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You are here: [Home](#) / [Dairy](#) » [Farmers come first for us: GCMMF MD](#)

Farmers come first for us: GCMMF MD

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R.S. Sodhi MD of famous milk brand Amul has said his milk cooperative sets great store by the interests of over three million milk farmers who directly supply their produce to us. Amul never shrinks from paying them adequate value for their produce, the MD said in a phone interview from his office in Anand to Indian Cooperative.

Underscoring Amul's firm commitment to safeguard the interests of milk farmers and consumers, the milk cooperative takes all decisions accordingly, Mr. Sodhi said. Dealers and distributors figure pretty low in Amul's calculation, the MD noted.

With a view to ensuring the supply of high quality milk Amul Mr. Sodhi claimed helps milk farmers with quality cattle feed and regular veterinary support. Despite spending less than 1 percent of its revenue on advertising compared to 10 to 15 percent of other food companies, Amul enjoys highest popularity primarily because it pays special attention to the welfare of farmers and consumers, he remarked.

According to Sodhi, a vibrant milk economy calls for investment at grassroots level and ensuring consistency and excellence. A comprehensive network of cutting edge infrastructural facilities and doubling down efforts to uphold sound principles of business would bolster the milk economy in India, Mr. Sodhi argued.

