

## SUPPLY CHAIN MANAGEMENT OF “MOTHER DAIRY”

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- 1. Introduction:** Mother Dairy was commissioned in 1974 and is a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was an initiative under Operation Flood. The world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy manufactures markets and sells milk and milk products including cultured products, ice creams, paneer, and ghee under mother dairy brand. The company also has a diversified portfolio with product in edible oils, fruits and vegetables, frozen vegetables, pulses, processed food like fruit juices, jams, etc. The company over the last many years has created a market leadership position for itself in branded milk segment in Delhi and NCR through a robust network of its booth and retail channels. It has also expanded its reach to other regions in North, South, East and West. Mother Dairy is an ISO 9001:2000 and Hazard Analysis Critical Control Points (HACCP), ISO 9001:2008 (QMS), ISO 22000:2005 (FSMS) and ISO 14001:2004 (EMS) certified organization.
- 2. Crafting Of Food:** MD is committed to deliver products which meet all regulatory, industrial, consumer quality and food safety requirements to consumers.
- 3. Achieve this by:**
- ⇒ Implementing International Management System Standards (ISO)
  - ⇒ Implementing robust Mother Dairy Management System, an internal system, developed to meet the all Process Requirements based on National and International Standards
  - ⇒ **Process Optimization:** Constantly working on latest Innovative Technologies
  - ⇒ **Auditing and Assessments:** Mother dairy has established A frame work for Auditing and Assessments of Complete Food Chain
  - ⇒ Bench Marking, Best-In-Class requirements
  - ⇒ Capability Development across the Organization
  - ⇒ Customer Satisfaction
- 4. Supply chain management for milk:**
- Procurement:** They will collect the milk directly from individual farmers, or from

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Dairy cooperatives: These are the organizations formed by groups of dairy farmers. These cooperatives collect milk from their members and then supply to Mother Dairy, or from Milk aggregators: These are intermediaries who collect the milk from multiple small scale producers or farmers.

**Quality check at village collection centre:** The milk was tested in four different stages before going to mother dairy plant. First we have to ensure healthy and hygienic cattle before milking. After that the stage 1 test will be done at collection centre. Before going into Milk chilling centre stage 2 test will be done for all adulteration, the stage 3 test will be done before going out of milk chilling centre. The last stage 4 test will be done before going in to mother dairy plant.

**Transportation:** The milk was supplied to the dairy through insulated tanks under refrigerated condition to maintain freshness and quality of the milk. Strict Quality check will be done at the Dairy units. Then the milk was unloaded into huge insulated stainless steel storage tanks.

**Processing:** Filtration, clarification, pasteurization, chilling, filling for liquid milk category. Dairy products category homogenization, vaceration, ultra heat treatment, evaporation, dehydration etc.

**Cleaning and sanitation of the equipments (CIP):** By using '5T' principles

viz. Technology, Time, Temperature, Turbulence and Testing

**Packaging:** The filling and packing is considered to be most sensitive operation having appropriate access control. Zoning principles are applied in these areas to avoid any cross contamination in finished product. Online quality control checks (e.g. net weight, leakages, seal integrity, batch coding, packing material quality, filling temperature etc.)

**Product testing and release:** Mother Dairy's product testing and release process is a comprehensive approach that integrates R&D, quality assurance, regulatory compliance, and market testing to ensure that only high-quality and safe products reach consumers. This meticulous process helps in maintaining the brand's reputation and consumer trust.

**Distribution:** Mother Dairy's distribution strategy is designed to ensure that their dairy products are delivered fresh, safe, and efficiently to a wide range of consumers. By leveraging a well-coordinated supply chain, advanced logistics, and a robust retail network, Mother Dairy maintains high standards of quality and accessibility in their distribution operations. All the trucks that deliver milk have specified guidelines to bring back 100 liters of milk after distribution. This is done in order to test the delivered milk and to ensure that the tankers are not adulterated during distribution. To ensure freshness the

collection and distribution points are always chosen such that the travel time between them is always less than 36 hours.

#### 5. Distribution channels:

- ☛ **Token Distribution:** Also termed as “Lohekibhains”, is an automated milk vending machine.
- ☛ **COW (Container On Wheels):** Manual milk distribution program in which cycle rickshaw are employed for milk distribution.
- ☛ **Retailers:** Packaged milk is distributed via retailers.

#### References:

1. <https://www.motherdairy.com/Category/about-us>
2. <https://www.scribd.com/doc/28823165/History-of-Mother-Dairy>
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4. <https://www.nccd.govt.in>

