

National Milk Day News

IDA Celebrates National Milk Day 2024



National Milk Day 2024 was organized by IDA Head Office along with various zones and chapters. Prof. (Dr.) Rakesh Mohan Joshi, Vice Chancellor, Indian Institute of Foreign Trade was the Chief Guest of the event. Dr. Vijay Sardana, Techno-legal Expert and Shri Kuldeep Sharma, Founder, Suruchi Consultants were the Guests of Honour of the event. Keynote Address was delivered by Dr. R.S. Sodhi, President-IDA. Shri A.K. Khosla, Vice President-IDA and Shri S.S. Mann, former Chairman, IDA (North Zone) addressed the gathering on the occasion.

Shri A.K. Khosla, Vice President-IDA welcomed the Chief Guest Prof. (Dr.) Rakesh Mohan Joshi; Guests of Honour Dr. Vijay Sardana; Shri Kuldeep Sharma; and all the participants. After the ceremonial lamp was lighted, homages were paid to Dr. Kurien by the participants. Dr. R.S. Sodhi, President-IDA delivered Keynote address virtually from IDA West Zone office at Mumbai. All the zones and chapters joined the virtual webcast of the Keynote address.



While delivering the Keynote address **Dr. R.S. Sodhi**, President-IDA said that wherever we go in any part of the developed countries, people admire on our achievement of maintaining the first position in the milk production, world over. We were able to do this because of the hard work done by Dr. Kurien and his team. Remembering Dr. Kurien on his birth anniversary, he said that some of us are very lucky to have worked in close association with Dr. Kurien. I have worked with him for more than 31 years i.e. from 1982 to 2012. We all know about Dr. Kurien's leadership quality. He was a visionary leader in true spirit. In 1949, he came to Anand, created Amul along with Shri Tribhuvandas Patel and in mid 1970s, he could visualize the roadmap of making India from milk deficit country to largest milk producing country in the world. He could see that milk production can multiply three times in every 25 years. He thought of Operation Flood and White Revolution and

we all know the results of all these efforts. We have learnt a lot from his way of working. Dr. Kurien always looked for best option whether it is personnel, machineries, infrastructure, management, marketing, etc. He was of the view that farmers' organization should have people with 100% integrity. He had blind faith in cooperative structure and that's why he always put the farmers' interest on top and at the same time consumers' interest on priority in terms of delivering quality milk and milk products. He always stood firm against all odds. He advocated professionalism. During Operation Flood, he recruited young professionals. He gave all of them total independence with responsibility and accountability. He was a great institution builder. He created ageless, evergreen and top class institution whether it is Amul, NDDDB, IDMC, Indian Immunologicals, IRMA, NCDFI, etc. More 26 cooperatives were created during his tenure e.g. KMF, MILMA, SARAS, SUDHA, VITA, VERKA, SANCHI, etc. All such institutions are not only still working but growing day by day. One can understand, what



kind of planning, foundations, people were involved in building such institutions.

Dr. Kurien is remembered by all the business fraternity, entrepreneurs besides the cooperatives, for his business model for India. His business model propagated by him was give more and earn more. Give more to the farmers they produce, give more to the consumer by way of providing them tasty, delicious, nutritious dairy products at affordable price. That is why the supply chain of India i.e. from farmers to consumer, is one of the best in the world and is very difficult to copy. Dr. Kurien was of the view that as long as farmers and consumers interests are taken care off, supply chain will remain uninterrupted.

All business community including multinational organizations have to learn from Dr. Kurien, is how to create ageless institutions like Amul, NDDDB, Mother Dairy, etc. His communication skills was to the point, crispy and without any fear. He was a fearless warrior. We professionals should learn from the Dr. Kurien as to how to plan, execute and monitor any project as shown by him in executing Operation Flood all over the country.

If any organization has to succeed in Food and FMCG Indian market, they need to follow the way Dr. Kurien marketed the dairy products. What Dr. Kurien has taught us, is becoming more and more relevant in today's world. The way the disparities in India is increasing day by day especially between rural and urban, we call it K-type of growth. India is an economy of 3S - small producer, small trader and small consumer. That is why cooperative business model is more relevant even today. Dr. Kurien always paid respect to the labour and worked for the empowerment of women. It was his efforts that we are able to provide nutritional security to 1.4 billion in the country.

We are indebted to the selfless work done by Dr. Kurien that can never be forgotten. It will be the best tribute to Dr. Kurien, if we continue working on the path of development and imbibe values and integrity taught by him. In his concluding remarks, he said, "Let us keep remembering Dr. Kurien and keep spreading his values, messages, etc. in our dairy fraternity to whosoever we meet."

Dr. Sodhi thanked Prof. R.M. Joshi for agreeing to join as Chief Guest on the National Milk Day. He also thanked Dr. Vijay Sardana, Shri Kuldeep Sharma, Shri S.S. Mann, all zones and chapters, participants for attending the event online/offline.

In his address, **Shri A.K. Khosla**, Vice President, IDA said "I feel proud that I was part of the growth journey of dairy development for the last five decades since the beginning of India's White Revolution in 1970s."

Remembering the visionary leader of dairy sector and father of the White Revolution - Dr. Verghese Kurien, Shri Khosla said that great personalities like Dr. Kurien are born

once in a century. Dr. Kurien was instrumental in the development of the cooperative infrastructures, thus giving power in the hands of farmer through Operation Flood programme, which led the dairy industry of India to become world leader.

Dr. Kurien conceptualized and successfully implemented White Revolution which triggered the process of dairy development in order to overcome milk shortages. On the one hand it provided the nutritional security for consumer and on the other it empowered rural people especially the women. He made significant contributions in bridging the prosperity gaps between small milk producers and city dwellers by 'earning more and giving more'. He promoted the orderly growth of dairying with cleanliness, honesty and integrity. Dairying became the model for socio-economic transformation of rural India. Three prestigious awards, bagged by the Indian organizations at the highest global level during IDF World Dairy Summit 2024 in Paris, thus registering its presence at the international level by following growth and innovation path shown by Dr. Kurien.

At the international level, we are seeing that dairy sector growth is stationary whereas Indian dairy sector is still far ahead in terms of yearly growth in percentage terms. That's why, India is dairy to the world.

