

Success Story of Pune District Coop. Milk Producers Union Ltd. (Katraj Dairy)



Celebrating Diamond Jubilee Year
1960-2020

1) Brief history of Pune Dist. Coop. Milk Producers Society Ltd.

Pune Dist. Coop. Milk Producers Union Ltd. Was established on the 7th March 1960. Late Appasaheb Bandal had taken lead in establishment of Pune Dudh Sangh. After the establishment of the Sangh formal working started from December 1961. At the time of establishment, the Sangh had no land as well as Dairy of its own. In the early days, the Sangh used collect the milk from the various village coop. dairy societies and used to supply it to the Government Dairy. West German Consumers Coop. League had sanctioned dairy machinery of Rs.14 lakhs to establish a dairy project in Bhore taluka for the development of Maval block. However, there was no unanimity about the location of the dairy. In the meantime, Late Shri R. D. Patil Chairman of Karad Milk Union

(Koyana Dairy) had established Maharashtra State Coop. Milk Federation in 1967 and through it the Bhore project machinery of German organization, established a dairy project at Katraj and this is the today's Katraj Dairy. Later on, this project sustained a huge loss, the Government sold this project along with its loan liability to Pune District Milk Producers Union Ltd.

Under the Chairmanship of late Mamasahab Mohol the Pune Dist. Milk Producers Union purchased this project for Rs.64 lakhs in June 1972, i.e. the erstwhile Bhore project means present Katraj dairy came into the ownership of Pune Dist. Milk Union Ltd.

At that time the Government used to sale the milk. Coop. producers' societies were not allowed to sale the milk. However, late Mamasahab started the milk distribution in sealed bottles in Pune city without waiting for the Government permission for the interest of the milk producers. Because of this distribution for the milk produced own market was available. Those days for purchase of milk card issued by the Government was necessary. Although the area of operation of the Pune Milk Union was the entire Pune District the sufficient milk was not available. Bhore, Velha, Mulashi being hilly track during summer due to not availability of water, milk production was less. At that time Wada surroundings from Khed taluka was collecting 7 to 8 thousand litters of milk. Ambegaon taluka used to collect 5 to 6 thousand litters of milk. Pimpalgaon society alone was collecting 3 thousand litters. Since milk sale was being made in Pune city there was a need to maintain consistent supply of milk. For this purpose, the timely payment of milk purchased was required to be made to the dairy farmers. However, due to loan instalments there used to be some delay at times. At

that time, because of the confidence gained by Hon. Ashokrao (Anna) Mamasahab Mohal – the then Chairman of the Pune Milk Union. Hon. Ashokraoji arranged loan from Bank of Maharashtra and managed to pay the staff salary also in time. In due course of time the Bank loan was repaid. The arrangements made to collect milk through the use of launch in Mulashi / Velhe talukas beyond the catchment areas which were not accessible, was a unique one. These arrangements were applauded by the domestic and the foreign dignitaries visiting the dairy.

In those days the dairy farmers were required to visit Pune to collect the sale proceeds of the milk. This was a costly arrangement as the dairy farmers were required to incur travel cost as well there was a risk of pick-pocketers. To mitigate this problem arrangements were made to open the dairy farmers bank accounts in the nearby Branch of Bank of Maharashtra. Later on, when Anna became the Chairman of the Pune District Central Coop. Bank Ltd. arrangement was made to transfer the sale proceeds to the Milk Society's account which in turn used to credit it to their concerned member's account. Even today, this system is in vogue.

2) Top Management

Right from the inception the management of Katraj Dairy has been vested with a Board of Directors drawn from various walks of life and who have vision for the development of this Dairy on sound footing. The board consisted of 16 members elected by the shareholders of the dairy. From the beginning of the dairy the Chief Executive of the dairy was on deputation from the Cooperative Department. These officials on deputation from time to time were managing the affairs of the dairy, they were

having rich administrative experience but they were having one foot in their original department from where they were picked and as and when they get their promotion or they are called back by their department due to exigencies (demands/ emergency) they were replaced by another official on deputation. This used to create fragmented approach and lack of consistencies in the administration. Qualitative and consistent improvement in the performance was missing and the dairy was receiving set back.

Right from the year 1983 Katraj Dairy is availing various schemes from NDDB under Operation Flood II. However, it was in the year 1999-2000 the Katraj Dairy applied for its rehabilitation project with 100% subsidy of Rs. 5.30 crores from National Dairy Development Board. The NDDB had observed in its appraisal of the proposal the above discussed negative aspects and therefore, had put up a condition that the Chief Executive of the Katraj Dairy should be selected from amongst the regular supervisory staff. The sanctioned subsidy was availed and as a part of fulfilment of the sanctioned term appointed Dr. Vivek Hindurao Ksheerasagar – who was then working with the dairy in the capacity of Manager. He was studious, promising, dedicated and had a matured pleasing personality to head the administration and development of the dairy.

This was the turning point so far as the future of the Katraj dairy. The Managing Director in a short span of time upon taking the charge of the office, obtained grip of the organization and started thinking of development of the dairy with the cooperation and involvement of the staff under the guidance of the Board of Directors and officers of the Cooperative Dept. and Dairy Departments of

Governments of Maharashtra and NDDB, An action plan was drawn and one by one steps were initiated to achieve the planned tasks within the framework originally accepted.

