

Millions of Dairy Diaries



India is the world's largest milk producing country. The annual rate of growth in milk production in India is between 5-6%, against the world average of 1%.

The Operation Flood Project modernised and consolidated dairy co-operatives under one umbrella. The project assists 70 million farmers across half a million villages by collecting their produce, processing the product and taking it to the customer's door step.

Amul, one of India's most popular brands of packaged milk is also the world's largest selling, with daily sales of over 45,00,000 litres across the country.

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