Through the initiative of Department of Animal Husbandry and Dairying and NDDDB under the National Digital Livestock Mission, there is now an availability of indigenous Sex sorted semen. Around 75% of the animal population are digitalized. Unified Genomic Chip - a microchip is also available nowadays that analyses the genetic makeup of cattle to help farmers identify high-quality bulls and improve dairy farming efficiency. Phenomenal growth and advancement have taken place so far, if we compare the present dairy situation with initial period of 1970s.

There is still an ample opportunity for the Indian dairy sector to convert unorganized sector into organized one. Currently, approximately 63 per cent share remains with unorganized sector. The balance 37 per cent organized sector remains equally with Private and Cooperative & Govt. combined. The more organized player will come the more growth will take place. In last decade, we have seen new dairy entrepreneurs and startups. These players have now changed the landscapes/thumb rule of the past. They are trying to deliver milk directly from farm to the customer. As per the past record, in every 25 years milk production triples. In view of the same, we should prepare ourselves for the 2047.



Shri S.S. Mann remembered the foresightedness of Dr. Kurien. He said, it was his vision that created institution like NDDB which facilitated dairy development all over the country. Those institutions are still working with advancement. Dr. Kurien had the guts to resist political interference in his work towards dairy development. He never compromised with integrity. His commitment was unique. Once committed, he always fulfilled the same.

Prof. R.M. Joshi said that India is the largest milk producer country in the world. However, share of dairy export is very less. New Zealand is currently producing 21.6 million metric ton whereas they are the largest exporter of dairy products. So far, we have been getting protection from FTA regulations. In this regard, Dr. Sodhi has very well explained at one of the global fore in the past that more than 80 million small and marginal dairy farmers are connected with Indian dairy sector and we need to safeguard their livelihood as well as nutritional security. Govt. of India is also able to protect the dairy sector, till now. However, we never know, how long we can protect the sector. International pressure is bound to take place. So it is better that we prepare ourselves to compete with the international market by maintaining quality and keeping prices of our dairy product competitive so as to meet the export requirement. Quality, traceability, Carbon footprint, sustainability, etc. are some of the issues we need to look into, if we have to prepare ourselves for export.

Regulatory issues are more in Europe than USA. We need to be innovative in dairy products like Europe where one can find varieties of cheese. We must explore in this direction. We must focus on quality and variety. Dairy alternate product like almond and soya milk and vegan products are another big issue for the dairy sector. We need to educate/communicate our customer about the benefits of dairy products by comparing it with dairy alternate and vegan products. It's time to introspect. Time has come that IDA should take lead under the leadership of Dr. Sodhi to keep a close observation on these issues and help the dairy sector grow in the years to come in the interest of millions of dairy farmers of the country.

In his address, **Dr. Vijay Sardana** said that there is a huge pressure on natural resources. One of the biggest problem is feed and fodder security. Can IDA prepare national feed and fodder policy? Let the government modify it and correct it. But IDA must take up this assignment. The cost of input will go up continuously. Low-yielding animal will make the dairy unviable. Once dairy industry will become unviable, it will prompt dairy analogues to enter into our space. If I do not have milk powder, I may use dairy whitener or soya powder. This will be because of the pressure of increasing consumer

price. So if we have to save the dairy industry, we must continuously work on how to make the input cost of dairy sector as low as possible.

A huge campaign is going on by organizations like PETA against milk. They promote not to drink milk. There is a serious communication problem between dairy sector, consumer and policy makers. Calf drink 2-3 litres of milk whereas cow is producing 12-15 litres of milk. If we do not milk the animal, it will be a health problem for animal. Nobody is communicating the consumer. We should not wait for the government to communicate on our behalf. We are not depriving the calf, in fact we are helping the animal to sustain without pain. Therefore, we must do some aggressive campaign to educate consumer about health benefits of dairy products. Unless the IDA takes lead in this process, who else will come to rescue the dairy sector. If you will not provide correct information to the consumers, rumours will fill the gap. So, we must communicate correct information to defend ourselves.

Because of consumer pressure and emerging technologies, food law will change. Instead of waiting for FSSAI to make rules and prepare guidelines, why can't we make the proposal and place it before them? If we will not act now, weak gaps in our existing food law will help the dirty players to change the food laws as per their own interest. It will be at the cost of good players of the dairy sector. We must have good food laws. The law can be related to labelling, composition, additives, formulation, etc.

International pressure is bound to take place on us to open up our market for dairy products. We must have product integrity law. Otherwise, it will be difficult for us to face the upcoming challenges and increase our export. Traceability of sources of milk, adulteration, quality and waste management can be taken care off by adopting new technologies through data management.

Shelf life is another big issue for us. We need creativity for increasing our export. The taste aspect, emotional connect using traditional dairy products, etc. are some of the options available with us. We must research on such products. We also need to exploit ecommerce. Current delivery system for ice cream is very poor. We need to rectify it at the earliest else it will be a loss of goodwill for those players selling ice cream, etc. through ecommerce.

In order to build trust with customer, product information must be available to the common man. According to Dr. Sardana, "There is huge future of dairy, but we need a good leader to lead the dairy sector and I have lot of expectation from Dr. Sodhi who can lead the



Indian dairy sector."

Shri Kuldeep Sharma talked about the book "I Too Had a Dream", authored by Dr. Kurien. He narrated briefly to the participants about the various commendable works done by Dr. Kurien.

Shri Sharma said, "Everybody should read this book time and again. Dr. Kurien will always be remembered as a man with strong will and self-belief. Dr. Kurien is a thought. His Anand cooperative model is still famous world over. He was a genius. His brilliant efforts to produce milk powder from buffalo milk was a unique in the world during those days. We have not come across with such kind of innovative approach afterward in the dairy industry. We must follow his mindset in order to develop dairy sector in current scenario. On the occasion of his birth anniversary, we must introspect whether we are following his path, integrity, devotion for the sector."

