



Mother Dairy goes Green, to offer jute carry bags at outlets

- Mother Dairy to offer jute bags to its customers across all Mother Dairy Milk and Safal F&V Booths
- This green initiative was unveiled by Shri Santosh Kumar Gangwar, Hon'ble Minister of Textiles, Govt. of India in the presence of MDFVPL officials
- Move to benefit millions of farmers

New Delhi, 19 April 2016: Mother Dairy Fruit and Vegetable Pvt. Ltd., a wholly-owned subsidiary of the National Dairy Development Board (NDDB), today said it will begin offering environment-friendly jute carry bags at its Mother Dairy milk booths and Safal outlets across Delhi and NCR to dissuade the usage of plastic bags.

The jute carry bags will be sourced from Birds Jute & Exports Ltd. (BJEL), a public sector undertaking under the Ministry of Textile, Govt. of India. The initiative to sell jute bags will also benefit millions of farmers who are involved in jute cultivation in the country.

This "green initiative" was unveiled by Honourable Union Minister of Textiles Shri Santosh Kumar Gangwar in the presence of Mother Dairy officials, at a ceremony in Udyog Bhawan today.

Speaking on the occasion, Mr. S. Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd., stated, "Mother Dairy has always been a responsible organisation that believes in taking care of the environment. We are the only company which provides Token Milk through our milk booths, thereby saving a huge amount of plastic. By offering jute carry bags to our consumers at a nominal cost we not only address the need for an environment-friendly alternative of carry bags but also benefit millions of our farmers engaged in cultivation of jute. We see it as a good mix of benefits for the consumers, farmers and environment at the same time."

The jute carry bags are priced at Rs. 25/- in the milk shops while a larger size, suitable for carrying vegetables and groceries, is priced at Rs. 34/-, will be available at Safal shops.

About Mother Dairy Fruit & Vegetable Pvt. Ltd.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation. Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer and ghee under the 'Mother Dairy' brand. The Company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables, range of unpolished pulses, fruit juices, jams etc. under the 'Safal' brand. Mother Dairy through its brands has a national footprint across all major cities in India, offering a delectable range of products to its customers.