



NEWS RELEASE

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Verka celebrates Swachh Bharat Diwas

Verka the flagship brand of Punjab state owned cooperative MILKFED, celebrated the Swachh Bharat Diwas with great enthusiasm. A massive cleanliness drive was carried out at various Verka plants and offices. The employees of verka participated in the mission with zeal and fervor. Tree plantation was also carried out to mark the occasion.

Speaking in the occasion Mr. Amarjit Singh Sidhu, Chairman, MILKFED said, "Verka has always held a strong stand in giving back to the community. We firmly advocate the "Swachh Bharat Mission", Cleanliness is the need of the hour, hence eradicating various environmental issues and make a better place to live in."



Verka has always believed in purity and quality. This is the reason why every verka plant follows standardized safety measures to ensure pure good quality products. From feeding milk to final packaging at all the Verka Plants involves no human-touch. This automation ensures zero adulteration and quality standard.

"The brand Verka is synonymous to purity. We have always laid emphasis on cleanliness and safety. The day marks as celebration of the same," added Mr Sandhu. Participation of all Verka employees is highly commendable. These efforts are sure to bring the much needed change in the society. Activities like these encourage others to make an effort towards a better tomorrow.

Verka has set an example for others to follow. Irrespective of the day, cleanliness and keeping hygienic surroundings should be priority of one and all.

