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| Author(s): | Dudhsagar Dairy Team |

Dudhsagar Dairy, Mehsana Launches its Website in Brand New Avatar

PRESS RELEASE

DUDHSAGAR DAIRY

Mehsana District Co-operative Milk Producers' Union Ltd.

Post Box No.1, Mehsana - 384 002, Gujarat, India.

Phone: (02762) 253201 - 05, Fax: (02762) 253422

E-mail: sagar@mehsanaunion.coop

Website: www.dudhsagardairy.coop/





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Dudhsagar Dairy is proud to announce the release of our newly re-designed website i.e. www.dudhsagardairy.coop with a new look and feel. Dairy Cooperatives are becoming techno savvy - Dudhsagar Dairy, Mehsana launches a brand new, modern website with all new features!

Dudhsagar Dairy, Mehsana has launched a brand new, modern website with the .coop domain, www.dudhsagardairy.coop with a view to facilitate two-way communication with regard to 'cooperative dairying', between Mehsana Union and their milk producing farmer-members and the general public.

The key features are provided in five different menus such as Explore, Role of Cooperatives, Media & Events, Product List, and Interact / Recipes.

The site covers topics like 'Inclusive Growth in Rural India', 'Empowerment of rural milk producers especially women', our products, Recipes, Dudhsagar Patrika, etc. The website is made SEO (search engine optimization)-friendly and one can share content of website on social media channels such as Facebook, Google + or Twitter etc. We have also plans to provide additional features for easy two-way connectivity with our 1000+ village milk societies and Dudhsagar dairy employees.

The website is built with HTML 5.0 and Joomla 2.5 Technology with web 2.0 standards. It has cross browser compatibility which means that if you open the website from browsers like Google Chrome, Mozilla FireFox, Internet Explorer etc. then you will observe the similar look and feel.

As per the latest trends this website is mobile responsive. The website adapts itself with the device's resolution. It changes its content arrangement and provides optimal viewing experience across wide range of standard smart phones devices such as Android, iPhone, iPad, BlackBerry, Windows etc.

This website also provides multilingual support through Google Translator. The original language of this website is English. However, if you select Gujarati or Hindi language, you will get translated content of the website in the selected language. Since the translation is provided by Google, and not official translation by Dudhsagar Dairy, it may not be accurate.

If you have any questions, comments or suggestions, please don't hesitate to contact us at dudhsagar.mehsana@gmail.com. We would love to hear from you.





ABOUT “DUDHSAGAR DAIRY”

A visionary cooperative movement, on the lines of Amul-model, initiated in Mehsana more than 50 years ago, to organize the rural milk producers to help themselves had its benefits in building a strong cooperative movement that has pooled together the resources of milk producers. We are proud to exist as a purposeful organization in the Nation building process - Enhancing the milk production capacity, providing self-employment and sustainable income generation to the rural farmers, enhancing the per capita availability of milk etc.

Today, Dudhsagar Dairy has a membership of over 5.2 lakhs dairy farmers. Its consolidated turnover in 2012-13 was Rs.3600 crores.

Dudhsagar is proud of its contributions to making India the largest milk producing nation in the world, and in the process empowering lakhs of cooperative dairy farmers of Mehsana and parts of Patan and Gandhinagar districts - socially, politically and economically.

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