In the 97th amendment to the Indian Constitution and in compliance with its obligation and expert director (having expertise in cooperation, marketing, animal husbandry, dairy etc.) duly approved by the Cooperative Department was inducted in the board and since then the Board is appointing an expert director whose presence in the board is benefiting the dairy on a continued basis. Currently Mr. Anil Hatekar - from National Dairy Development Board is the expert director on the Board.

The learned board in a short time after seeing the results and the approach of the Managing Director, also realized the difference between C.E.O. on Deputation and the C.E.O. from within. The board wholeheartedly supported the Managing Director (M. D.) to realize his development plans.

Katraj Dairy Management is vested in the Board of Directors elected by the shareholders. The dairy is fortunate to have members of the board drawn from various walks of life and they are having rich experience in various fields. The board is visionary and is committed to the cause of the dairy farmers. The dairy is very much benefitted of their rich experience in attending to the day to day working of the dairy smoothly. The board is pragmatic and very well studied. Their guidance from time to time is a big asset. The board is very much supportive to the implementation of the various new ideas to improve the working of the Katraj Dairy.

3) Management Development for Sustainability

Right from the beginning the M. D. believed delegation of authority and responsibilities and that he alone cannot take the dairy to a newer height but for the cooperation and guidance of the directors and unstinted support from the human resources of the organization. He believed that amount spent on the training and development of the human resources is not an expenditure but an investment which pays good dividend for a long time. Realizing the importance of management development, and knowledge of the dairy activity, upon the election of the directors, Katraj Dairy started imparting training to the directors on various aspects. For this purpose, experts visiting faculties were invited to the dairy to broaden the knowledge of the participants. The Board of Directors also appreciated this approach.

There is a saying in English that seeing is believing. As a part of management development Katraj Dairy started arranging visits of the directors to some prominent well managed dairies in various parts of India and abroad.

One thing is worth noting that the M. D. has been documenting these visits and appraising the board as to the benefits derived from these visits from time to time.

Katraj Dairy arranged a study tour of the board after every election and they visited the office of the National Dairy Development Board, got themselves acquainted as to how the NDDB schemes are helpful to the district dairy unions and the support it extends to the dairy organization in India. The director also extended visit to Amul Dairy – the flag ship dairy project of India. This visit certainly helped the visiting directors to know how use of

advanced technology can turn around the face of the dairy industry. This insight was cashed by the M. D. . in the subsequent period by formulating various schemes with the assistance from the NDDB. The implementation of these schemes has face lifted the Katraj Dairy over the years.

For the first time, the Chairman, Board of Directors, and the M. D. visited Israel and Egypt. Seeing the benefits of the study tours of various well managed dairy units, Katraj dairy decided that once in five-year term of the Board of Directors, a study of the directors is to be arranged to various developed countries and to learn from their experiences. Accordingly, in the year 2012. The progressive board of directors at the invitation of the Secretary General of the Dairy Association of China who were hosting World Dairy Expo in June 2012, the Katraj Dairy Board visited China and the World Dairy Expo. These visits were certainly helpful in broadening the horizon of the Board and to know the development achieved by the developed countries of the world in the dairy industry.

In the year 2015 the newly elected directors study tour was organized in which they visited Banas Kantha dairy at Palanpur. This visit had a significant change in the mindset of the directors, their involvement in the participation in the deliberations in the Board meetings substantially increased in the process the Katraj Dairy has been benefited.

In the year 2018, during 19.10.2018 to 27.10.2018 Katraj Dairy all directors visited Australia and visited modern cattle farm, and dairy managed by robots.

Katraj Dairy's Concern for Food Safety

In order to ensure the Food Safety of its products which were in very good demand, the dairy focused its attention to ensure quality of the products and decided to adopt Quality Management Systems at every stage and in a short span of time the dairy was successful in obtaining ISO: 9001: 2000 and HACCP in October 2006. The same was updated to ISO: 9001: 2008 and HACCP and in December 2015 there was a leap forward to ISO: 22000: 2005. Continuing the same policy, the dairy is now aspiring for ISO: 22000:2018 in the year 2021.

NDDDB is concentrating on promoting Cooperative Strategy in Dairying in India and focusing on sale of quality milk and milk products. NDDDB has prescribed certain stringent parameters and those dairies which fulfil these parameters are awarded a Quality Mark Award. Katraj Dairy was the 1st recipient of this award from the Maharashtra State on the 8th May 2018 and it continues to maintain the same quality even today.

Training to the Dairy Staff

Katraj Dairy established a regular training set up at the Katraj Dairy campus and a regular staff was assigned to it which formulates various training programs for the staff according to the training needs identified by the Sr. Executives. Both technical as well as administrative training is regularly imparted to the staff to sharpen their skills and to keep them abreast of what is happening in the dairy world, all over the globe. There is a regular faculty and also renowned visiting faculty is also invited to impart training.

Training to the Dairy Farmers as well as the Primary Dairy Society's Managing Committee Members and the Secretaries.

In order to extend the benefit of the training Katraj Dairy also started imparting training to the grass root level from where the milk is collected. Short duration courses for the dairy farmers on various dairy aspects, for the directors of the Dairy Societies and the Secretaries who are in charge of the administration of the primary dairy society are regularly organized. The syllabus for each program depending upon the target group is being updated from time to time which interest the participants.

