

## No hike in Amul prices this summer

[Ankur Tewari](#), TNN | Mar 29, 2015, 04.04 PM IST

AHMEDABAD: In a reprieve to consumers, dairy products giant Amul has ruled out any hike in prices this summer.

"Last price hike was in May 2014. At present, we have no plan to hike prices of our dairy products for next four to five months because of higher production and procurement," R S Sodhi, managing director of Amul said.

Sodhi was the chief guest at the 20th convocation of Mica on Saturday where 188 students graduated in various courses.

Sodhi said the hike is currently not needed as the cost of milk production is also under control in view of stable feed prices as well as lower energy and transportation costs.

However, Amul would take a call on milk price hike during the monsoon season depending on the feed and other costs, he said.

In another consumer initiative, Sodhi said that the company will soon launch prepaid smart card scheme in Mumbai, Kanpur and Lucknow after its successful implementation in Ahmedabad. Amul, in collaboration with State Bank of India, had recently launched Amul Milk Card that can be used to purchase products from its parlours. Sodhi said the company is also planning to launch the smart card scheme in rural parts of the country.

Mica director Nagesh Rao said, "We are announcing a new specialization on social change and leadership. The triple bottom line of people, planet and profit must become a way of life for all of us. The new specialization will allow us to convert these values into action."

### **Micans set example in communal harmony**

Buddham Saranam Gacchami, Vakratunda Mahakaya..., Bismillah-ir-Rahman-ir-Rahim — this is not the venue of a religious event. Showcasing yet another distinct attribute, Micans recited prayers of all religions during the institute's convocation on Saturday. Soon after the lamp lighting ceremony, the students set the tone for the 20th convocation by reciting the scriptures of every religion.