

## OMFED ON FACEBOOK



Omfed, a beloved brand of millions of customers and Pride of Odisha has connected itself with the Social Media-Facebook today.

Minister, Agriculture, Fisheries & Animal Resources Development, Pradeep Maharathy on Sunday launched a dedicated Facebook page of Omfed in an effort to uniformly expand the use of Social Media to promote its products and highlight its activities.

Launching the Facebook page [www.facebook.com/theomfed](http://www.facebook.com/theomfed) the Minister Mr.Maharathy said that this is a milestone in the history of Omfed.



Bishnupada Sethi, Chairman and Managing Director Omfed, who is the brain behind such a move graced the occasion.

Minister said that the Facebook page will not only help the Odisha State Cooperative Milk Producers' Federation Limited (OMFED®) in brand building it will also create a platform where the customers can discuss products.

Omfed symbolizes quality and trust. That is the reason why it is a house hold name in our state. Millions of people today cannot think of their life without Omfed products, the Minister said.

The new Facebook page will feature information related to different activities of Omfed, its products, videos, photos, press releases and many more, Omfed CMD and Secretary of the Fisheries & Animal Resources Development, Mr.Sethi said.

Omfed is now procuring 5.5 lakhs kg milk daily from Producers & has been marketing it in form of Toned Milk and its product variants such as Sweet curd, Plain Curd, Rabidi, Chhena, Chhenapoda, Flavoured Milk, Ice Cream, Ghee, Lassi & Butter milk, said he.

There is a plan to produce more variants of indigenous sweet products like Peda, Rasogolla, Sandesh and also Mineral Water, in the near future, CMD said.

Omfed will procure 6 lakhs liters of milk per day within a month as farmers are being benefited through various Central Sponsored Schemes and remunerative price for their produce, he said.

Omfed is going to set up Ice Cream Plants in Sambalpur and Bhawanipatana Dairy shortly and in other districts in near future. Action has already been taken to put up Milk Powder Plant at Bhawanipatana Dairy. Looking to the Vision-2020, Omfed is also going to procure ten lakh liters of milk in the next five years, he said. For this, we will set up an Ultra modern Dairy of 5 lakh liters capacity in Cuttack District, he said.

After obtaining feedback and suggestions of the customers, Omfed shall take best of its action to improve and explore more no. of products. Members are invited to like Omfed Face Book page, he said. Senior officers of Omfed including General Manager Basant Mishra, Deputy General Manager (Finance) Suresh Altia and others were present at this launching ceremony.

<http://www.tathya.in/new/story.aspx?args=87C5CF3430F0234E5816DAB08545DE8BDD503AB6A2DE8312>