Dr. Kurien was working on the three philosophy. Firstly, one should go for production only if the market is available for it. The market must ensure profit for the farmers. Secondly, procurement and marketing cannot be linked with each other. Thirdly, every individual should work for the institution. In the national interest, IDA should take a neutral approach and work in close association with regulatory institution especially looking into the current threat to the industry from dairy alternates and vegan products. He further said that IDA must make a documentary like "Manthan" on Dr. Kurien Philosophy of Management.

Shri M.J. Saxena, Managing Trustee, Agriliv Research Foundation said that the Legacy of Dr. Kurien is a bible for young generation. We are probably the last generation who are aware of the ethos of Dr. Kurien.

He further said that IDA should work towards framing policies for the dairy sector of India rather than giving memorandum after budget to the FSSAI or Government of India. In this regard, it is suggested that IDA should organize brain storming sessions frequently on different burning issues of the dairy sector which have been raised by Dr. Vijay Sardana. Member dairy professionals

having 4-5 decades experience should share their knowledge in such sessions. In the interest of dairy farmers, consumer and the country, IDA should play an active role in this direction. We all should prepare ourselves with forward looking futuristic approach so as to face the challenges of next five year by adopting new technologies, advocating for changes required in animal husbandry and dairying plan, budget, etc.

Dr. Ashok Kumar Tripathi, Chairman, IDA Western UP Local Chapter, was of the view that government should frame some kind of regulations or IDA can impress upon government to prepare such policy wherein cooperative and private players procuring milk from the farmers should plough back part of their profit as input in terms of enhancing quality milk production per animal as well as on breeding, feeding and healthcare of the dairy animals.

Representatives from organizations like Benny Impex Pvt. Ltd., Scientific & Digital Systems, NCDFl, IIL, Mother Dairy, NDDB, etc. took part in the event.

Shri Hariom Gulati, Secretary General, IDA gave the vote of thanks.

National Milk Day Celebrations at IDA (West Zone)



IDA (WZ) celebrated the National Milk day on 26th November 2024 at its zonal office in Mumbai. ZEC members and MDs/Officers of various Dairies in and





around Mumbai gathered together to pay a tribute to Dr. Kurien on his 103rd birthday.

The Secretary, Shri Madhav Patgaonkar welcomed all the invited guests. While, the Vice Chairman Dr. J.V. Parekh welcomed the President-IDA Dr. R.S. Sodhi with a floral bouquet, the Treasurer of IDA (WZ) Shri Anil Hatekar welcomed the Vice President-IDA, Shri Arun Patil with a floral bouquet.

Dr. R.S. Sodhi lit the lamp which was followed by offering a floral tribute to Dr. Kurien by all guests. Shri Patgaonkar invited members to share their experiences about Dr. Kurien and his work.

Dr. R.S. Sodhi spoke about the legacy left behind by Dr. Kurien which is transforming lives and which is inspiring generations to work in the direction of innovation with dedication and compassion. He mentioned that Dr. Kurien was a visionary with leadership qualities which, even today, inspires discipline and professionalism in the Dairy industry.

Shri Arun Patil mentioned that we need to carry forward the passion and mission of Dr. Kurien who was like a magician. He recollected his memories with Dr. Kurien and concluded that we need to dream big to fulfill Dr. Kurien's dream. He also mentioned that the IDA (WZ) had proposed and resolved in the ZEC in 2013 that India should celebrate National Milk Day on the birthday of Dr. Kurien which was approved by CEC in 41st DIC in 2013 at Mumbai. As Shri Arun Patil had worked under Dr. Kurien, he shared details of his work experience as well.

Dr. J.V. Parekh too shared his experiences with Dr. Kurien, addressing him as a man for the farmers. He said that Dr. Kurien should be honoured with Bharat Ratna and that we need to push for the same.

Shri Anil Hatekar shared his experiences on two occasions when he had the good fortune to closely interact with Dr. Kurien and how it is a fond memory for him. He especially mentioned the humility with which Dr. Kurien interacted with everyone irrespective of their position in an organization.

The other esteemed invited guests too shared their experiences of how they have been inspired by Dr. Kurien to work diligently in promoting the Dairy industry. The program was concluded with a vote of thanks by Shri Shyju Sidharthan, Vice Chairman, IDA (WZ) followed by lunch.

IDA (South Zone) Celebrates

IDA (South Zone), Bengaluru, in collaboration with SRS of ICAR-NDRI, Bengaluru, celebrated National Milk Day

by hosting a National Milk Day Seminar. Dr. Arindam Dhali, Head of SRS, ICAR-NDRI, welcomed the attendees and deliberated on Dr. Kurien's immense contributions to the dairy industry. He emphasized the importance of celebrating National Milk Day to honor Dr. Kurien and recognize the efforts of the farming community.

The seminar featured distinguished speakers, including Dr. C.S. Prasad, Former Vice Chancellor of MAFSU, who delivered a compelling talk on the "Impact of Climate Change on Livestock Production." Dr. Prasad shared valuable insights and experiences on climate-related challenges in livestock farming. Dr. Artabandhu Sahoo, Director of ICAR-NIANP, presented a lecture on the "Prospects of Non-Bovine Milk in Human Health," highlighting the nutritional benefits of camel milk. Dr. N.V. Belavadi, Former Executive Director of NDDDB, spoke on "From Scarcity to Self-Sufficiency: The Growth Story of Indian Dairying," recounting his experiences working with Dr. Kurien.



During the event, Mrs. Mangamma from Mandya District, Karnataka, was honored as the Best Woman Dairy Farmer of Karnataka for 2025. She was felicitated with a cash prize for her achievements in dairy farming.

The seminar was attended by approximately 100 participants, including senior dairy professionals, IDA members, scientists, and staff from SRS, NDRI, and ICAR-NIANP, Bengaluru. Dr. S. Subash, the Organizing Secretary, expressed heartfelt gratitude to the participants and extended thanks to the Director of ICAR-NDRI and Chairman, IDA (SZ) for their support in making the National Milk Day 2024 celebration a success.

IDA (North Zone)

IDA (North Zone) celebrated National Milk Day at Haryana and Punjab State Chapter.



IDA Haryana State Chapter

On the occasion of National Milk Day 2024 IDA Haryana State Chapter (HSC) organized an awareness programme for students of Karnal Village showcasing the importance of milk in human life and its benefits. In this program about 200 persons including 150 students participated with inordinate interest.

