphere of indiscipline.
- ▶ In this regard someone has said, "I do not know where to take this company but I know that if I do select a group of right persons, ask them right questions and enjoin them in a discussion or debate then nobody can be a hurdle for this company to be a big and successful company."
- ▶ To accompany wrong persons in a team, is an injustice with right fellows as they will be feeling that they are searching to meet out the shortage of wrong persons and when good persons realise that their efforts are being utilized to carry out the extra burden of others, they become disappointed.
- ▶ Being difficult or not being does not make a person run away from the company but a true man is identified or recognised by how he handles the difficult moments which come in his life. All the above facts may move towards the success only when there is discipline and self confidence.

Removal of Air Pockets While In-line Milk Processing

M. K. V. Ramanna, Section Manager



It is very common problem of formation of air pockets while receiving /processing milk into raw milk storage tanks/pasteurized milk storage tanks. These air-pockets cause hindrance to milk-flow, burning of pasteurizer plates, delay in milk processing & unloading of milk-tankers and extra time in milk standardization.

The common adopted way for removing the air-pockets from the line of milk reception and processing is to loose the nut before the milk pump and remove the air but this process has disadvantages like milk drainage, makes floor dirty and wet, invites house-flies and mosquitoes and extra water consumption.

In the Delhi Milk Scheme processing, reception and by-product section we adopted a different procedure of removing air-pockets by welding a 25 mm SS pipe line with valve after the milk pump and the outlet of this line is connected to the milk balance tank. During processing the valve is kept slightly opened to facilitate removal of air pockets while the milk falls in the milk balance tank. The above adopted procedure has advantages like saving milk drainage, keeps floor clean & dry, inhibits house-flies and mosquitoes and reduces water consumption. In this way we have reduced our fat loss by avoiding precious milk drainage, increases the plant efficiency and decanting speed of milk tankers.



Officers and staff of DMS participating in a training programme on HRD

कविता



जननी ने दिया हमें दूध उपहार,
जिस ऋण से हमारा नहीं उद्धार,
जो बना जीवन का आधार,॥

दूध की क्वालिटी को क्या देखना,
जब हमारी है दिल्ली दुग्ध योजना,॥

न्यूजीलैंड ने दिया उपहार, किया बड़ा भारत पर उपकार,
धन्य-धन्य चाचा नेहरू व राजेन्द्र बाबू की हो जयकार, ॥

देश का गौरव दिल्ली की शान,
डी०एम०एस० को मिला जो इतना सम्मान,॥

अमीर, गरीब जनता की पुकार,
शुद्ध दूध है जीवन का आधार,॥

दिल्ली की जनता को शत्-शत् प्रणाम,
जो डी०एम०एस० का करते इतना गुणगान,॥

काली प्रसाद सिंह

Trainings Organized by HRD Section, DMS

Date	Topic	Faculty
15.05.2014	Decision Making & Problem Solving Techniques	Central Board for Workers Education, New Delhi
19.06.2014	Leadership for Effective Supervision	Central Board for Workers Education, New Delhi
25.06.2014	The Art of Effective Communication for Efficient Team Work- A Need for a Well Managed Organization	Central Board for Workers Education, New Delhi

Designer Milks

Hari Om, Sr. Analyst and Madan Pal Singh, Shift Manager



Today's consumers are more concerned about health which is increasing the demand of custom-made products across the globe. The first and the foremost preference of health conscious people is controlled and desired diet. To cater to the need of such people, food is tailor made to



suit their requirement and it can be termed as "Designer Food". Designer Milk is an important category of such food which is nutritionally or genetically modified, may be rich or poor in specific milk components that offer the consumer greater health benefits. The terms "Designer Food, Functional Food and Nutraceutical Food" do not have any regulatory standard but they are alternative expressions that have become increasingly popular among the consumers.

Milk is synthesised by animal body from the feed that is given to the lactating animal. The fat is synthesised from the fatty acids that are present in green fodder or otherwise. Similarly, quality of protein is also partially effected by the feed. Therefore, the composition of milk can be altered through nutritional interference. Another way of altering the milk composition to the desirable nutritional requirement is biotechniques such as breeding transgenic dairy animal.

Milk Can be designed to give altered fatty acids and amino acid profile, higher protein levels, less lactose and also making milk β -lactoglobulin free. Dairy biotechnology has come to the rescue of scientists for altering milk composition to the desired standards in a great way. Such techniques have also proved beneficial in the animal and human health promotion through genetic manipulation. Such milk with altered structure of casein and lipid profile, increased protein recovery, containing nutraceutical are advantageous in many processes required for specific purpose.

Humans are benefitted because of tailored milk in a way that they contain higher level of essential and healthy fatty acids such as conjugated linoleic acid (CLA) and omega fats, amino acid profile with improved nutritional

value, higher level of proteins for muscle repair and building, low level of lactose which reduces the chances of lactose intolerance, absence of -lactoglobulin that otherwise causes allergy. Transgenic animal produce milk which contain higher level of human lactoferrin which are strongly anticancer agent, lysozymes which act against bacteria and lipases that may help in fat digestion and such milk can be deemed as humanized milk because of their characteristics similar to the human milk. This is to great advantage of an infant. Using similar technology, animals can be made to produce milk which contains substances of therapeutic value for e.g. plasma protein, insulin, several drug compounds and antibodies which may act as vaccine for humans.

