

**For prosperity of farmers of the state, the milk brand 'Parag' needs to be strengthened and taken forward : Chief Minister**

**Parag needs to help itself through competitiveness**

**Capable, honest and dedicated employees to be appointed in processing units**

**before operationalizing units, procurement and marketing preparations should be completed**

**Units of Amul Dairy will honorably make the state's farmers independent**

**Amul Dairy to help in strengthening Parag**

**With availability of pure milk in milk processing units, adulterated milk sale with automatically stop**

**For welfare of the farmers of UP, Amul willing to extend all possible help to paragraph dairy : Shankarbhai Chowdhary**

**UP produces double the milk produced in Gujarat : MD Amul**

**Chief Minister holds meeting on dairy development**

**Chief Minister inspects the 5 lakh litre capacity processing unit of Banaskantha District Cooperative Milk Production Federation Ltd (Amul Dairy) at Sultanpur road**

*Lucknow: 17 June, 2017*

Uttar Pradesh Chief Minister Yogi Adityanath ji has said that for prosperity of the milk brand 'Parag', it was necessary to strengthen it. Thanking the Amul dairy brand for setting up milk processing units in the state, the chief minister said this would take the farmer of Uttar Pradesh forward and make them independent.

Yogi ji also expressed hope that Amul dairy would extend all desired help in strengthening the 'Parag' brand in the state. The chief minister was today speaking at a meeting at his Shastri Bhawan office with regard to milk and dairy development.

Also present at the meeting were Milk Development Minister Mr. Laxmi Narayan Chowdhary, Principal Secretary to the Chief Minister, Principal Secretary milk development and chairman of the Banaskantha District Cooperative Milk Production Federation Ltd and MoS (independent charge) Environment, Gujarat Government Mr. Shankarbhai Chowdhary, Amul Dairy managing director Mr. RS Sodhi and other office bearers. It may be pointed here that a 5 lakh litre capacity milk processing plant has been set up at Chakganjaria on the Sultanpur road by the Banaskantha District Cooperative Milk Production Federation Ltd. Before the meeting, the chief minister visited this plant and inspected the facilities there. He also took detailed briefing on the operations at the unit.

Principal Secretary (Milk Development) informed that 18 milk federations have been formed at the divisional level by merging 59 milk federations at district level. Barring Gonda, Mirzapur, Chitrakoot and Basti divisions, milk processing plants are being established in all 14 divisions and work would be completed on them by March 2018. He also informed that the milk processing plant in Kannauj will be operationalized in September 2017.

Yogi ji observed that under the Parag brand the number of milk federations dwindling to 18 from 59 was not an achievement but a failure. He also stressed on the need of an elaborate road map and planning to re-establish the Parag brand and said the brand will have to take care of itself through competitiveness, for which help should be sought from the Amul dairy.

The Chief Minister also issued directives that the per day capacity of the milk processing plant being established in Gorakhpur be increased from one lakh liters to three lakh liters and that of the milk processing plant being established in Varanasi be enhanced from 4 lakh liters to six lakh liters per day. He also said that as per the agreement the Varanasi plant be given to Amul for running and the Kanpur and Gorakhpur plants be run on the lines of Amul and they should strengthen themselves on competition.

Yogi ji further said that people want to buy good milk and that the market of pure and organic items was growing. People are ready to shell out more money for cow milk, he stated and pointed out that with availability of good and pure milk at milk processing units, adulterated milk will automatically end.

The Chief Minister ordered for a time bound plan for running of the milk processing units and called for appointment of capable, honest and loyal employees and added that before their operationalization, milk procurement and marketing processes should be worked out in advance. Yogi ji also said that all districts neighboring Gorakhpur and Nepal were highly productive and that there was neither dearth of water or green fodder and hence the possibility of successful running of milk units was much higher. He however called for educating and informing the farmers towards milk production, getting them good cattle and better prices of milk.

Banaskantha District Cooperative Milk Production Federation Ltd chairman and the minister of state for environment (Independent charge) in Gujarat government, Mr. Shankarbhai Chowdhary informed that in Gujarat milk procurement and processing was done districtwide and that under the Amul brand research, development and marketing was done. Banaskantha District Cooperative Milk Production Federation Ltd, he informed was Asia's biggest cooperative dairy.

He further added that in the interests of the farmers of Uttar Pradesh, his federation and the Amul dairy would extend all possible help in strengthening the Parag dairy. Managing Director of Amul dairy Mr. RS Sodhi through a presentation informed that UP was the largest milk producing state in the country, double the milk production in Gujarat. Briefing the Chief Minister and others on the Amul Dairy working, he said Amul was the biggest brand of the country and that as milk price it has given UP farmers Rs 360 crore, which will be enhanced to Rs 3500 crores in coming years.

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