

Analysis of mother dairy company culture and production sorting process

[Business](#), [Marketing](#)



Mother dairy is in existence from 44 years now. It has its plants and corporate offices all over in India. Mother dairy is constantly supplying India with best products. The main objective of mother dairy is to give its customers the best. There are various products of mother dairy in market today. Mother dairy has reached to both urban as well as rural areas. Mother dairy has various brands under its name such as Safal, Dhara, Dhelicious. Safal is the most prominent among these.

Safal is part of mother dairy from a very long time now. Mother dairy has set many Safal plants and outlets all over India. Safal deals in fruits, vegetables, jams, pickles and frozen food. The main product of Safal is Safal frozen peas. Safal frozen peas are created from the month of Jan-March. Peas are a seasonal crop. The journey of frozen peas begins with the arrival of peas in trucks from different parts of India. After the peas are unloaded they go for quality checking. Random samples from different sacks are taken. The quality head finds the yield of these samples. The peas are divided into sections like: rotten peas, insected peas, rotten tips, matured peas, etc. If everything is fine the peas are accepted and they are brought for processing. For processing the peas go in a blancher. Here the peas are given cold and hot treatment due to which they become soft.

After blanching random sections from the blancher are taken for peroxidase test. If peroxidase test is positive peas go for future processing. If the test is negative the batch is rejected. The peas are then put into freezing rooms for freezing. After that they are packed. Safal has a fresh department. In this department all the fruits and vegetables are kept. All the fruits and

vwgwttables are sorted in this department. Sorting of fruits and vegetables is done on the basis of size, texture, shape, colour, etc.

Some fruits get damage in the process of transportation. So such fruits are brought raw and they are ripened in mother dairy itself. Banana and papaya ripening is very common in mother dairy. Banana ripening is done with the help of ethylene. Raw bananas are kept in ripening chambers for 3 days. Papaya ripening is done with the help of sodium hydroxide. Raw papayas are kept in ripening chambers for 4 days. Mother dairy also has a waste management system and a water treatment plant. The main aim of mother dairy is to provide their customer with the best.

INTRODUCTION

Mother Dairy is an organisation which came into account in 1974. It is a part of National Dairy Development Board. It took place under a development programme named Operation Food. The aim of this programme was to increase the production and supply of milk in India. With a consumption of 97 litres of milk every year and increment of 4.5% every year in India, India definitely needed an organisation like Mother Dairy.

Mother Dairy has various brands like Safal, Mother Dairy, Dhara, Dailycious. There are various products under these brands like: safal peas, lassi, chach, curd, yogourt, pulses, vegetable oil, etc. The revenue of the organisation is 7000 crore per year. Mother Dairy was the first one to start fruits and vegetables business in India. Mother dairy started this business under the brand name Safal. Today, Safal has become a major part of Mother Dairy and

has stores all over in india. Mother Dairy also deals in frozen vegetables and processed food like juices and pickles.

Mother Dairy has set up its industrial plant in all over India. There are different plants for fruits and vegetables and different for milk and milk products. Mother Dairy as an organisation has achieved a lot since it started. Mother Dairy started with milk but today it deals with everything related to milk, milk products, fruits, vegetables, vegetable oil, etc.

Fresh department

The fresh department is an integral part of Safal. In this department all the fruits and vegetables are brought from the farmers and kept in crates. The fresh department has 14 gates at which the fruits and vegetables arrive. All the fruits and vegetables are segregated and sorted according to the given criteria. After sorting the fruits and vegetables are packed in the in packets of different capacity. From here the packed is supplied to various safal stores according to their demand. Quality of fruits and vegetables is the utmost priority of safal so for this purpose sorting is performed for all the departments. Vari ous fruits and vegetables are put on an electronic conveyer and sorting is done manually.

Sorting of tomatoes

In mother dairy the sorting of tomatoes is done manually.

- The tomatoes are first put on a conveyer.
- The conveyer starts to move and the employees do the sorting manually.

- For the sorting purpose the criteria used are:
- The tomatoes should be red in colour.
- The tomatoes should not be too small.
- The tomatoes should not be over-ripened.
- The tomatoes should be free from any kind of insect.
- The tomato should not be green in colour.

Packaging

After the process of sorting the fruits and vegetables are packed according to the desired packing. The packaging is done manually or through machines. Fruits and vegetables are packed in clingfilm and are priced according to their quality and weight.

Ripening

The ripening section comes under fresh department. Various unripened fruits and vegetables are brought to ripening stage. Some of the fruits are picked when they are raw otherwise shipment becomes a problem. Such fruits are artificially ripened with the help of various ripening agents eg. Ethylene.

SORTING AND GRADING

In this step the sorting of bananas is done. The bananas are sorted on the basis of their colour, hardness and length. In this step grading is also done.

The bananas are divided into 3 grades:

- A Grade Banana: – Size of banana should be 35mm and the bananas should be perfect and without any defects.

- B Grade Banana: – Size of banana less than 35mm and bananas having little or no defects comes under this grade.
- C Grade Banana: – The bananas which have defects like bruising, diseased etc falls under this.

PALLETIZATION

In this step the bananas are again put in crates. The a stacks of these crates are made. This is called palletization. These pallets are then transferred to ripening chambers. Each pallet contains 30 crates.

BANANA RIPENING

In this step the ripening of banana takes place. The process takes 3 days and this done with the help of ethylene.

RIPENING PROCESS

- The unripe bananas are placed in pallets and are taken into the ripening chamber.
- The bananas are then ripened using Catalytic generators. It is a method through which a
- liquid concentrate of ethylene is decomposed through an electrically powered catalytic
- generator that produces ethylene gas.
- The ethylene concentrate is supplied in containers. The amount of liquid put in the
- generator depends on the size of the ripening room.

- Ethylene output is adjustable for multiple room sizes and can work through a computerized
- ripening room control system.
- The bananas are kept in the ripening chamber for about 48 hours i. e. 2 days.

Peas

P. sativum is grown in winters and harvested in summers. This plant has a life cycle of one year. Peas are nutritionally very high. They have huge amount of fiber, protein, vitamin K, iron. *P. sativum* comes in many varieties like Alaska, Tom Thumb, Little marvel, G10, Arkil, etc.

Peas are legumes therefore, they have the ability to fix nitrogen. Peas have many health benefits like:

- **They help in anti-aging.**
- **They provide high energy.**
- **They help in curing alzheimer's.**
- **It also helps in blood sugar regulation.**
- **The procurement department purchases pea pods and the same are received at CDF through online computer system. During the process of unfolding, random samples are withdrawn for quality checking. The lot is checked as per laid down specifications with respect to yield, maturity, and duly following First In First out (FIFO). Debugging is carried out in the hopper and any extraneous matter like grass is removed.**
- **Depending on the capacity of depodder, the flow of pods is so adjusted for feeding that the final outcome may come to approximately 3 MT/hr. Wastes shells are of pea pods are passed on to waste disposal conveyor, which carries them for dumping purpose. The depodder has two concentric cylinders, which revolve in same direction. As a result of friction, the unshelled grains, they are collected and sent back to the depodder.**
- **After depodding, pea grains pass through the Combined Cleaned Unit (CCU) for removing any light weighted material. After CCU, the grains pass through a stone washer. Any stones, grits present are removed and peas are simultaneously washed. After washing, grains pass through the drum washers where floaters are removed. The grains are then collected in bin activator for further uniform feeding to blancher.**
- **Pea grains pass through a blancher where the time-temperature combination of 90 degrees for 30 minutes is applied. Random sampling test is conducted to ensure enzymatic inactivation.**