In the coming days Designer Milk, Nutraceutical Milk, Humanized Milk and Specialized Milk may have an excellent market share in the coming decade and according to one estimate their annual market is valued at \$400 billion.

जय हिन्दी

जय हिन्दी जय हिन्दुस्तान, हिन्दी से बना है हिन्दुस्तान।
हिन्दी से बना है देश महान, हिन्दी का क्यों न करूँ सम्मान॥

हिन्दी है जन-जन की भाषा, हिन्दी पर हम सबको आशा।
हिन्दी हम सबकी संस्कृति, हिन्दी की फैली विश्व में कृति॥

हिन्दी राष्ट्र का गौरव है, हिन्दी का दुश्मन कौरव है।
हिन्दी में अंग्रेजी आये, हिन्दी को पर हिला न पायें॥

हिन्दी में था सुभाष का भाषण, डोल गया अंग्रेजी शासन।
हिन्दी में था गाँधी का नारा, आजाद हुआ था देश हमारा॥

आओं मिलकर करें प्रण, हिन्दी का करें चयन।
हिन्दी का सब करें सम्मान, सज्जन का है यही एलान॥

जय हिन्दी जय हिन्दुस्तान, हिन्दी से बना है हिन्दुस्तान॥



सज्जन कुमार झा

DMS staff members retired during the period May to July, 2014

S.No.	Name	Designation
1.	Sh. Satrugan Singh	Skilled Operator
2.	Sh. Pryag Dutt	Semi Skilled Operator
3.	Sh. Pratap Singh	Mechanic
4.	Sh. Ganesh Kumar Verma	Administrative Officer
5.	Sh. Rati Ram	Lower Division Clerk
6.	Smt. Sumitra Devi	Mate
7.	Sh. Abhed Narayan Jha	Berar (Canteen)
8.	Sh. Hanuman Das	Skilled Operator
9.	Sh. S.C. Gupta	Asstt. Milk Distribution Officer
10.	Sh. Seeta Ram Mahto	Mechanic
11.	Sh. Vishwanath	Semi Skilled Operator
12.	Sh. Amar Singh	Semi Skilled Operator
13.	Sh. Vijay Ram	Tea Maker (Canteen)

Milk Supplier Friendly Policies of DMS

Anil Kumar, Section Manager



DMS purchases required milk for processing giving first priority to the State Dairy Federations (SDFs). After meeting the requirement of milk from supplies made by SDFs, remaining milk is purchased from other agencies like cooperative societies/milk producers companies and other private firms/companies etc. Prior to Dec, 2013 the milk purchase price was fixed by the Mother Dairy in the garb of NMG (National Milk Grid) prices. As the NMG no longer exists on day, the Deptt. of Animal Husbandry, Dairying & Fisheries, Govt. of India de-linked the fixing of milk purchase price from Mother Dairy and authorised fixation of price at DMS level. Now Prices are fixed keeping into various factors like the purchase price offered by the Federations to the Milk producers, availability of milk in the region and other such relevant factors. During the lean season DMS has given incentives also to the milk Suppliers in the current year for improving overall intake of milk, thus making the milk suppliers assertive. As a result of this now DMS is receiving proposals from State Dairy Federations and various other milk suppliers. The payment cycle for SDFs is for 8 days & for cooperative societies/pvt suppliers is for 5 days and DMS ensures that at the end of the cycle the payment reaches to its supplier maximum within 4 working days. The timely payment has encouraged the suppliers to associate themselves with DMS as it helps the suppliers in making timely payment to milk producers. Thus DMS is indirectly also helping milk producers. During flush season despite of sufficient milk supplies from SDFs, DMS assures the acceptance of minimum agreement quantity with the suppliers who have entered into the agreement with DMS.

Transparent system, testing accuracy, timely payment and co-operation at every level are the major component of DMS's supplier friendly policies because the system works for mutual benefit of both DMS & milk suppliers.



GM, DMS interacting with students of LUVAS



1st Batch of LUVAS students completed training



Officers regularly visiting societies in village



GM, DMS addressing officers and staff



Milk day celebration in DMS



Children drinking DMS milk on milk day

*With Best Compliments From:
M/s White Ganga Milk Foods Pvt. Ltd.
48, Tejaji Nagar, Near Somani Hospital
Mahesh Nagar, Jaipur, Rajasthan*

*With Best Compliments From:
M/s B.K.Anand Foods Pvt. Ltd
173, Kapil Vihar, Pitam Pura
New Delhi-110034*

*With Best Compliments From:
M/s Chintu Dairy Abohar
Nai Abadi St.No.6, H.No.3761,Abohar, Distt. Fazilka
Punjab*

*With Best Compliments From:
M/s Pareek Milk Chilling Centre, Tara Nagar Road
Sardar Sahar Tehsil-Sardar Sahar
Distt. Churu, Rajasthan - 331403*

*With Best Compliments From:
M/s Urmil Moreish Foods Pvt.Ltd
Sh. Shyam Baba Ice Factory, Rohtak Road Vill. Rawaldhi
Tehsil.Ch.Dadri, Distt. Bhiwani, Haryana - 127306*

*With Best Compliments From:
M/s Ansh Dairy
Narwana Patiala Road,
Narwana, Distt-Jind, Haryana - 126116*

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