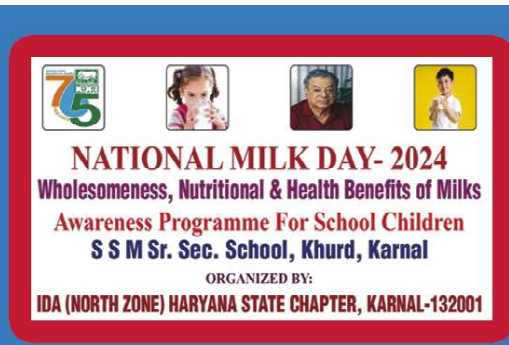
Dr. Parveen Kamboj, Ex-Principal Scientist, ICAR-NDRI, Karnal & Executive Member, IDA HSC welcomed the Chief Guest, Shri Rajender Kumar, Director, S.S.M. Sr. Secondary School, Bhaini-Khurd, Karnal, Principal, Teachers, Staffs and students at this occasion and apprised the gathering with the objective of National Milk Day, elaborated the importance of milk and dairy products. **Dr. Mahender Singh**, Emeritus Scientist and Vice Chairman, IDA HSC elucidated the audience with the nutritional qualities and health attributes of different species of milk. He further elaborated the need of students to visit certain dairy institutes/colleges to acquire the practical knowledge of various operations being carried out for production and processing of milk.

Dr. S.K. Kanawjia, Ex-Emeritus Scientist (Dairy Technology) & Chairman, IDA (HSC) apprised the gathering with the objective of National Milk Day, elaborated the importance of milk and dairy products in meeting the daily nutritional and health requirements. Dairy plays a significant part in numerous aspects of Indian society, including cuisine, religion, culture, and the economy. India's milk production increased by 3.78% to 239.30 million tonnes during 2023-24, according to the Basic

Animal Husbandry Statistics 2024 released by Union Minister of Fisheries, Animal Husbandry & Dairying Shri Rajeev Ranjan Singh. On the day of birthday anniversary,

we pay tribute to Dr. Verghese Kurien, who is fondly known as the Father of White Revolution. He was also called the Milkman of India as his ideas and efforts to build a system of farmer cooperatives helped transform the country from an importer of dairy products to the world's largest milk producer.

Dr. Kanawjia enlightened the gathering with the role of milk and milk products for maintaining good health. Milk has been known as nature's most complete food for millennia, playing currently an important role in the diet of over 6 billion people in the world. Milk contains a wide array of nutrients, including vitamins, minerals, protein, healthy fats and antioxidants. Keep in mind that its nutritional content can vary depending on many factors. Milk is a rich source of quality protein that contains all nine essential amino acids. It may help reduce age-related muscle loss and promote muscle repair after exercise. Milk contains a variety of nutrients that benefit bone health, such as calcium, vitamin D, phosphorus and magnesium. Studies suggest that consuming milk and dairy products may prevent osteoporosis and reduce the risk of fractures. Adding milk, especially whole milk, to your diet may prevent weight gain. Several studies have linked milk intake to a lower risk of obesity. Furthermore, the conjugated linoleic acid in milk has been studied for its ability to boost weight loss by promoting fat breakdown and inhibiting fat production.



BULLETIN

Additionally, it's an excellent source of hundreds of different fatty acids, including conjugated linoleic acid (CLA) and omega-3s. Conjugated linoleic acid and omega-3 fatty acids are linked to many health benefits, including a reduced risk of diabetes and heart disease. Additionally, many studies have associated diets rich in calcium with a lower risk of obesity. Milk is a nutritious beverage that provides a number of health benefits. Dairy foods have a specific role to play in dental health as they contain a unique combination of special anti-decay nutrients such as calcium, phosphorus and the protein.

A healthy lifestyle and diet can help reduce your risk of heart disease, and studies show that people who regularly consume milk, cheese and yoghurt are more likely to have a reduced risk of heart disease than those who don't. Additionally, multiple studies indicate that three daily serves of milk, yoghurt and cheese is linked to a reduced risk of hypertension. The *Australian Dietary Guidelines* state that foods from the dairy food group are linked to a reduced risk of colorectal cancer. Type 2 diabetes - dairy products in general, particularly those that are low-fat, are protective against developing type 2 diabetes.

Shri Rajender Kumar, Chief Guest and Director of the School mentioned that milk has been an integral part of Indian culture for centuries. It is not only a staple in households across the country but also serves as a balanced diet. Milk is rich in protein, calcium, and essential vitamins that are crucial for maintaining good health, particularly for children, adolescents, and elderly individuals. Through National Milk Day, awareness is raised about the nutritional value of milk and the numerous benefits it provides. The day emphasizes the importance of milk consumption for overall health, with particular attention to its role in strengthening bones, boosting immunity, and promoting good growth in children.

Dr. Ashwani Roy, Ex-Principal Scientist (Animal Physiology), NDRI elucidated the audience with the nutritional qualities and health attributes of different species of milk. Members of executive Committee of Haryana State Chapter **Dr. Pradip Behare** and **Dr. Yogesh Khetra** contributed significantly for the organization of this programme.

IDA Punjab State Chapter

IDA Punjab State Chapter (PSC) in association with College of Dairy and Food Science Technology (CDFST), GADVASU, Ludhiana celebrated National Milk Day on November 21, 2024 on the topic "The formative Role of IT and Artificial Intelligence in Dairying".



Shri R.K. Chugh, Vice Chairman, IDA (NZ), Dr. Inderjit Singh, Chairman, IDA PSC, Dr. Amandeep Sharma, Vice Chairman, IDA PSC, and other office bearers of SEC

attended the function.

Welcoming the participants on the occasion, Chairman, IDA PSC highlighted the contributions of Dr. Verghese Kurien, Father of White Revolution. Shri Ramesh Chugh gave his opening remarks and encouraged the gathering to become the member of IDA family. He also informed the participants about upcoming DIC and the awards being given to women entrepreneur and best maintained milk plant. Dr. Sanjeev Kumar Uppal, Dean, CDFST and Convener of the event briefed about the National Milk Day.

