

Pure Milk... Our Right !

Cattle milk is largely produced and consumed all over India. India is the second largest producer of Cow milk and the largest producer of Buffalo milk. India is a country of the Great White Revolution. Milk is a key contributor to improve nutrition and food security in developing country like India. Indian food culture promotes daily consumption of milk as primary source of nutrition. Yet, there finds large amount of adulteration in this milk sold in Indian markets. In a recent statistics provided by the Indian Government to the Supreme Court of India, it was admitted that almost 68 per cent of the total milk sample were found to be adulterated with water, Urea, detergent powder, caustic soda, artificial fat, glucose, skimmed milk powder, etc. This is very alarming and disgusting reality and widespread consumer detriment. Gullible consumers continue to buy milk not knowing the purity of it.

In response to the appeal from Right Choice Fund, we decided to apply for it, with a thought that, these are the opportunities for us to take up a specific mission. We intended to take up the campaign for 'Pure Milk – Our Right'. We should be proud to know that MGP has got selected for this Right Choice Fund. The Fund will enable us to manage the expenses for this mission. Right Choice Fund expects us to run this mission, according to International standards. So we have designed the systematic methodology. Pl read it carefully-

Here are the **Project Objectives** -

1. To ensure and promote food safety : by under taking campaign 'Pure Milk Our Right'.
2. To sensitize rampant adulterations in the milk consumed by common consumer and highlight adverse impacts or ill-effects of consuming adulterated milk.
3. To educate consumers to detect various types of adulteration in the milk.
4. To encourage consumers to pursue complaints against milk adulteration.
5. To prevail upon the law enforcing agencies like FDA, Police etc. to take action against those found adulterating milk.

Under this Mission, our Project Activities would be-

1. To organize community activities to educate consumers on finding out the impurity and adulteration of Urea, detergent powder, caustic soda, artificial fat, glucose, skimmed milk powder, etc. in the milk they buy.
2. To develop a handy, affordable and easy-to-operate kit to test milk for adulteration of all the materials and make it available in 100s of places like MGP offices and centers spread in all the 5 districts and in almost 50 schools where MGP's School Consumer Clubs are actively functioning.
3. To impart training of using the Milk-testing kit effectively to MGP activists, teachers and enlightened consumers.
4. To develop a Network of missionaries for ensuring Pure Milk to All.
5. To create awareness campaign about Milk adulteration and milk-testing facilities.

6. To initiate actions against retail milk-sellers who are found selling adulterated milk.
7. The action will comprise steps from convincing to complaining.
8. To lead Western India towards the Second Revolution for Clean White Milk!
9. We will meet the dairy experts from Indian Dairy association, Milk Producers, Laboratory analysts etc. to get the know-how of milk testing kit.
10. MGP has a good spread of almost 32,000 member families in 5 districts namely Mumbai, Thane, Raigad, Ratnagiri and Pune. We have an effective organizational set-up with regularly planned activities in this region of Western India. This network can facilitate us in running this campaign.
11. We will conduct surveys of the sources/brands of milk consumption by the consumers in at least 20 geographical divisions of MGP.
12. We will hold programs all over the 5 districts involving consumers in this campaign.
13. We will spread the word through the print, audio-visual and social media.
14. We will effectively involve the Government administration in our mission - 'Second Revolution for Clean White Milk!'

This will be our Project Methodology-

1. We will have one Leader of the Project who will plan, design and ensure the execution of the project.
2. We will develop a team of Task-leaders. Each Task-leader would be assigned as in-charge of separate task.
3. We will have sub-teams, each will execute the assigned tasks- e.g. Survey committee, Milk-testing kits committee, Testing Centers committee, Publicity committee, etc.
4. We will have Executive officers in almost 20 geographical divisions of MGP.
5. We will have Centre-Heads that will be responsible for functioning of 100s Milk-testing kits. We will make Milk-testing arrangement in 100s of places like MGP offices and centers spread in all these 5 districts and in almost 50 schools where MGP's School Consumer Clubs are actively functioning.
6. We have a band of trainers for effectively using Milk-testing kits.
7. These trainers will train almost 300 Primary Testers of Milk using our kits effectively who will in turn train the community leaders in each area.
8. Some Celebrities and influential personalities with Clean White image would be employed to spread the campaign.
9. MGP activists will appeal the consumers to use the milk testing facilities of MGP.
10. Some community programmes would be conducted for awareness of the campaign.
11. We will hold the meetings of all stake-holders i.e. milk producers, whole-sellers, retail sellers, consumers and dairy administers in all the possible places.

Dear MGP members,

This mission would not be possible without your support. Our strength lies in our unity. If everybody participated, we can very well succeed in this Mission. Hope you all will contribute in this mission by your action.

You must have read our Objectives and Plan of Activities. Please think over where will you place yourself in conducting the above-mentioned activities. Please let us know how will you participate in this Mission.

Contact- email id

Phone Number-

Look at these facts-

Nearly 70 per cent milk samples collected across the country by Food Safety Authority did not conform to standards. The results of a first-of-its-kind survey on milk by the Food Safety and Standards Authority of India (FSSAI) reveal something startling—most Indians are consuming detergents and other contaminants through milk.

The National Survey on Milk Adulteration 2011, a snap shot survey, was conducted to check the contaminants in milk throughout the country. The study found that due to lack of hygiene and sanitation in milk handling and packaging, detergents (used for cleansing) are not removed and find their way into the milk. Many a time, detergents are deliberately added to milk. About eight per cent samples were found to have detergents. Other contaminants like urea, starch, glucose and formalin, too, are used as adulterants.

Water, it turns out, is the most common adulterant in milk. It reduces the nutritional value of milk, and if contaminated, water poses a health risk to consumers. Samples were collected from 28 states and five union territories.

Nearly 70 per cent samples did not conform to the standards set for milk. The problems were more pronounced in the milk sold loose as compared to the packaged milk. Samples collected from rural areas fared better with only 30 per cent non-compliance as compared to urban areas.

Of the total non-compliant samples, the highest, nearly 46 per cent, belonged to the category of low Solid Not Fat (SNF), and this was due to dilution of milk with water. Higher the SNF, better the quality of milk. Skimmed milk powder, generally used to increase volume of milk in lean season.

Apart from fat, SNF, skimmed milk powder and glucose, the survey also looked for the presence of neutralisers, acidity, hydrogen peroxide, sugar, starch, urea, salt, detergent, formalin and vegetable salt. Studies show that adulterants like salt, detergents and glucose add to the thickness and viscosity of the milk, while starch prevents curdling of milk. The Indian Council of Medical Research, in one of its reports, states detergents cause food poisoning and gastro-intestinal complications. The other synthetic compounds impair the functioning of various organs of the body, cause heart problems, cancer, and sometimes death. The immediate effect of drinking adulterated milk containing urea, caustic soda and formalin is gastroenteritis, but the long term effects are known to be far more serious.

FSSAI has asked all its state and union territories enforcement divisions to strengthen checks on milk producers to ensure they are complying with the Food Safety and Standards Act.