

## **PREAMBLE**

*This charter is a declaration of Our Vision, Mission, Values, Commitments, Standards and our expectations of others.*

### **Our Vision**

*To constantly strive to provide valued consumers with the highest quality milk, milk products and cattle feed with the best standards of service by a passionate and focused work forces using state of the art technology ensuring sustained growth and simultaneously ensuring farmers' delight by better realization of milk price and offer needed service at his /her doorstep.*

### **Our Mission**

*Our Mission is "Farmers' prosperity through consumer satisfaction"*

### **Our Standards**

*We have 14 dairy plants at across Kerala with a capacity to handle 19.55 lakh litres of milk per day. These dairies are ISO and HACCP certified and thereby ensures quality milk and milk products to our valued consumers.*

*Our two cattle feed plants, each of 300 tones per day capacity are fully automated. We use only good quality raw materials and strict manufacturing process to ensure that milk farmers get quality cattle feed at their door step.*

*We have set upon ourselves standards for all transactions with you. We undertake that without unnecessary delay we shall promptly communicate the same to the party concerned.*

### **Our Commitments**

#### **We commit to**

- *Produce and distribute quality cattle feed, milk & milk products, conforming to stringent specifications of FPO, BIS, AGMARK and MMPO.*
- *Timely distribution of our products to ensure customer satisfaction and delight.*
- *Continuous up gradation of technology and development of human resource by continuous training.*
- *Strict adherence to the prescribed safety, health and environmental production standards.*
- *All officers dealing with public to carry an identity card.*
- *Provide every possible assistance to public by the Public Information Officers in the Head Office and by Officers in our Units. The officers nominated would, besides, provide relevant information including procedures that may have to be followed by the public in dealing with the Federation.*
- *Keep the personnel and business information disclosed to us as confidential.*

### **Complaints and Grievances**

*If you have a complaint or grievance against the Federation or any of it's units, you may contact the Public Grievance Committee headed by the Senior Manager (Quality Control), KCMMF Ltd, Milma Bhavan, Pattom, Thiruvananthapuram – 4 for redressal. (Phone : 0471-2786436)*

### **Our Expectation from Client**

*We expect you to be reasonable and prompt in exercising your rights and obligations in all your transactions with the Federation with out extending inducement of any kind and not raising any frivolous issues.*