The training outfit uses advanced technology in their training programs and also organization screening of audio-digital shows which increases the canvas of the viewers.

The Training Centre has also developed a library for the staff of the dairy under the able guidance and supervision of Mrs. Archana Narute, which enable the dairy staff to remain updated all the time.

Katraj dairy also deutes its staff for training to various renowned institutions e.g. Vaikunth Mehta National Institute of Coop. Management, (VAMNICOM), Institute of Rural Management, Anand (IRMA) NDDB, etc. and this helps the participants to interact with each other and in the process know what is happening in the other dairy unions.

4) Action plan to achieve a daily collection of 2 lakh ltrs. of Milk

- a) An action plan was prepared with the involvement of all the concerned departments to achieve a daily collection of 2 lakh ltrs of milk and the same sub-divided in various parts and specific tasks were

assigned giving a time frame to accomplish those tasks. The plan was reviewed at quarterly interval and suitable modifications were made wherever warranted, without changing the ultimate goal.

In this action plan the dairy farmer who is the key person in the entire operation was given due importance and rapport with these dairy farmers was improved step by step. A confidence was created amongst the minds of the dairy farmers so that peruse the dairy activity vigorously. The village level dairy societies were extended requisite support in all respects and this started yielding result.

- b) We strengthened our extension machinery and increased the frequency of their visits to the dairy farmers, primary milk collection societies and sorted out their problems if any on top priority so as to build confidence of these stakeholders.

The dairy development got boost up in 1983 when NDDDB launched Operation Flood. NDDDB provided tankers and the Katraj Dairy established following chilling plants in its area of operation.

Sr. No.	Location	Established on	Capacity in Ltrs.
1	Katraj Dairy, Pune	1.6.1972	2,00,000
2	Bhor	5.11.1983	20,000
3	Avasari	2.04.1986	50,000
4	Pait	16.06.1986	50,000
5	Varvand	2.09.1990	50,000
6	Wada	28.01.1993	10,000
7	Otur	17.09.2005*	50,000
8	Kondhapuri	1.04.2007*	10,000
9	Nayagaon	17.05.2008	10,000

* Purchased from the Govt. of Maharashtra

- c) **Efforts made for increase in milk supply**
- ❖ Implementation of different projects of Govt. & NDDB. Such as: a) National Dairy Plan, Deworming and Ticks Infestation Control, Mastitis Control etc.
 - ❖ Formation of New DCS.
 - ❖ Training to them
 - ❖ Stipend to the secretary to run the DCS
 - ❖ Supply of milk collection accessories.
 - ❖ Visits to other state dairy visit.
5. **Steps taken to reduce the losses to make the dairy unit profitable. Milk collection process reorganization of milk routes**
- ❖ Clean Milk Production
 - ❖ Installation of 134 Bulk Milk Coolers
 - ❖ Input Facilities for Farmers like- Different levels of training to farmers, Management committee members of DCS, Secretary etc.
 - ❖ Making of Milk Routes to reduce the time & losses of milk.
 - ❖ Adulteration kits to all DCS, BMC Chilling Plants.
 - ❖ Technical Trained staff to control & check the quality of milk at door step of DCS
 - ❖ Implementation of schemes to uplift the farmers income.
 - ❖ Started the Chilling plants like Kondhapuri, Otur, Naygaon
 - ❖ Conversion of Plastic & aluminium cans in SS Cans.
 - ❖ Scientific Rearing of Animals in shed for this made a Gir Cattle Shed in Katraj Dairy Premises. So, it can be an excellent example of profitable dairy& how to make & take the profit from animals' dung & urine by products. (Panchagavya based products)

6. Growth in Women Membership and efforts put in for its further growth.

As per the statutory requirement, in each Dairy Coop. Society two seats are reserved seat for women and in compliance thereof, we have two women members on our Board of Directors.

Now we are having 154 Women's Dairy Coop. Societies with 10396 women members. Quantity of milk procured through these women members/ DCS (in LPD) is 37900

1. Due to this Project the women get exposure they can see the technologies used in dairy & Cattle farms.
2. Even they see their Milk Union & how the milk is processed & by products are made.
3. Actual implantation of knowledge what we acquire in our education.
4. Transparency in communication also they can discuss with us about their personal or family problems.
5. It's a platform to transfer the knowledge from Lab to Land.
6. We conducted health camps regarding animal's health issues.
7. Rearing the animals through scientific way they are getting a good income from this business.
- ❖ More sincerity & learning capacity had seen in them.
- ❖ In Katraj dairy previously having only 7 to 8 women staff but currently having well trained officers' staff of about 63 working at each and every stage in dairy.
- ❖ Union has allowed all the self-help groups to sell their product to the customers. Also, for this union has given the land for their use where they can promote their products.

- ❖ Yashodhan is the Women's Industrial Coop. Society Ltd. Is working & run by the women in Katraj dairy

7. Sources of funds for the developmental activities.

Right from the inception of the Katraj Dairy it has been fortunate to have wholehearted support from the Pune District Central Coop. Bank Ltd., National Dairy Development Board, National Coop. Development Corporation (NCDC) as well as National Cooperative Dairy Federation of India Ltd., various Central as well as State Government subsidies. The Dairy is following a conscious policy of ploughing back of profits. In the beginning the dairy has also inducted individual's as its members.

