

## Mother Dairy Partners with IL&FS Environment for the Sale of Quality Organic Compost ‘Home Garden’

- ‘Home Garden’ is available at 350 Safal outlets across Delhi/NCR
- 1kg of the organic soil enricher can reduce more than 2kgs of CO<sub>2</sub>
- Organic compost is useful for all types of fruits, flowers, lawns, potted plants

**New Delhi, 11th January 2016:** As part of its green initiative, Mother Dairy Fruit and Vegetable Pvt. Ltd., a wholly owned subsidiary of the National Dairy Development Board, has entered into a strategic tie-up with IL&FS Environmental Infrastructure & Services Ltd (IEISL) for the sale of its organic compost product ‘Home Garden’. The product is available through 350 Safal outlets across Delhi and NCR. Organic compost is suitable and beneficial for all types of crops, vegetables, fruits, flowers, lawns as well as potted plants.

IEISL is amongst the few companies in India that manufactures organic compost with units in Delhi, Rajasthan, Karnataka, Kerala, Tamil Nadu and Telengana that can together process 2,500 tonnes per day (tpd) of municipal solid waste (MSW) to produce Organic Compost.

**Speaking on the association, Mr. S. Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., said,** “Mother Dairy has always been a responsible organization that believes in taking care of the environment we live in. With growing demand for alternatives to conventional fertilizers for lawn and garden care, we have now associated with IEISL to market organic compost. This organic soil enricher will not only assist in reducing Green House Gas emissions and pollution but will also restore the productivity, giving a better yield per hectare. Through this we believe that each of us can contribute towards managing the growing environmental concerns that are posing threat to our ecosystem.”

Mother Dairy also aims to educate farmers on the benefits of using organic manure to supplement chemical fertilizers.



The Nitrogen (N), Phosphorous (P) and Potash (K) content in MSW-based compost typically ranges between 0.5 and 1.5 per cent each. These are way below the levels in urea (46 per cent N), DAP (18 per cent N and 46 per cent P) or muriate of potash (60 per cent K). But the USP of compost is its OC (Organic Carbon) content of over 12 per cent. Soils with higher OC also have higher water-holding capacity, while exhibiting greater porosity and tilth.

Home Garden is FCO<sup>1</sup>-complaint organic compost, rich in humus and organic carbon, is beneficial for long term soil health. The product is manufactured through a scientific aerobic composting process which reduces emission of methane, a prominent Green House Gas. 1kg of the organic soil enricher reduces more than 2kgs of CO<sub>2</sub> equivalent.

<sup>1</sup> Fertilizer Control Order

**Adding to that, Mr. Mahesh Babu, MD of IL&FS Environment said,** “The Okhla compost facility segregates and scientifically processes garden waste, fruit and vegetable waste, kitchen waste, into quality compost while reducing the burning of waste and the particulate matter menace in Delhi. It also fulfils the concept of a circular economy wherein the organic compost generated from the biodegradable waste from the fruits and vegetables supplied by the farmers in the surrounding areas can be used as soil conditioner by the same farmers. The composting facility helps in 1) Cleaning the Urban Landscape 2) Improving soil and rural productivity and 3) Mitigating Greenhouse gas emissions.”

The Okhla composting facility is a Public Private Partnership (PPP) between IEISL and South Delhi Municipal Corporation for processing of biodegradable to compost. IEISL also pioneered the concept of using carbon credits for its Composting projects with Okhla being the first Municipal biodegradable waste processing plant in the World to be issued carbon credits. The facility has been featured in C40 Sustainia 'Cities100' publication 2015. The plant has till date processed over 265,000 tons of waste which is equivalent to removing all the cars from the roads of Delhi for three days, in terms of reduced Green House Gas emissions.

Home Garden, the compost products from the Okhla facility, is currently available in 2kg and 5kg packs at 350 Safal outlets across Delhi & NCR, priced at Rs. 49/- and Rs. 99/- respectively.

Safal, the Fruit & Vegetable business initiative of Mother Dairy Fruit & Vegetable Pvt. Ltd. is engaged in procurement, processing and marketing of Fresh Fruits & Vegetables, Processed and Frozen Products, Unpolished Pulses, Pulps and Concentrates, etc.

#### **About Mother Dairy Fruit & Vegetable Pvt. Ltd.**

Mother Dairy was commissioned under the flagship ‘Operation Flood’ project of the National Dairy Development Board (NDDB) in December 1974 and today the Company is a wholly owned subsidiary of NDDB. A trusted brand, known for its purity, safety and quality milk has been serving city of Delhi for over 40 years and has become an integral part of the lives of the millions of people living in the city. Mother Dairy has been a market leader in the branded milk segment in Delhi NCR and also markets milk to regions like Mumbai, Lucknow, Kanpur, Tirupati and Hyderabad.

The brand over the years has also evolved into a significant dairy products player with presence in the categories of Ice creams, Dahi, Mishti Doi, Fruit yoghurt, Masala Chaach, Lassi, Flavoured milk, butter, cheese, UHT milk, etc. Mother Dairy also markets fresh fruit and vegetables, frozen vegetables, fruit pulps, fruit juices, jams and unpolished pulses under the brand name ‘Safal’. The ‘Dhara’ range of edible oil is also marketed by Mother Dairy and is available in all major locations across the country.

The Company in its consistent effort to stay connected with its stakeholders had launched a campaign with its corporate tagline – Happy Food Happy People. The tagline captures the essence that the Company is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products backed by the strength, differentiator and heritage of the brand over years.

In our endeavour to instil and create happiness in the lives we touch, we live our notion of creating happiness for our employees through creating a workplace reality that is fulfilling and enriching for them. We constantly listen to our employees and evolve our people practices. As a result of this, Mother Dairy has been recognized as the 2nd Best in the FMCG Industry and has also been ranked at

39th amongst India's Top 100 Best Companies to Work, in a study by Great Place To Work® Institute in association with the Economic Times for their annual 2015 survey. The corresponding ranking in 2014 was 62nd amongst the list of Top 100. In the survey, the brand also witnessed a significant move its Trust Index from 70% to 83% in 2015.

**About IL&FS Environmental Infrastructure & Services Ltd.**

IL&FS Environment is leading the effort in evolving an Integrated Waste Management Model that processes biodegradable waste, construction and demolition waste and combustibles into useful products including organic fertilizer, recycled construction products, renewable energy, respectively. The Company has 25 sites pan-India with mandates to manage over 4.4 million tons of Municipal Solid Waste annually. IEISL has pioneered the recycling of Construction Debris in the country with its path-breaking facility at Burari, Delhi. The facility continues to be a major mitigator of pollution in the city of Delhi and has till date processed over 2 million tons of construction debris since 2009.