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Suruchi Consultants

Objective To become a total solution provider for the dairy and food industry.

MILESTONES

- 1990 FOUNDATION OF SURUCHI CONSULTANTS NOIDA

- 1995 BEGAN MANUFACTURING /SUPPLIES AND EXPORTS/ TRADING OF DAIRY PROJECTS

- 2000 LAUNCHED SURUCHI INFOTECH DIVISION IN MAR 2000 WITH DAIRY PORTAL www.indiandairymart.com.

- 2003 FORGED A STRATEGIC ALLIANCE A JOINT VENTURE WITH CHADHA SALES PVT LTD , A DELHI BASED LEADING MANUFACTURERS OF DAIRY EQUIPMENTS AND TESTING EQUIPMENTS IN THE AREA OF TURNKEY DAIRY PROJECTS EXECUTION.

- 2006 SETTING UP AN ENTREPRENEURSHIP AND TECHNOLOGY DEVELOPMENT CENTER AT NOIDA

- 2007 BEGAN CAPACITY BUILDING OF INDIAN SME FOR EXPORT TO EU NATIONS AS TEDO (TECHNOLOGY EXPORT DEVELOPMENT ORGANISATION) EXPERT ON AGRI AND FOOD PROCESSING. TEDO IS A JOINT INITIATIVE OF CII AND CBI (GOVT OF NETHERLANDS)

- 2008 BECAME ISO 22000 LEAD AUDITOR FROM TUS SUD SOUTH ASIA FOR FOOD SAFETY MANAGEMENT SYSTEMS AND HACCP

- 2009 DEVELOPING MARKET INTELLIGENCE PRODUCTS FOR TEDO VIRTUAL WEB SPACE FOR INDIAN SME IN THE AREA OF AGRI AND FOOD PROCESSING

KEY ACHIEVEMENTS : WE ARE PROUD TO RECEIVE REPEAT ORDER FROM ALL THE KEY BUSINESS ACCOUNTS IN LAST FIVE YEARS. WE WISH TO MAINTAIN THIS LEGACY OF GROWING ALONGWITH OUR VALUED AND ESTEEM CLIENTELLE.

We have prepared in total around 40 detailed project reports for financial institutions in the area of dairy farming, dairy processing, mushrooms, dehydrated vegetables, processed food, wheat starch and gluten, lactose, casein and floriculture. We have also erected and commissioned nearly 12 projects on turnkey basis and have supplied equipments and plants to a similar number of organizations. We have also interacted with more than 50 organizations both in private and public sectors for corporate trainings, strategic management, Feasibility studies and Market research for dairy and non dairy applications. We have developed business linkages for exports of our dairy equipments and plants in Nepal, Malaysia, Bangladesh, Nigeria and Tanzania.

Memberships

Indian Dairy Association New Delhi

Consultancy Development Centre Supported by DSIR-Ministry of Science and Technology Government of India.

CURRENT ASSIGNMENTS and TURNKEY PROJECTS

Offshore Assignments

- 10000 lpd milk processing plant at Bangladesh (USD 203000.00)
- 2000 lpd Yogurt making plant at Nigeria (USD 41500.00)
- Yogurt plant for farmers cooperative at Bhutan 30000 USD
- 3 numbers 1000 lpd plant for national Dairy development Board Nepal (USD 125000.00)

Domestic Assignment

- Conducted Sales Training Program for Amul (The largest Dairy cooperative o India with a turnover of over USD 1Billion.
- First woman cooperative dairy plant in Himachal Pradesh
- Milk processing plant at Military dairy Farm Agra
- 25000 LPD milk processing plant at Calcutta India (USD 220000.00)
- 1000 lpd Ice Cream Plant for Government of Nagaland India
- Training Dairy at Bikaner University at Rajasthan India
- 3000 LPD sterilized flavored milk and polypack milk plant at Kochi India

KEY FOREIGN ASSIGNMENTS

- Market Survey Of London and nearby areas for Indian milk products
- Traveled across United Arab Emirates for various dairy & processed food proposals July, 1991.
- Technical feasibility study of Nepal government dairy plants as well as setting up of around seven plants on turnkey basis in Nepal including Nepal's largest private sector dairy of 100000 lpd for Kedia Organization at Katmandu Nepal.

- Visited and attended Anuga 1997/2000/2006 (The largest Food Show in The World) at Germany also visited France and Belgium to study the dairy industry scenario.
- Conducted a market survey for milk and milk products in Colombo Sri Lanka.
- Visited and resourced for the technical capabilities in South east Asia for dairy industry at Singapore and Malaysia.