8) Technology upgradation

As a part of Dairy's Policy research and development is always encouraged. Right from the year 1985 the Katraj Dairy is consciously following a policy of adoption of latest technologies in its working. The dairy has a well-equipped laboratory to conduct various tests to maintain quality of its products. the quality standards through well-equipped laboratory, administration department, environment and input section. Induction of technically qualified staff. Value added products from milk and the purchase of new machinery and equipment for the same. Milk processing facilities – Chilling Centre at Taluka level, introduction of Bulk Milk Coolers (BMC) started from 2007. First 20 BMCs were established under Central Govt.'s Scheme of Clean Milk Production of Rs.1.6 crores with 75% subsidy.

9. Actions initiated on the Marketing Front

Similarly, the Action Plan which has been dealt at para 3, plan for achieving the marketing of the milk collected, processed, strategies were chalked out and the same was taken for implementation. Accordingly thrust was given on establishing marketing outlets at the potential centres in Pune and other surrounding districts. It was also decided to broaden the product mix and for that purpose Milk based varieties of products have been introduced in the market.

In all these efforts we have always kept an eye on the quality of the products so as to achieve a market reputation. We developed a sound quality control policy and established a well-equipped laboratory for testing of our various products. We are proud to mention that our team work resulted positively and the signs of improvements and realization of the action plan were seen, which encouraged the commitment of the staff.

It is gratifying to state over here that the Board of Directors of the Katraj Dairy always supported our ideas and plans for development of the Katraj Dairy.

The 21st Century is a knowledge and technology driven century and in order to keep with the times, we also adopted a sound policy for advanced technology in our working. At present the following areas are fully computerized and the efforts are on to achieve complete

10. Concern for the Clean Environment

Katraj Dairy is very much concerned with the Conservation of Environment and to promote Renewable

Sources of Energy. This concern has been actively displayed in our following actions. We will continue to contribute to this cause in times to come.

- a. Keeping in view the importance attached to the Sustainable Development of Environment the Katraj Dairy established a full-fledged Environment Department in the year 2010 and appointed specially qualified staff.
- b. Effluent Treatment Plant with a capacity of 300m³ per day has been established. Environment Dept. pH, BOD, COD, TDS etc. are checked regularly in its inhouse well equipped laboratory.
- c. The department meticulously follows the rules and regulations prescribed by the Maharashtra Pollution Control Board (MPCB).
- d. In the year 2009-10: there was surface aeration system. In 2011-12 the same was modified into diffused type system and in 2017-18 installed tertiary system with Sand and carbon filter to achieve good quality of effluent. The water is being used for gardening in the dairy premises, vehicle washing and civil construction in Katraj.
- e. The dairy celebrates World Environmental Day on 5th June every year and Agricultural Day on 1st July. Through these celebrations the dairy participates in tree planting programme. The dairy distributed 10000 drumstick saplings to Dairy Cooperative Societies and Chilling Centres.

- f. In the year 2016-17 Katraj Dairy Terrace installed a Solar Water Plant with 1200 LPD which heat water upto 70⁰ celcius, which reduces fuel for boiler energy.
- g. In the year 2018-19 through the NDDB's assistance a 5 KW Solar Photovoltaic plant has been installed at our Kathapur Bulk Cooler centre. This saves energy of our plant and the surplus generated is sold to Maharashtra State Electricity Distribution Co. Ltd
- h. Since 2013 the Dairy is using Agro-based Briquette for its boiler to save furnace oil consumption. Installed bag filter to stack to avoid Air Pollution.
- i. In the year 2016-17: The Dairy has undertaken Rain Water Harvesting for its Bore in the dairy campus which recharges the borewell and thereby reduces the runoff of rain water.
- j. August 2018 the Environment Dept. developed a fish-pond in final water treatment plant to check the quality of effluent. It resulted in increase in weight of fish from 2 gm. To 1.5 kg. and survival time also increased for more than two years. This scientific paper is in the process for publishing in the International Conference.
- k. In the year 2019 The department developed compost unit using dry leaf waste from the garden which was earlier burnt addition to the Air pollution. Within a period of 6 months we could get 1150 Kg. of compost from three units. The compost is being used for plants and tree nourishment.
- l. From the year 2015 under National Dairy Plan -1, we are participating in the Environmental and Social

Action Plan (ESAP) and the dairy farmers from SC/ST categories are being imparted training to create awareness about importance of dairy activity for livelihood.

- m. Katraj Dairy has received 5 (Five) Energy Conservation Awards from Maharashtra Energy Development Agency (MEDA) under Dairy Sector.
- n. Environment Department conducted census of trees in the Dairy campus and name board of each tree with serial number have displayed.
- o. In the year 2019 Katraj Dairy has taken Certification of ISO 14001:2015 for Environmental Management System.

11. Marketing Strategies

- ❖ 1985 – New booths opened for the customers so they can easily get the Enjoy flavoured milk & Amrakhand.
- ❖ 1985- In order to make timely, payment of milk to the Dairy Cooperative Societies (DCS) Katraj Dairy had approached to State Bank of India, Maharashtra Bank & Pune Dist. Central Coop. Bank. Payment of milk through the DCS bank accounts without any commission was arranged.
- ❖ 1994- Karaj Dairy started supplying milk & milk products in Pune & Pimpri Chinchwad area with the help of their staff but in 1995 the first distributor was appointed in that Pimpri Chinchwad area.

