

UJJAIN SAHAKARI DUGDH SANGH MYDT																			
NDDB MARKETING SCHEME																			
S. N O.	PARTICULAR	UNIT COST/UNIT	GRANT	UNIT QUANTITY				FINANCIAL ASPECT				NDDB CONTRIBUTION				USDS CONTRIBUTION			
				23-24	24-25	25-26	TOTAL	23-24	24-25	25-26	TOTAL	23-24	24-25	25-26	TOTAL	23-24	24-25	25-26	TOTAL
1	MILK PARLOUR	300000	50%	15	10	0	25	4500000	3000000	0	7500000	2250000	1500000	0	3750000	2250000	1500000	0	3750000
2	VISI COOLER 200 LTR	25000	40%	50	50	0	100	1250000	1250000	0	2500000	500000	500000	0	1000000	750000	750000	0	1500000
3	INSULATED BOXES 50 LTR	3000	40%	50	50	0	100	150000	150000	0	300000	60000	60000	0	120000	90000	90000	0	180000
4	BRANDING MATERIAL	200000	50%			0	0	0	0	0	0	0			100000				100000
5	RETAILAR AWARNNESS PROGRAMM	100	100%	150	150	150	450	15000	15000	15000	45000	15000	15000	15000	45000	0	0	0	0
6	TRAINING MARKETING OFFICER	50000	100%	2		0	2	0	0	0	50000	0	0	0	50000	0	0	0	0
7	MARKETING APPOCHES IN MILK PRODUCT FOR SALES AND	20000	100%	5		0	5	0	0	0	20000	0	0	0	20000	0	0	0	0
TOTAL								5915000	4415000	15000	10415000	2825000	2075000	15000	5085000	3090000	2340000	0	5530000