During the inaugural session Dr Jitendra Paul Singh Gill, Vice Chancellor, GADVASU, was the Chief Guest. The Guests of Honour were S. Kuldeep Singh Jassowal, Director Department of Dairy Development, Punjab; Dr. Gurpreet Singh Bedi, Director, Department of Animal Husbandry, Punjab; and Shri S. Daljit Singh Gill, President, Progressive Dairy Farmers Association, Punjab. The Chief Guest impressed on the need of biosecurity and the role of artificial intelligence and various aspect of the dairy farming. It was also highlighted that now the time has come when bull rearing can be promoted to promote the animal breeding in the state. It was also emphasized that the role of emerging technologies such as IT and AI need to be explored for better animal health, nutritional aspect of individual animal, better management practices, improving economy of dairy farms and traceability of animal as well as of milk and milk product for better consumer satisfaction and record keeping for future policies. Five speakers delivered their technical talks related to the role of IT and artificial intelligence in dairy sector. Shri S Surjit Singh Makkar, former Joint Director, Department of Animal Husbandry,





Punjab delivered his talk on AI-driven precision dairy farming: enhancing milk production and animal welfare; Dr. Puneet Malhotra, Professor, GADVASU, Ludhiana discussed the current as well as future of precision dairy farming; AI in dairy farming was elaborated by Dr. Amit Khurana, Deputy Director, Semen Station, Nabha, Punjab; Representative from Bani Milk Producers Company Shri Hitendra Sharma, DGM, IT, discussed the role of IT and AI in dairy cooperative operations for better management of the processes; Shri S Gurpreet Singh, Head, Automation & Services, DeLaval delivered talk on future of dairy farming automation with artificial intelligence; and Dr. J.S. Bhatti, former Head, Department of Extension Education apprised all about the current field practices of use of IT and AI at dairy farm level in Punjab.



Person from industry academia and farmers representative attended the function. Nearly 200 delegates participated during the one-day seminar. The event was sponsored by IDA (NZ), Verak, Bani, and Delaval. The live streaming of the event was covered by Apni Kheti. Dr. Amandeep Sharma, Vice Chairman, IDA PSC extended the vote of thanks.

IDA East Zone Celebrates National Milk Day at Three Places

IDA (EZ), this year celebrated National Milk Day at three places i.e. NDDDB Campus, Kolkata Office where Dr. D.C. Sen, Vice Chairman, IDA (EZ) led the event. At Ranchi by IDA Jharkhand Local Chapter celebrated in collaboration with Medha Dairy wherein Shri Sudhir Kumar Singh, Chairman, IDA (EZ) was the Chief Guest. IDA Bihar State Chapter in association with Sanjay

Gandhi Institute of Dairy Technology (SGIDT) celebrated the event at SGIDT campus. Chairman, IDA Bihar State Chapter Shri D.K. Srivastava was the Chief

Guest of the event.

IDA East Zone Office at Kolkata

To commemorate 103rd Birth Anniversary of Dr. Verghese Kurien, IDA (EZ) organized National Milk Day as a thoughtful program at the 2nd floor of NDDDB office, Kolkata. Dignitaries inaugurated the auspicious event with lightening of lamps and thereafter, one by one all participants paid their floral tributes to Dr. V. Kurien with folded hands as a mark of respect towards him. About 70 persons attended the program representing from NDDDB Kolkata, various other dairy organizations of east, north-east including academicians and students of WBUAFS, Nadia, West Bengal.

Welcome address was delivered by Dr. D.C. Sen, Vice Chairman, IDA (EZ). He cordially welcomed all participants for joining to this auspicious event. During his brief speech, he highlighted some of the striking features of Dr. V. Kurien's life. Dr. Kurien was an icon of India's Dairy Co-operative Movement. He played a key role for creating AMUL and was first to produce milk powder from buffalo milk. He was the architect of India's White Revolution and Operation Flood of 1970s. He was committed to farmers' interest. As a recognition of his splendid work, he was awarded the Padma Vibhushan, Ramon Magsaysay Award for community



leadership, World Food prize, etc. Throughout his carrier, he served for dairy development.



Shri Sudhir Kumar Singh, Chairman, IDA (EZ), could not attend the function as Medha Dairy invited him as Chief Guest in Rachi. His valuable message was read on the occasion. In this message Shri Singh highlighted the untiring efforts of Dr. Kurien that uplifted India from milk deficient country to largest milk producer in the world. He also said that there is a need to bridge the gap between traditional method and new technology to sustain growth. He also urged everybody to pledge and support the dairy sectors so that it continues to thrive and contribute to make a stronger India.

Dr. K.K. Paramanik, Vice- President, Dairy Operations, Keventer Agro Ltd., Kolkata said that Dr. V. Kurien had put tremendous efforts for making the Operation Flood a grand success and built the backbone of Indian Dairy Industry. He put the farmers on top as owners of co-operatives. His far sighted vision led the establishment of NDDDB, GCMMF, IRMA, IIL and other organizations of repute for supporting farmers. He further said that on his birth anniversary, we remember Dr. Kurien and his dream to produce the world finest milk and milk products at internationally competitive prices.

Shri Ashok Ghosh, Ex Dy. Milk Commissioner, Haringhata, Govt. of West Bengal – a veteran dairyman expressed that National Milk Day is important for all dairymen. In dairy field, Dr. V. Kurien is considered as our leader and source of inspiration. He wished all the success to develop and maintain the dairy trade in the country.

Dr. S.K. Bag, Dean, Faculty of DT, WBUAFS, Nadia, West Bengal enlightened audience the importance of Dairy Engineering in the field of dairying. Dr. Bag also emphasized the need of clean milk production and ensuring food security in India.

In the program, 10 Women Dairy Farmers of Sundarban Co-operative Milk and Livestock Producers' Union Ltd. (Sundarini), India's first all women organic dairy co-operative were felicitated with Uttoriyos for winning the Innovation in Sustainable Farming Practices (Socio-Economic Award 2024) during the IDF World Dairy Summit, held recently in Paris, France. It was the third IDA Dairy Innovation Award. In the event, a demonstration of Beeswax candle making was shown by a lady member of the said organization.