- ❖ In 1996 more 5 distributors were appointed.
- ❖ 2005 – Now there are total 14 distributors working for Katraj Dairy.
- ❖ 2005 Through Perspective Plan from NDDB we made new MRD Dock & Washing Center for Tankers & Milk Vehicles.
- ❖ As there was a more demand for High Fat in the market as per the feedback from marketing section Katraj Gold Buffalo Milk has been introduced in the market. It is latter on named “Katraj Malai” in 2007.
- ❖ Purchase of Insulated Vans in 2007-08 for marketing of milk & milk by products.
- ❖ 2007-08 started Cup Dahi & Plain Butter Milk.
- ❖ Till this year the supply chain was Katraj Dairy – Retailer- Customer then after 2009 it became Katraj Dairy –Distributor - Retailer- Customer. So, within a short time we could reach many customers. After this the distributors were asked to supply the milk & milk products to all the grocery shop in their area so the products will be available full time for the customers.
- ❖ Till 2010 there was a small range of products but after year 2010 the products like Paneer, Ice cream, flavoured milk etc came in the market for the customers.

- ❖ Stared the wide range of Milk parlour in Pune & Pimpri Chinchwad area. Till today 158 full time parlours are operating.
- ❖ Technical Staff was also limited. There were only 3 employees working in this section but after 2010 now there were well educated technical staff is working to increase the marketing of the products.
- ❖ Marketing Staff Details-
 - Marketing & Distribution Dept Staff – 33
 - Distributors- 21
 - Retailers – 650- 680
 - Grocery Shops attached – 5000
 - Milk Parlours - 158
 - 2017 started the production & marketing of Kajukatli, Kalakand, Anjir Barfi, Malaibarfi etc.
- ❖ Introduced Insurance Schemes for Retailers.

12. LIC Investment on Employees by Union

a) In Pune Milk Union about 736 employees are working. For their better future after their retirement they will get their Gratuity & Leave Earning. Regarding safety of this amount Katraj has invested about Rs. 16.92 crore in four LIC investment schemes. These schemes are as

1. Group Gratuity Insurance for Old Employee
2. Group Gratuity Insurance for New Employee
3. Leave Salary Insurance for Old Employee
4. Leave Salary Insurance for New Employee

On this total investment Pune Milk Union will earn about Rs.1.18 crore as an interest & this interest amount

will be re-invested in above policies. Advantages for the employees by these schemes are like:

If the employee expired -

- ❖ He will get remaining service gratuity till the retirement age.
- ❖ If he is having his earning balanced Leaves, he will get Rs. 25000/- extra as Leave Insurance Coverage.

For these schemes' Katraj Dairy renews it on every year & also the premium is deposited timely.

The most advantage by this investment is that if in future Union will face some financial problems gratuity of employees & leave earning payment will be safe for their better future. This scheme is applicable for all permanent Katraj dairy employee.

b) Employee Accidental Insurance Policy

In this policy permanent employees are covered & the coverage is up to Rs. 400000/- This benefit he will get in two categories like

1. For Officers Risk Group No 1 – In this scheme the officers share is Rs. 200/- & the Union will bear Rs. 36/- per officer. This benefit is getting to 77 officers.
2. Employees State Insurance Corporation (ESI) covers 476 employees and more than Rs.3.00 lakhs premium is paid per month.

c) Retailers Insurance Policy

For Pune Milk union totally 275 distributors are working. For their safety in future we had covered them in **Jeevan Saral**

Policy & the benefit is up to Rs. 100000/-. The premium for this policy is bear by Union.

13. Performance over a period of 25 years

The performance of the Katraj Dairy over the past 25 years has been shown in the following table. Wherever, large variations have been seen those have been explained for better understanding.

Particulars	1985	1995	2005	2016	2017	2018	2019	2020
	1	2	3	4	5	6	7	8
Milk Procured in ltrs. '000 omitted	682.89	1327.53 *	906.0	749.07	811.22	778.26	811.46	775.24
Sale of milk: Rs. In crores	24.43	104.27	106.02.	203.89	242.48	238.30	241.18	257.12
Dividend Earned Rs. In lakhs	141.70	162.38	19.78	3.80	28.19	4.00	0.00 **	6.00
Average Milk Collection in Lakhs of Ltrs. per day	2.46	3.64	2.48	2.05	2.22	2.13	2.22	2.14
Gross Profit Rs. In lakhs	140.36	578.81	892.70	3007.00	2951.00	3106.59	3627.71	3378.58
Net Profit Rs. In lakhs.	0.27	0.00	52.19	269	236	240	248.00	248.86
Audit Class	C	B	A	A	A	A	A	A

Note: * After 1995 the number of dairies in private, coop. sector increased. Today, there are 71 dairies in Pune Dist. That is why the milk procurement was reduced.

****** For the last couple of years Mahananda is not giving any dividend. In 2019 even PDCC bank has also not declared any dividend due to losses.

