


B.TechLassiwala (Milky & Pure Dairy)

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It was just an idea when we were in college,during our Hands on training in 5th semester (3rd year) of B.Tech . As we have received complete information of dairy business & entrepreneurship development I decided to start milk procurement for dairy, but due to large competition and heavy investment we give-up that idea. So along with my friend I started small chocolate manufacturing and selling in final year of graduation. We got very impressive response which encouraged me to start my milk product's production unit. I have started my production unit with very small quantity of milk and sold those products in a temporary stall at Naik square, Pusad. My product range includes Khoa, Pedha, Malai- Lassi, Dahi, Paneer, chocolate Burfi, Mango Burfi, Amrakhand etc., but out of all these products, Malai-Lassi became more popular within short period of time. Slowly I started other traditional dairy products which also got good response from high profile customer. Side by side I started home delivery of products too, so Customers got quality products easily at their doorstep. This makes my marketing successful. I started the dairy product outlet at Naik square in June 2022 and is now becoming landmark for quality dairy products. I am very much thankful to the staff of College of Dairy Technology, Warud, Pusad for their continuous support in my regular activities. My Annual turnover: 15-18 Lakhs (2023-24)