Sri Harsh Vardhan, MD, Mizoram Milk Union along with his Dairy Manager participated in the program. Since joining, he has been trying to rejuvenate the milk union. As a result of this, they have started now marketing of

Rasogolla manufactured by Sundarban Milk Union (Sundarini). He is one of the admirers of Dr. V. Kurien.

Shri Sajal Biswas, Former Head, NDDB, Kolkata, addressed the august gathering. He opined that the greatest contribution of Dr. V. Kurien was empowering common milk producers in making their lives better through economic emancipation. He evolved a system where the instrument of change goes in the hands of real users of dairy cooperatives network, thus they can run the system with the help of hired professionals.

Shri A.B. Ghosh, Former Regional Head, NDDB, Kolkata; Dr. A.Roy Burman, Former Director, ARD, Govt. of Tripura & NDDB and Dr. T.N. Datta, Former GM, NDDB, Anand praised the vision and various decisions that were taken by Dr. V. Kurien during his professional tenure. In a nut shell, they also explained some ways and means for achieving the sustainable growth of dairy sectors in India.

Shri T.K. Mukhopadhyay, Former Vice-Chairman, IDA (EZ) apprised the work of Sundarban Milk Union and hoped that they would come out of their present (Candlelight) to self-reliant (Torchlight) stage soon for future sustainability.

Prof. Lopamudra Haldar of WBUAFS, was a compare for the program. The program was concluded with Vote of Thanks by Dr. Sabyasachi Roy, NDDB, Kolkata.

IDA Jharkhand Local Chapter

Jharkhand State Cooperative Milk Producers' Federation Ltd. (Medha Dairy) and IDA Jharkhand Local Chapter jointly celebrated Dr. Verghese Kurien's 103rd birth anniversary as National Milk Day on November 26, 2024 at Medha Dairy's plant premises in Hotwar, Ranchi.

Dr. Verghese Kurien is also known as the pioneer of White Revolution, as a result of which India has become the highest milk producing nation in the world. Farmers



associated with cooperative societies have made a significant contribution in the dairy sector of India, due to whose tireless efforts the country has been maintaining number one position in milk production world over.

It is known that Medha Dairy is an undertaking of the Jharkhand Government and is the only milk producers' cooperative organization affiliated to the state and is marketing its milk and milk products in all the cities and towns of the state. Medha Dairy acts as a link between the rural milk producers of Jharkhand state and the urban consumers, providing a source of livelihood to these dairy farmers. Milk produced by around 60,000 marginal farmers is purchased daily in the morning and evening through milk collection centres established in the villages. Today Medha Dairy is processing and marketing around 2.90 lakh litres of milk from 7 processing plants.

The program was started by garlanding the statue of Dr. Verghese Kurien by Shri Jaidev Biswas, Managing Director, Jharkhand Milk Federation; Shri Sudhir Kumar Singh, Chairman, IDA (EZ); Shri Milton Srivastava, Vice Chairman, IDA (EZ) and Shri Pavan Kumar Marwaha, Chairman, IDA Jharkhand Local Chapter cum General Manager, Medha Dairy. Farmers and the employees of Medha Dairy were also present on the occasion.

Shri Jaidev Biswas, Shri Sudhir Kumar Singh and Shri Milton Srivastava shared their experience of working with Dr. Kurien among the Medha employees and expressed what difficulties were faced in making the country the first in the world milk production. Shri Pavan Kumar Marwaha made the employees aware of the importance of cooperation and the incomparable contribution of Dr. Kurien in the success of the White Revolution.

On the occasion of National Milk Day, Medha Dairy distributed blankets and milk products manufactured by Medha in the orphanage, blind school and old age home located in Ranchi. A quiz competition was also organized. National Milk Day program was celebrated with great enthusiasm.

IDA Bihar State Chapter

National Milk Day Celebrated at Sanjay Gandhi Institute of Dairy Technology (SGIDT), Patna along with IDA Bihar State Chapter (BSC). Shri D.K. Srivastava, Ex-Managing Director of Mithila Milk Union Limited, Samastipur, and Chairman, IDA BSC was the Chief Guest of the event.

The event honoured the 103rd birth anniversary of Dr. Verghese Kurien. The theme of this year's celebration was 'Transforming Dairying with AI and IT.' The program, chaired by Dr. Umesh Singh, Dean, SGIDT. Faculty members, staff, and students actively participated in the event.



Shri D.K. Srivastava, a prominent figure in the dairy sector known for introducing the concept of 'Green Dairy, Clean Dairy,' spoke on 'Dairying for Ensuring Livelihood and Enhancing Farmer's Income.' He emphasized the role of good feed, fodder, and animal care in boosting milk production. Advocating renewable energy, he discussed the utilization of bio-waste, biogas, and biomass for maintaining environmental balance in dairy operations.



In his address, Dean Dr. Umesh Singh paid tribute to Dr. Kurien's unparalleled contributions to India's dairy sector, particularly his efforts in making the cooperative model a success. He emphasized the need to increase per capita milk availability in Bihar through improved milk production and breed management practices.

University Professor Dr. Jahangir Badshah delivered an insightful lecture on 'Entrepreneurial Opportunities for Dairy Enterprises,' highlighting how AI and IoT could empower entrepreneurs in the dairy sector.

IDA Kerala Chapter Celebrates National Milk Day with Series of Events

IDA Kerala Chapter organized a series of state-wide events across Kerala to celebrate National Milk Day for commemorating the birth anniversary of Dr. Verghese Kurien, the Milkman of India. These included mainly a week-long program titled "Paalvaram" held in Thrissur in association with VKIDFT, a hands-on training program for farmers and entrepreneurs focused on milk value addition, called the "Milk Week Fiesta," in collaboration with CDST Pookode and the distribution of the Best Women Farmer Award during "Vaibhavam" at CDST, Thiruvananthapuram. Additionally, the Dairy Expo "Jeevaneeyam" was held at CDST at Kolahalmedu, Idukki, showcasing the advancements and potential in the dairy sector.

Vergheese Kurien Institute of Dairy and Food Technology - 'PAALVAARAM '24'



on Clean Milk Production". Dr. P.I. Geeverghese, former IDA Chairman and former Dean CDST; Dr. S.N. Rajakumar and Dr. Sudheer Babu, Registrar KVASU

were among the Panellists.