Milk Purchase & Sale rates

Sr. No.	Purchase			Sale		
	Date	Cow	Buffalo	Date	Cow	Buffalo
1	1.1.2014	23.00	33.00	1.12.2006	18.00	22.00
2	16.4.2015	21.70	30.70	9.8.2009	24.00	28.00
3	1.7.2016	23.70	33.00	12.12.2012	30.00	40.00
4	1.10.2017	27.70	36.70	21.3.2014	38.00	48.00
5	1.05.2018	20.70	34.70	01.1.2015	38.00	50.00
6	1.05.2019	25.70	37.90	10.12.2018	42.00	54.00
7	21.1.2020	31.70	42.00	25.12.2019	46.00	56.00
8	1.08.2020	25.70	37.00	6.2.2020	48.00	58.00

14) Landmarks in the Katraj Dairy post 1982-83

Year	Landmark
1982 –83	Commencement of Operation Flood -II
1983 - 84	Production of Flavoured Milk and Shrikhand commenced. Bhor Chilling Centre Established
1984 -85	Started veterinary services for the Dairy farmers
1985-86	Expansion of milk processing capacity from 50000 ltrs to 1.5 lakhs ltrs.
1986-87	Katraj Dairy was First in Maharashtra and Third in India in Milk collection & distribution. Awasari and Pait Chilling Centres Established
1987-88	Baramati taluka was excluded from the area of operation.
1988 - 89	Automation and Computerization adopted.
1989 -90	Effluent Treatment Plant of 3.00 lakhs ltrs. and Solar water heating system of 20000 ltrs. were installed at Katraj Dairy to achieve clean environment.
1990 - 91	Effluent Treatment Plant and Solar Water Heater plant was installed at Avasari, Pait and Varvand Chilling Centre Established

Year	Landmark
1991 -92	Expansion of Katraj Dairy milk processing capacity from 150000 ltrs to 3.00 lakhs ltrs.
1992 - 93	Wada Chilling Centre Established
1993 –94	Secured Maharashtra State Govt. contract for supply of flavoured milk in School Feeding Program
1994 -95	Glycol Chilling Plant was commenced and started supplying milk to Bhopal (M.P.)
1995 -96	Commenced Cow's Cream, Butter and Ghee production.
1996 - 97	Ex-Dairy Distribution System was adopted.
1997 -98	Mass Voluntary Retirement Scheme was implemented.
1998 -99	Indapur taluka was excluded from the area of operation.
1999 - 2000	Production of Softy Ice cream and Lassi started. Yashodhan established on 8.3.2000 on Women's Day
2000- 01	Inauguration of statue of Late Mamasahab Mohol (Ex-Chairman of Katraj Dairy) in Dairy campus. Katraj Modern Milk Parlour-I Started in Dairy Campus.
2001-02	Computerization of all chilling centres. Opened Milk Parlour at Awasari Chilling Center.
2002-03	Production of Amrakhand commenced
2003-04	Adapted NDDB and Govt. of Maharashtra's rehabilitation scheme for Katraj Dairy.
2004-05	Adopted NDDB's perspective plan and started its implementation Board of Directors Tour to Israel and Egypt. Started S. S. Cans uses for Milk Collection. Agmark Certification for Katraj Ghee.

Year	Landmark
2005-06	Purchase of Govt.'s Chilling Centres at Otur. Purchase of Govt.'s Chilling Centres at Otur. Opened Milk parlours-II and-III in Dairy Campus. Herbal Plantsgarden in dairy Premises. PMC Potable water supply and rain water Harvesting project completed.
2006 - 07	Received ISO 9001: 2008 and HACCP Accreditation
2007-08	Registration of food products under FPO. Koha and Pedha Production. PHE Condenser Cooling Tower.
2007-08	Opened chilling centre at Naygaon
2008-09	Purchase of Govt.'s Chilling Centres at Kondhapuri.
2009-10	Sterilised Flavoured Milk Bottling Plant and Ice Cream Production. Started Katraj Dairy Expo. Shri Saibaba Temple established in Dairy Campus
2010-11	Implemented Central Govt.'s Clean Milk Production. Milk Parlours Started in Rural Area. Arranged Cattel Show with Katraj Dairy Expo. Varvand Chilling Centres Land given to Mahanand Dairy Powder Plant
2011-12	Board Directors Study tour to China and Hong Kong. Electricity saving Award from MEDA. 2008- 09 Third Prize and 2009-10 Second Prize.

Year	Landmark
2012-13	<p>Started implementation of National Dairy Plan of NDDB</p> <p>Out of 20 acres Govt. land used by the Dairy, 15 acres of land's Ownership transferred in the Dairy's name. (7.12 extract obtained)</p> <p>Inauguration of Expansion of Katraj Milk Parlour No. 1 and Low-Fat Paneer Production</p>
2013 -14	Katraj Ghee in Jar Packing
2014 –15	<p>Received ISO 22000 – 2005</p> <p>Condensed Milk Plant started.</p>
2015 –16	Production of Khova, Pedhas and Modak started.
2016 –17	<p>Started Gir Cattle Farm started in collaboration with Ved Vasudeo Pratisthan at Katraj Dairy.</p> <p>Bore well Recharging under RainWater Harvesting. Electricity saving Award from Meda.</p>
2017 -18	<p>Quality Mark Received from NDDB.</p> <p>Milk and Milk Product Sale started at Mumbai and Nashik. NDDB Innovation Award</p> <p>काजू कतली, मलई बर्फी, कलाकंद, अंजीर बर्फी या उत्पादनांबरोबरच पेरु, ब्लॅक करंट व राजभोग आईस्क्रिम ची सुरुवात</p>
2018 - 19	<p>Received Environmental ISO 14001 – 2015</p> <p>Board of Directors study tour of Australia.</p> <p>Recycled water use for garden, fish pond and PMC garden.</p> <p>Sahakar Nistha Award by Govt. of Maharashtra.</p>