TRAINING WORKSHOPS AND PROGRAMMES CONDUCTED

- Regularly conducts training program for senior management of Indian Airlines in marketing, internal marketing, corporate branding and marketing of services.
- Conducted training program on marketing for senior engineering staff of Maruti Suzuki India Ltd Gurgaon.
- Conducted One day Corporate Training in marketing for Gas Authority India Ltd. (GAIL) at Usur, Maharashtra. The training emphasized on key issues in Marketing like Customer Retention, Consumer Behavior, Net Marketing and Consumer Insights.
- Presented paper on “CONSULTANCY CAPABILITIES IN THE DAIRY INDUSTRY” in a national seminar organized by DSIR and UP INDUSTRIAL CONSULTANTS LTD and Department of Science and Technology at New Delhi In Dec 1990.
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- Conducted a technical session on the strategic resourcing of inputs for Floriculture the Industry for Biotech Consortium India Ltd (A body of IDBI,IFCI , ICICI and other major institution) Dec 1992.
- Regular Training Program on Marketing of milk and milk products for our clients in the areas of
 - How to develop the channels?
 - How to plan the launch ?
 - How to perform in the market?
 - How to evaluate and monitor the markets ?
- Conducted Training Program on Competitor’s Analysis in Katmandu Market for the liquid milk, butter and SMP project for Kedia Organization . (June 1997)
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- Conducted a customized fire fighting program for our valued clients in all the areas related to procurement, processing, quality control , marketing and sales & distribution. The sole purpose of these programs is to unleash the bottlenecks and motivate the team efforts through collective decision making process.

Other Assignments Turnkey Dairies

- 6000 Lpd Dairy Plant At Hetauda Nepal
- 10000 Liters Per Day Turnkey Milk Chilling Station For Haldiram Snacks Pvt Ltd Noida.
- 20000 Lpd Turnkey Milk Pasteurization Plant In District Meerut U.P.

- Consultant To JK Dairy And Foods Ltd For Their Liquid Milk Project In Delhi. We Have Just Completed A Consumer Behavior Study For Them In East Delhi On Polypack Milk And Jk Brand.
- Complete dairy project for handling 10000 Liters of milk per day at Cherikot Dolakha, Nepal for a District Development committee on turnkey basis.
- Complete Automatic Blending Station for making Dairy whitener at Family Cereal, Malaysia. (USD 60000.00)
- Consultants And Suppliers To M/S Shreeram Janaki Dairy Udyog Ltd Janakpur, Nepal For Their 10000 Lpd Proposed Composite Milk Plant. The Supplies Already Made And Under Manufacturing Are Worth Us \$ 100000.00. The plant came into commercial production on Dec 12,1998.Currently we are supplying plant of lassie, yogurt, ice creams and expanding their capacity to 10000 lpd. We are also setting up their complete milk procurement systems and logistics support through our innovative instant milk chilling systems and bulk milk coolers. Now we are supplying a complete 5000lpd plant on turnkey basis for their processing unit-II at Pokhara Nepal and also one more unit for Biratnagar Nepal.

Key Consulting Assignments

- Strategic consultants to Morton Confectioneries (A unit of K.K.Birla Group) to suggest them revival strategy for their confectionery unit.
- Setting up a 2M.T.P.D cheese plant for making soft and hard cheeses at Delhi. The total supplies are worth USD 15000.00
- Expansion of Refrigeration of Dairy Fresh from 25000 LPD milk Handling to 75000 LPD Milk handling and centrally Air conditioning of the office block.
- Technical consultants to M/s Sita Ram Gokul Milks Katmandu Ltd for their 100000 lpd composite milk plant at Katmandu Nepal. We have already made them supplies worth USD 220000.00 till date. the plant was inaugurated by the prime minister of Nepal on June 18,1996.
- Technical consultants to M/s Dairy Fresh Delhi for their 25000 lpd expandable to 50000 lpd liquid milk plant at New Delhi. We were turnkey suppliers to the project and we supplied equipments worth USD 100000.00 directly and USD worth 200000.00 through our vendors as bought outs against the total contract value of USD3,00,000.00. The plant was commissioned on July 15,1998.
- Setting up of a complete 4 MT per day anhydrous milk fat (Ghee) Plant at Delhi for Pratap Brand Ghee(A brand Leader in Their category)

KEY FEASIBILITY STUDIES AND MARKET SURVEYS UNDERTAKEN

- Feasibility study for putting up a 50,000 LPD poly pack milk plant at Kanpur city.
- Feasibility study for putting up a 50,000 LPD composite dairy plant at Guwahati and nearby areas.

