



ARYABHATTA COLLEGE

University of Delhi



PRESENTS

WORKSPACE WALK TO MOTHER DAIRY, PATPARGANJ

27 June 2023

Chief Patron: Prof. Manoj Sinha

Convenor: Dr Monica Aggarwal

Coordinator: Dr Shivani Raheja, Dr. Ruchi Sharma

Co-coordinators: Mr. Sanket Shekhar

President: Ms. Aastha Pareek

Vice President: Ms. Dipleen Sidhu

Student Coordinators: Mr. Garv Gupta, Mr Chetan Arora, Mr. Garv Mittal, Ms. Rashi Bhattacharyya, Ms. Kalyani Bhatnagar, Ms. Anushka L, Ms. Joshita and Mr Piyush Kumar. Ms. Surbhi Sharma

The Entrepreneurship Cell, Aryabhata College, University of Delhi, conducted its first 'Workspace Walk' for this session, on 27 June,2023 with Mother Dairy, Patparganj.

Startup walks offer students and budding entrepreneurs to peek into day-to-day life of a startup and its founders. It provides students with the opportunity to learn practically through interaction, mode of operation and workplace conditions. The team was accompanied by Dr. Ruchi Sharma, our Co-convenor.



The team was welcomed in a conference room by Ms Riddhi, a faculty member of mother dairy, where she played many videos which gave a gist of Mother Dairy's functioning. It was revealed that Mother Dairy is neither a government company nor a private company. It is a wholly owned subsidiary of National Dairy Development Board, which is a statutory body under the ownership of Ministry of Fisheries, Animal Husbandry and Dairying of the Government of India that manufactures, markets and sells milk and dairy products. Mother Dairy is recognised as the 2nd Best in FMCG industry.

The students asked questions to the instructor, to which she answered proficiently about distribution channels and market strategies. After that, the instructor facilitated the team with the round of the plant. We witnessed the process of Cleanisation,

Homogenisation, Standardisation and Pasteurization. Mother Dairy markets approximately 3.2 million litres of milk daily in markets of Delhi, Mumbai and Hyderabad. The process of milk production is designed keeping in mind the hygiene standards. Machinery used in the production process is made up of steel because it's the safest, the temperature is constantly monitored and milk is never touched by hands for sanitation purposes. During the walk, students also noticed that there were solar panels and an effective system of rainwater harvesting and plastic waste conservation was being followed. This shows that Mother Dairy is working its way through Sustainable Development. The instructor told the student that its largest importer of milk is Rajasthan. This plant deals with in production of about 10 lakh litres of Token milk out of 31 lakhs of total milk and other dairy products distributed across Delhi and NCR on daily basis. One of the students also performed an Adulterated Milk test, where with the help of the instructor, she demonstrated the difference between a clean milk and an adulterated milk.

During the visit, the team also got to know that Safal is the retail arm of Mother Dairy. Safal is the largest retail chain of fresh fruits and vegetables in Delhi. At present they are operating about 400 retail outlets in Delhi, Ghaziabad, Noida, Faridabad and 23 retail outlets in Bangalore which cater to more than 1.5 lakh customers per day. They provide around 120 SKUs of fresh fruits and vegetables. Mother Dairy's USP (Unique Selling Point) is that it is India's very own producer of milk, milk products, beverages, food, etc at affordable rates and of premium quality.

The company plans to expand its presence to 200 towns and 50,000 retail outlets over the next few years. The company has plans to strengthen its presence across the ghee consumption markets, including Uttar Pradesh, Maharashtra, and Haryana, along with its home turf Delhi-NCR. In an article Mr. Sanjay Sharma (Business Head- Dairy Products) also quoted that the organised ghee market, in 2019, was valued worth over Rs 400 billion and is expected to clock a healthy CAGR (compound annual growth rate) of around 13 per cent during 2020-2026. Mother Dairy deals in 1200 SKUs (Stock Keeping Unit).

Ms. Riddhi told students that Mother Dairy and its fruit and vegetable brand 'Safal' continue to ensure uninterrupted supply to people even as the country continues to reel under nationwide lockdown. After the plant visit, the team was also offered ice creams.

Following students went for the Workspace Walk:

1. Jigyasa Aneja
2. Lakshya Agarwal
3. Khushi Dudy
4. Asad Ahmed
5. Gaurav Singhal
6. Dipleen Sidhu

7. Ashankk
8. Ashvin
9. Shaurya
10. Shresth
11. Parag
12. Maink
13. Anmol Sachdeva
14. Ritesh
15. Anmol Gupta
16. Pratap

Event Highlights