Year	Landmark
2019 –20	Foundation of 100 MT Cattle feed plant at Kondhapur is laid which will start from 2021
2020 –21	<p>Undertaken initiation of Rs.46.42 crores Dairy Products Infrastructure development under Central Government's Dairy Infrastructure Development Fund. The project establishment of 1.5 Mega Watt Solar Photo Voltic Plant of Rs.8.71 crpres at Pait has been sanctioned but the work is still to be commenced.</p> <p>On the backdrop of Korona virus pandemic in 2020, Quality Council of India (A Govt. of India recognized organization) has introduced Quality Certification in recognition of the Organization's readiness for preventing COVID-19. After conducting audit Katraj Dairy has been awarded a new certificate for complying to the rigorous stipulations of cleanliness and healthcare initiatives. This certificate is known as Work place Assessment for Safety and Hygiene (WASH Certificate) which is an added feather in its cap. It is an indication as to how we are concerned and committed to the safety of our valued customers as well as the dairy staff and the society at large.</p>

15) AWARDS RECEIVED by the Katraj Dairy

2005-2006

Govt. of India, Ministry of Agriculture and Cooperation, Directorate of Marketing & Inspection, Pune 411037: Certificate of Grading and Marketing of Ghee under AGMARK



Right Hand Side Chairman Late Mr. Balasaheb Khilari, MLA. Mr. Vallabhasheth Benake, Hon. Dy. Chief Minister Mr. Ajitdada Pawar, Hon. Minister Mr. Harshvardhan Patil.

2006

DET NORSKE VERITAS, Management System Certificate, this certificate is awarded for fulfilment of NDDBs HACCP System based Food Safety System June 2006 under the category: Procurement Processing of Milk and Manufacturing Milk Products.



Right hand side Dir. Mr. Vishnu Hinge, Mr. Ganpatrao Renuse, Mr. Ramchandra Thombare, Mr. Rambhau Tule, Hon. Dy. C.M.Mr. Ajitdada Pawar, Mr. Rameshsheth Bhujabal, Ex MP, Mr. Ashokrao Mohol, Chairman, Mr. Balasaheb Newale, DNV Representative Hon. Mr. Lakhe, Managing Director Dr. Vivek Ksheersagar.

2009- 10 to 2014-15

Maharashtra Energy Development Corporation's Award for Conversation of Energy: This award was received for a continuous period of 2009-0 to 2014-14



Right hand Side Environmental Supervisor Mrs. Archana Mule, Vic. Chairperson Mrs. Vaishali Gopalghare Ex-Chairman & Director Mr. Gopalrao Mhaske, Minister of Energy Hon. Mr. Chandrashekhar Bavankule, Scientist Hon. Anil Kakodkar, MLA Hon. Mr. Bhimrao Tapkir, Managing Director Dr. Vivek Ksheersagar, Head of Electrical Department Mr. Sharad Yerolkar, Head of Refrigeration Department Mr. Mahesh Jadhav.

2016-17

Maharashtra Governments "Sahakar Nishta Award" -



Right hand side Mr. Anil Parab -Assistant Registrar Cooperative Society, Mr. Vishnu Hinge-Chairman of Katraj Dairy, Mr. Shekhar Charegaonkar Chairman of Cooperative Council, Hon. Mr. Subhash Deshmukh (Minister of Cooperation State of Maharashtra), MLA Mr. Ashish Shelar , Mr. Dilip Thopate (Director), Mrs. Aabha Shukla (Principal Secretary), Mr. Satish Soni -Commissioner of Cooperation, Mr. Anil Hatekar -Regional Head NDDDB, Dr. Vivek Ksheersagar-Managing Director, Mr. Shankarrao Dhere - Assistant Manager.

2017-18

National Dairy Development Board's Innovation Award for Livestock Management 2017-2018



Dr. Vivek Ksheersagar – M. D. Katraj Dairy receiving the Award at the hands of Hon. Purushottam K. Rupala, Minister of State for Agriculture, Cooperation and Farmers Welfare, Govt. of India.

2017-18

National Dairy Development Board's Exemplary work for Empowering Women Awarded to Lady Extension officer – Mrs. Madhuri Dhamale of our Katraj Dairy



Dr. Madhuri Dhamale – Extension Officer, Katraj Dairy receiving the award at the hands Hon. Purushottam K. Rupala, Minister of State for Agriculture, Cooperation and Farmers Welfare, Govt. of India.

2017-18

National Dairy Development Board's Quality Mark Award – valid upto 2021.



Right hand side Vice Chairman Mrs. Vaishalитай Gopalghare, Director Mrs. Keshartai Pawar, NDDB Regional Head, Mumbai, Hon Mr. Anil Hatekar, Chairman Mr. Vishnu Hinge, Director Mr. Balasaheb Dhamdhare, Mr. Gopalrao Mhaske, Mr. Balasaheb Khilari, Mr. Ramdas Divekar.

