



## DAIRY CONNECT

The Consultancy Division of Helikx provides tailor made solutions to organizations for their growth and sustainable development. A variety of factors such as: Size, Resources available, Current trends in the business environment, Aptitude of staff, The Product or Service being provided, etc decides How and Where Growth and Development can be achieved. The areas to focus and the means to achieve growth must be based on logical reasoning, careful research and thorough deliberations.

To create a platform, a direction and solution for sustainable growth and development for an enduring brand, "Milkkorich" (an animal feed supplement), we visited about 7000 odd farmers and about 34 dairy processing units. This study was unique and gave us an in depth understanding of the dairy industry in Tamilnadu. We realized there was a lot of disconnect and disparity. For example, the yield per cattle for farmers in Shankarapuram is only 1.74% against 72% for farmers at Erode.

There are a number of players in the supply chain. Thus we have, the animal breeders, the Animal feed manufacturers and suppliers, the Producers, the collection centers, the processing units, the transporters, the distribution channels and finally the Consumer.

Our studies showed that the players in the supply chain were not properly connected. Information at different levels was lacking or nonexistent. All players were operating in independent silos. Profitability and value for money was not equitable. Our research confirmed that a platform needs to be created so that dairy farming is provided a professional direction and path, thus leading to a profitable business model that can survive, sustain and grow along with the demand.

Mr. C P Charles, a well known strategist, inspired us to design a discussion forum that will deliberate on the knowledge and findings. The recent events in the Government and change in policies in the Dairy industry, confirmed our resolve to initiate a process that will connect all stake holders in the supply chain.

Mr.R.G.Sundaram, founder of the famous animal feed brand "Kamadhenu" graciously consented to organize and conduct this discussion forum.

We deliberated the delivery model for this discussion forum. In order to bring about a consensus among stake holders and create a platform for future growth, we have joined hands with the best personalities in each segment of the supply chain. This panel of eminent persons known for their dedication, knowledge and contribution in their individual fields in the dairy industry will focus, debate and provide a direction to all stake holders to have a combined,dedicated and mutually beneficial effort to connect with each other.

WELCOME TO "DAIRY CONNECT" – Theplace where the best minds of the Dairy Industry will meet.

**G Senthilkumar**  
Chairman - Helikx