



Government of Puducherry
Co-operative Department



Launch of New Ice-Cream Variants & Implementation of ABIB-IVF-ET Project under Rashtriya Gokul Mission

On **03.03.2025**, The Pondicherry Co-operative Milk Producers' Union Ltd. (PONLAIT) successfully launched new ice-cream variants—**Black Currant** and **Vanilla Choco Chips**—in 250ml and 500ml packs. The launch event, held at **Kamaraja Manimandapam, Government of Puducherry**, witnessed the enthusiastic participation of around **300 attendees**.

This initiative aims to:

- Enhance sales promotion activities by introducing innovative and attractive ice-cream variants.
- Increase sales while ensuring high quality and quantity at the best remunerative prices for consumers.

Simultaneously, PONLAIT implemented the **ABIB-IVF-ET Project** under the **Rashtriya Gokul Mission**, with the objective to:

- Establish pregnancies in cows using IVF embryos produced from high-genetic-merit semen.
- Enhance milk production and productivity by propagating high-yielding animals.

Key Activities and Progress:

1. Embryo Transfer (09.03.2025):

Embryo transfer was successfully carried out in **7 cyclic cows/heifers**. Beneficiaries were provided with nutrient supplements including **Goumix** and **Tab. Cyclomin-7**.

2. Hormonal Treatment (28.03.2025 & 29.03.2025):

A single dose of **Injection Cloprostenol** was administered to **32 cyclic cows/heifers**. Nutritional supplements were also distributed to support reproductive health.

3. Sales Outcome:

The newly launched ice-cream variants received a **positive response** at PONLAIT outlets across **Puducherry and Tamil Nadu** regions.

4. Employee Training (March 2025):

Under the NPDD scheme, **56 employees** underwent training at **NDDB, Bangalore**, focusing on the importance of **personal hygiene in milk handling** at the dairy plant.