IDA Kerala State Chapter in association with Jaitra Student's Union 23-24 of Vergheese Kurien Institute of Dairy and Food Technology (VKIDFT), Kerala Veterinary and Animal Sciences University (KVASU) have conducted a one week program as part of National Milk Day celebrations under the banner 'PAALVAARAM '24'. The inauguration took place at Deans Office on November 20, 2024 by Dr. S.N. Rajakumar, Chairman, IDA KSC and Dean, VKIDFT in the presence of Dr. A.K. Beena, Associate Dean; Dr. Aparna Sudhakaran V. Secretary, IDA KSC; Ms. Aysha C.H, Treasurer, IDA KSC; Dr. Jose Mathew Associate patron VKIDFT and other staff members by unveiling the poster. The programs were sponsored by ERCMPU, Amul and CDST Graduate Association (GA).

Various competitions were conducted including an online reels competition, photo with a desert competition, Puzzle, Spot Photography, etc. were conducted for VKIDFT students and public. An Awareness programme was conducted November 25, 2024 at Government Boys Vocational Higher Secondary School, Kunnankulam along with a skit regarding Clean Milk Production sponsored by CDSTGA.

On November 26, an Expert talk was delivered by Shri Ramgopal R, former Director Dairy Development Department on "FSSAI regulations and its implications

On November 26, 2024, Valedictory function of "Paalvaram 24" began with the Milk Day Oath by Dr. A.K. Beena. While Dr. Aparna Sudhakaran V gave the welcome address, Dr. S.N. Rajakumar delivered the Presidential address. A video message was shown of Dr. Rajendra Kumar of IDA SZ member followed by Special Video address of Dr. Sudheer Babu. Smt. Shalini Gopinath Director, Dairy Development Department Kerala was the Chief Guest. She shared her experiences, as she is also an alumnus of the institution (1993 Batch). Dr. P.I. Geeverghese had released video showcasing the glimpses of "Paalvaram 24". Smt. Shalini Gopinath was honoured in recognition of her outstanding achievements. Ms. Livia Mathew of 2019 batch, was given the award for the Best Outgoing Student Award of the year.



Honouring Chief Guest Smt. Shalini Gopinath, Director Dairy Development Department and Best Outgoing Student Award distribution to Ms. Livia Mathew

A Calendar of 2025, jointly published by AFSTI, Thrissur Chapter and IDA KSC was released in the presence of invited dignitaries.



Winners of Paalavaram 24 competitions were awarded. A combined video showcasing seven days of activities

Honouring Dr. Ramgopal Rajagopal, Former Director Dairy Development Department



introducing various milk and milk products was presented. The week-long celebration concluded on a high note, reflecting the enthusiasm and efforts of everyone involved.

College of Dairy Science and Technology, Pookode, Wayanad

The College of Dairy Science and Technology, Pookode, Wayanad, in association with the IDA KSC, organized a hands-on training programme for dairy farmers / entrepreneurs on the preparation of value-added dairy products as part of the National Milk Day 2024 celebrations. The training was arranged on November 29, 2024, with an aim to empower women dairy farmers/entrepreneurs with skills in dairy product processing. The programme witnessed active participation from 26 women entrepreneurs from Kudumbasree, a prominent community-based organization in Kerala. The participants were provided with practical training exposure on the preparation of a variety of dairy products, including Ghee, Paneer, Paneer Pickle, Whey Drink and Yogurt. The training sessions were designed to offer both theoretical



knowledge and hands-on experience, enabling the participants to gain a deeper understanding of product preparation and its potential for market value. The initiative also highlighted the importance of value addition in the dairy sector, aligning with the objectives of National Milk Day.

College of Dairy Science and Technology, Kolahalamedu - Dairy Expo 24 Jeevaneeyam

The College of Dairy Science and Technology (CDST), Kolahalamedu celebrated National Milk Day to pay tribute to the ever existing memories of the "Milkman of India", Dr.Vergheese Kurien. As part of the celebrations, a Dairy Expo "JEEVANEYAM'24" was scheduled during November 22-26, 2024 at the college incubation

Centre. Awareness programmes at different schools of Idukki district were conducted by students from November 14, 2024 onwards. Competitions like poster making, Dairy quiz, reel making were conducted in

offline and online mode for high school students and college students. To popularize the event, a lively flash mob took place at Elappara Town on November 21, 2024 featuring the enthusiastic participation of the students.



"JEEVANEYAM'24" The Dairy Expo was formally inaugurated on November 22, 2024 by Sri. Vazhoor Soman, Hon'ble MLA of Peermedu. Smt. V. Vighneswari, IAS, Hon'ble District Collector and District Magistrate of Idukki, presided as the Chief Guest. The event began with the college choir, followed by welcome address by Dr.Beena R.L, Assistant Professor, CDST Kolahalamedu. Presidential Address delivered by Dr. DivyaM.P, Special officer . Inaugural address was presented by Sri. Vazhoor Soman, MLA. Chief Guest address was delivered by Smt.V. Vighneswari, IAS who emphasized the contributions of Dr. Vergheese Kurien to the Indian Dairy Industry.



IDA Best Woman Dairy Farmer Award at CDST, Trivandrum

The programme was inaugurated by Hon,ble Dairy and Animal Husbandry Minister Smt. J. Chinchu Rani.



Hon'ble Vice Chancellor of KVASU Dr. Anil K.S. presided over the function. Sri. K.S. Mani, Chairman, MILMA; Smt. Mani Viswanath, Chairperson, TRCMPU; Dr. P. Sudheer Babu, Registrar, KVASU and Dr. S.N. Rajakumar, Dean, Dairy Science Faculty and Chairman, IDA KSC felicitated the function. The IDA best woman dairy farmer award was given to Smt. Vidhu Rajeev of Kottayam by the Minister. Shri Asif. K. Yusuf, IAS, MD-MILMA; Shri Anil Kumar. P, Senior VP, Hatsun Agro Products and Dr. Manoj. A.S, KDISC-YIP presented various topics related to innovation and entrepreneurship. Students from various colleges actively participated in the competitions and secured cash prizes. Dr. Shyam Suraj S.R, Special Officer welcomed the gathering and Dr. Rejeesh. R, Convenor, Vaibhavam expressed the vote of thank.