2019-20

BLOOD DONATION CAMP Arranged in KATRAJ DAIRY EXPO, since 2009. We have donated 1000 Blood Bottles up to date.



2020

WASH CERTIFICATE: We are third in India and first in Maharashtra got this Certification. under the Leadership of Chairman Hon. Vishnu Hinge. Managing Director Dr. V. H. Ksheersagar, ISO FSTL Mrs. Vaishali Shitole and team

QUALITY COUNCIL OF INDIA

WASH

Workplace Assessment for Safety and Hygiene (WASH)
A Scheme by Quality Council of India

Organization Name
PUNE ZILLA DUDHI UTPADAK SANGH MARYADIT, KATRAJ DAIRY PUNE

Organization Address
KATRAJ DAIRY KATRAJ PUNE - 411 061, MAHARASHTRA, INDIA

Date of Assessment
21/06/2020

This Certificate of Assessment is an attestation of the fact that this organization has established a system of management ensuring safety and hygiene at the workplace. The assessment is to assist in the preparation of the organization on the 13 key elements of WASH Standard and does not imply certification of compliance, as practice of these elements is a continuous process. The outcome of this assessment is assessed with this certificate along with opportunities of improvement, if any, and is governed by the disclaimer given at the end of this assessment report.

Date of Issue: 04/06/2020 **Place:** PUNE ZILLA DUDHI UTPADAK SANGH, KATRAJ - 411 061, MAHARASHTRA, INDIA

Assessment Agency: BSC CERTIFICATIONS PVT. LTD.

PD/WASH/01
Assessment Report No. **Authorized Signatory**

Hand Delivery

Telephone: 2201 4533 2201 3699 2201 4801 2209 1403
Fax: 2209 1403
E Mail: amr@qci.in bsc@qci.in
Web Site: www.qcouncil.in

Q 1100-35 2005 WR 2.0 5/9
GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE
DIRECTORATE OF MARKETING & INSPECTION
Western Region, New C. O. D. Building, 3rd Floor,
New Market Lane,
MUMBAI - 400 020

To: **M/s Pune Zilla Dudhi Utpadak Sangh Maryadit, Katraj Dairy, Katraj, Pune District Road, Pune - 411 066**

Subject: Grading and Marking of Cheese & Butter - under Agmark - Issue of Certificate of Authorisation

Gentlemen,

With reference to your application dated 15.05.2020 for grant of Certificate of Authorisation for Grading Marking Cheese & Butter under Agmark forwarded herewith a Certificate of Authorisation to you as per particulars given hereunder:

C. A. No.	Date of Issue	Commodity	Valid Upto
A1/ No. 0024/05	21-11-2007	Cheese, Gouda, Butter	11.11.2013

For Export Internal Grading: Grading Allowed through Approved Laboratory

For Internal Grading: Grading Approved through Approved Laboratory

Chemist: **Dr. A. S. Nandekar, Assistant Director, 2.5th B.V. Chandrasekhar, Head, Chemist**

The Grading and Marking of the above referred commodity/ commodities will be done in accordance with the following and you are to be abide by the same:

- (i) The AP 616 & 610 Act, 1977 and amendments thereof
- (ii) The General Grading and Marking Rules, 1977 and amendments thereof
- (iii) The Cheese & Butter Grading and Marking Rules and Amendments thereof
- (iv) The relevant instructions issued thereof from time to time

You will undertake the packing of the above commodity/ commodities under Agmark in the prescribed standard packing sizes and the packing material. It is requested that an accurate and up to date record regarding the grading record should be maintained on the prescribed Proforma and copies thereof sent to the appropriate officers specified at the bottom of each form. Copies of various forms may please get printed at your end and kept in the form of a register.

Encl: C. A. Book No. A1/ No. 0024/05

Yours Faithfully,
Dr. V. H. Ksheersagar
Marketing Officer,
For Deputy Agricultural Marketing Adviser,
Directorate of Marketing & Inspection,
In-charge, Western Region,
Mumbai.

Copy forwarded information and necessary action to:

1. The Assistant Agricultural Marketing Adviser, Senior Marketing Officer, Directorate of Marketing and Inspection, In-charge, Sub-office, Pune.
2. The Agricultural Marketing Adviser to the Government of India, Directorate of Marketing and Inspection, Head Office, Faridabad, along with a set of documents.

For Deputy Agricultural Marketing Adviser
Directorate of Marketing & Inspection,
In-charge, Western Region,
Mumbai.

राष्ट्रीय डी विकास बोर्ड
National Dairy Development Board

एसडीडी डी इन्वोवेशन अवार्ड
NDDDB Dairy Innovation Award

वर्ष 2017-18 के लिए पशु स्वास्थ्य और प्रबंधन के क्षेत्र में
पुणे जिलेस नव्यानी नूतन उपपादक संस रि.
को डी डी इन्वोवेशन अवार्ड प्राप्त किया जाता है।

Work done in Animal Health & Management during 2017-18
Dairy Innovation Award is presented to
Pune Zilla Sahakari Dudhi Utpadak Sangh Ltd.

10/11/2020
01/01/2020

Dr. V. H. Ksheersagar
Chairman
NDDDB National Dairy Development Board