- Conducted a feasibility study to evaluate the export potential of the Indian Floricultural products using the Tissue plant Culture Technology. This study has been awarded to us by the Biotech Consortium India Ltd (A subsidiary body of the leading financial institutions of India). This study has furthermore covered the complete detailing on technology resourcing, pre feasibility and current national and international status of this industry. This study also developed a very potent database for the floriculture industry in India and abroad.
- Technical Consultant to M/s Yamuna Gases & Chemicals Ltd., Jagadhari for making Technical feasibility reports of various dairy & food projects for USSR March 1991 onwards and studying the export potential of various processed foods.
- Conducted a Market survey on national basis for various milk and milk products including lactose and casein (Oct 1994) FOR Tata Klokner .
- Conducted a Market survey on national basis for various starch and starch products including wheat starch and wheat gluten. (Nov1994). For Tata Klokner
- Feasibility study for putting up a 100,000 LPD dairy plant at Kolhapur. The study included market of Bombay, Pune and Goa market.

KEY ACCOUNTS IN SALES AND EXPORTS

- We started to design, fabricate (Through Vendors) and supply dairy plant and machinery from Aug, 1995. We exported dairy plant and machinery worth around 0.2 million dollars to Kedia organization Nepal. We were co-suppliers with Alfa Laval India in this largest private sector dairy project at Nepal.
- We made supplies to M/s Jai Ganesh Dairy Katmandu Nepal for their proposed Liquid Milk plant at Narainghat, Chitwan, Nepal worth around USD. 50,000 We were co-suppliers with Alfa Laval India in this private sector dairy project in Nepal.
- Consultants and turnkey supplier to M/s Dairy Fresh for their Composite Liquid milk Plant near Delhi. We are supplying the complete plant on turnkey basis with a capacity of 25000LPD expandable to 50000 LPD of milk handling. The plant will manufacture liquid milk, cheese, pannier, butter and ghee. The total worth of the project supplies is INR 145,000,00/-. The project got commissioned on June 15, 1998.
- Consultants and suppliers to M/s SHREERAM JANAKI DAIRY UDYOG LTD JANAKPUR, NEPAL FOR THEIR 5000 LPD PROPOSED COMPOSITE MILK PLANT. THE SUPPLIES TO BE MADE ARE WORTH USD 40000/- The plant came into commercial production on Dec 12, 1998. Currently we are supplying plant of lassie, yogurt, ice creams and expanding their capacity to 10000 lpd We are also setting up their complete milk procurement systems and logistics support through our innovative instant milk chilling systems and bulk milk coolers.
- Consultants and suppliers for various dairy equipments to M/s Katmandu Dairies at Katmandu , Nepal .
- Supplied milk chilling and storage system to M/s Chitwan Dairy Udyog Nepal.

MISCELANEOUS PROJECT IMPLEMENTATION

- 2000 liters per day capacity Ice Cream Plant on turn key basis was erected & commissioned at Bareilly, February to May, 1990
- Joined M/s Daify Food Products Pvt. Ltd., as Technical Director for handling 40,000 milk per day at and later on with the change in management completed the project as technical advisor. The production has been started from May 30, 1994. The unit was later on sold in 1995 to M/s Ved Ram and sons Sahibabad.
- Technical Consultant to M/s Noida Ice Cream Company, Noida for making polypack milk, butter, ghee and non aerated synthetic fruit juices, July, 1990 -Dec 1992. Curently the unit is packing MILK for Punjab Milk federation on lease basis.
- Consultant to M/s Anand Dairies Pvt. Ltd., Karnal for the restarting of their 1,00,000 LPD fluid milk & dairy plant at Karnal (1990-1991).
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- Technical Consultants to M/s Madhusudhan Milk Products Pvt Ltd., for erection and commissioning of their 2 TPD powder plant alongwith 15,000 LPD fluid milk plant at Jaipur, July. 1992 onwards. The plant has been successfully started in Apr 1994.
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- Technical consultants to Kedia organisation Kathmandu Nepal for their 100000 LPD composite milk plant (largest in private sector in Nepal) at Kathmandu. The plant got successfully commissioned on June 1996. We spent around two years on this project and were involved from concept to commissioning. Still we are advisor to the project in all spheres of management