Smt. VIDHU RAJEEV Parudheesa Integrated Dairy Farm

IDA Kerala chapter has selected Smt. Vidhu Rajeev as the Best Woman Dairy farmer for the year 2024 considering the achievements she has made in the management of the farm and the interest she has taken for generating more revenue from the farm and making dairying more profitable.



Smt. Vidhu Rajeev is an MA, B.Ed graduate and an NRI who started the farm in 2018 after spending many years of service in the Middle East. Her farm is known as Parudheesa Integrated Dairy Farm. She has supplied 103596.3 lts of milk to the Muttuchira Milk cooperative society during the year 2023-24. She received an amount of Rs. 49,10,919 as revenue from sale of milk to the society. On an average 50 lts of milk is used daily from the total milk produced from the farm for

production of Ghee and curd. She has generated a revenue of Rs 28,45,386 from the sale of Ghee and curd during the year 2023-24. She has established

excellent waste management system in the farm for which she has received many appreciations. She has established bio-gas plant in the farm and the slurry after production of bio-gas is collected in barrels and is sold at the rate of Rs 2 per lit. Cow dung enriched with Trichoderma and Neem is sold at the rate of Rs 35 per Kg. Ordinary dung after drying is sold at the rate of Rs 300 per 50 Kg bag. She has generated a revenue of Rs 44,16,302 from the sale of slurry and cow dung during the year 2023-24. The total revenue from the farm during the year 2023-24 is Rs 1,21,72,607. She has maintained fodder cultivation in 12 acres of land. She is producing sufficient fodder for the farm and is also making silage from maize grown in the farm. The farm is very well maintained and has all modern amenities like automatic water bowl for animals, chaff cutter, exhaust fan, milking machines, rubber mats and pressure pump for cleaning purposes. She has constructed additional farm sheds for expanding the farm to 50 animals. Apart from the dairy farm she is also engaged in vegetable cultivation and has also established a poultry farm and goat farm.

Smt. Vidhu Rajeev had received the award for the best Integrated farm from the department of Animal Husbandry, Govt. of Kerala.

Smt. Vidhu Rajeev is a dairy farmer who has proved that dairying can be profitable if proper attention is given in managing the farm and take proper care in generating more revenue from the sale of bio-gas slurry and enriched cow dung. Smt. Vidhu Rajeev deserves great appreciation and is a real motivator for the new farmers entering into the field of dairying.

The Dr. Verghese Kurien Sustainable Development Award Conferred upon Mrs. Shanta Sheela Nair, IAS

The UNDP Project SKPCL, in collaboration with the Indian Institute of Technology Madras, organized the National Milk Day Seminar on November 26, 2024.

The theme of the seminar focused on promoting sustainable dairying, aligning with the visionary principles of Dr. Verghese Kurien, the architect of India's White Revolution and continuing the discussions held during International Conference at Banaras Hindu University (BHU).



The seminar witnessed the participation of esteemed professors from the Indian Institute of Technology Madras, Tamil Nadu Animal Science and Veterinary University, members of the Indian Dairy Association, scholars, farmers, students, and the general public.

In his opening address, Dr. Raja Rathinam, Managing Director of the UNDP Project SKPCL, highlighted the monumental contributions of Dr. Verghese Kurien and other pioneering figures who elevated India to the status of the world's leading milk producer. He further elaborated that the Board of Directors of the UNDP Project SKPCL, in consultation with Mrs. Nirmala Kurien, had unanimously decided to present the prestigious Dr. Verghese Kurien Sustainable Development Award to Mrs. Shanta Sheela Nair in recognition of her exemplary societal contributions.



While accepting the award, Mrs. Shanta Sheela Nair, after engaging with the insights of distinguished professors such as Prof. Manivanan, Prof. Arunachalam, Prof. Hariharan of IIT Madras, and Professors Bhaskaran, Suresh, and Pugazal, presented a phased strategy for ensuring the long-term sustainability of dairy farming. She stressed the urgency of addressing climate change, global warming, and other environmental challenges that pose significant risks to future generations. In this context, she proposed leveraging cow dung for biogas production throughout the Country as a means of both addressing these environmental concerns and increasing the income of farmers and stakeholders alike.

The forum endorsed the idea of utilizing cow dung for biogas and advocated for the targeted conversion of at least 50% of cow dung and urine into value-added products over the next five years. The forum emphasized that organised dairy plants, such as Hatsun Agro, Dodla, Aavin, and others, should collaborate with



farmer-oriented organizations to create a viable, economically and environmentally sustainable market for cow dung as a source of biogas and manure. This initiative

would also support organic farming efforts, similar to those being implemented by Banas Dairy and others, who are already receiving government support to ensure the viability of such projects.

The forum further recommended the adoption of eco-friendly dairying practices, emphasizing humane treatment of animals.

The recommendations from the seminar will be implemented through a Farmer's Organisation who has experts in this field as the farmers are the prime stakeholders. Shri Deepak from the United States has been designated to lead the next steps in selecting an interested and committed farmer organisation who can work as Nodel agency on or before January 14, 2025.

Shri Deepak extended a vote of thanks to all delegates, including those attending remotely via Google Meet. He also emphasized that biodegradable materials were used during the seminar and encouraged other stakeholders to submit their suggestions via email to deepak.subramanianoffice@gmail.com by January 10, 2025 for further guidance."

College of Dairy Science, Kamdhenu University, Amreli

On the occasion of National Milk Day, Dr. V.M. Ramani, Principal and Dean, College of Dairy Science, Kamdhenu University, Amreli celebrated the event at college campus and remembered the contribution of Dr. Verghese Kurien, the father of the White Revolution in the growth of Indian Dairy Sector. He spoke on the significance of milk.

Students of the College deliberated on the significance of dairy by-products and problems associated with their utilization. Students attempted to prepare different types of whey beverages on the occasion of National Milk Day. Dr. Ramani congratulated all students, faculty and staff members on the occasion for successfully organizing the event.