

# Quality Assurance for the Indian Dairy Industry

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**Quality is never an accident. It is always the result of -High Intention, Sincere Efforts, Intelligent Direction & Skilful Execution - Willa Foster**

I start with this quote and wish to stress that how much important quality is? At the same time, when India is World's highest milk producing country from past more than a decade and when milk is being considered as complete food for every human being, quality plays a vital role for Indian Dairy Industry from food safety point of view. However, it is needless to mention that same cannot be achieved without following above quote.

We all know very well, in earlier days we used to say **Quality Control** as an important department in Indian Dairy Industry, directly reporting to MD / CEO of organization. In those days, our focus used to remain with floor level quality control during production, processing & storage of milk & milk products. It was rather examination of the finished product. During those days, we used to focus more on chemical parameters of raw milk like fat & SNF at village level co-operative, followed by acidity & MBRT of processed milk in addition to standardization of processed milk. We all know that in earlier days, since we used to pasteurize milk at very high temp. (much above pasteurization temp. of 71.6°C for 16 seconds) under HTST process, we had taken away flow diversion valve from the circuit. It had worked and there were never serious health hazards occurred by consuming pasteurized milk. Now, what is the scenario? We all in Indian Dairy Industry has moved back to install FDV not only for heating temp. but we have further moved one step ahead and many dairies do install FDV at chilling temp. side on milk pasteurizer for pasteurized milk.

What does it indicate? Though quality was well maintained during earlier days, but now we are assuring for quality till consumer's end. That is how word **Quality Control** has replaced with **Quality Assurance** in Indian Dairy Industry.

Let us now talk, why this change has come? After 1992, due to WTO & GATE Agreement, world has become an open market for every product. Yet, to streamline quality parameters across the globe for every product, International Organization for Standardization (ISO) has derived various standards like ISO : 9001 for Quality Management, ISO : 22000 for Food Safety Management, ISO : 14001 for Environment Management etc; which have direct impact with our Indian Dairy Industry. Again all these standards are revised from time to time considering rising demand of the customers and food safety. The pressure to sustain in business and to grow in open market across the world, Indian Dairy Industry has accepted this challenge spontaneously and today, India is not only highest milk producing country in the world but also export its various milk products in many countries. Today, GCMMF, very well known by Amul brand has achieved 15<sup>th</sup> position in Dairy Industry of the world with respect to milk solids being handled by them. Is it not a matter of pride for every Indian!!!

Yet, question comes in every one's mind, how this could happen and that too in a very short span? For the same, we shall give credit to various professional management tools being implemented in Indian Dairy Industry among which TQM has played a very vital role. TQM itself covers three major aspects viz. Total Quality Control (TQC), Total Employee Involvement (TEI) and Total Waste Elimination (TWE). Essence of these three combinations has helped to achieve **Quality**



**Assurance** in Indian Dairy Industry. The word itself justifies about an assurance of quality of milk & milk products from consumer's perspective. At the same time stringent laws being introduced for human safety, quality assurance has become mandatory for every food processing industries & dairy industry is part of the same. We also strived hard to improve microbiological quality of our milk. Just making an excuse that we have tropical climate, our milk production is scattered, milk producers are uneducated, etc; do not work. We worked hard to educate farmers for Clean Milk Production at their door step, to devise the system of cold chain, to improve infrastructure and now we are able to compete in world market with our products. Thus **Quality Assurance** is a key to the success of Indian Dairy Industry for sustainable business & growth for longer time to come. The

same can be achieved & maintained through TQM practices and as quoted by Willa Foster.

Going beyond quality assurance, in the present world of competition, we need to go further in continuously improving the quality of our products. The products should not only satisfy our customers, but also should delight them, so that they are motivated to keep us in their list of preferred brands. At the same time, packaging also plays an important role from customer's perspective and ongoing efforts need to be continued to improve existing packaging with an expectation of customers. One thing is certain, all these has to be done keeping cost factor in mind as in era of competition, customer is also cost conscious and here TQM practices is going to help our Indian Dairy Industry.

