

## National Milk Day News

### IDA HQ Celebrates National Milk Day 2023

National Milk Day 2023 was celebrated in Indian Dairy Association (IDA) Headquarters in hybrid mode. Program started at 10.30 am with Guest of Honour and Chairman, IDA (NZ) Shri S.S. Mann lighted the ceremonial lamp on the occasion. Homages were paid to Dr. Kurien by all attended the event.

Dr. Bimlesh Mann, CEC Member-IDA and Assistant Director General (EP&HS), Agricultural Education Division, ICAR, New Delhi was the Special Guest. Dr. Jagdeep Saxena, Editor, Dugdh Sarita and Dr Mohan Shrigiriwar, Chairman, Vasant Foundation, were the Special Invitees on the occasion.

While addressing the participants on National Milk Day, **Shri S.S. Mann** said that during his study days in NDRI, he used to discuss about the shortage of milk in the country. Operation Flood was launched in 1970 by Dr. Kurien and today we have become the highest milk producer in the world.

Dr. Kurien had his dream. He worked for his dream. He achieved his dream and we are enjoying that fruit today. The real tribute to him will be to keep his legacy alive and hand over it to the next generation. We should continue to work on the principle set by him.



**Dr. R.S. Sodhi**, President-IDA joined the National Milk Day event online. While addressing the participants online, Dr. Sodhi said that after independence other than Mahatma Gandhi, if anybody has done in a big way for the masses, it is Dr. Verghese Kurien. Due to Dr. Kurien's effort, 80 million Indian dairy farmers are having their permanent source of livelihood from the dairy sector. We all should continue to contribute our part towards sustainable growth of dairy sector in the country by working on the path shown by Dr. Kurien.

Speaking on the occasion, **Dr. Bimlesh Mann** said that the growth in milk production is more than 5% in the country. But we have to sustain this growth. In this regard, we need to popularize the milk in our society by



explaining its benefits. In the market, there are many beverages claiming that it has more nutritional value than that of milk. So, it is our duty to share correct information with all and not to get misguided by the claims made by the manufacturers of such beverages.

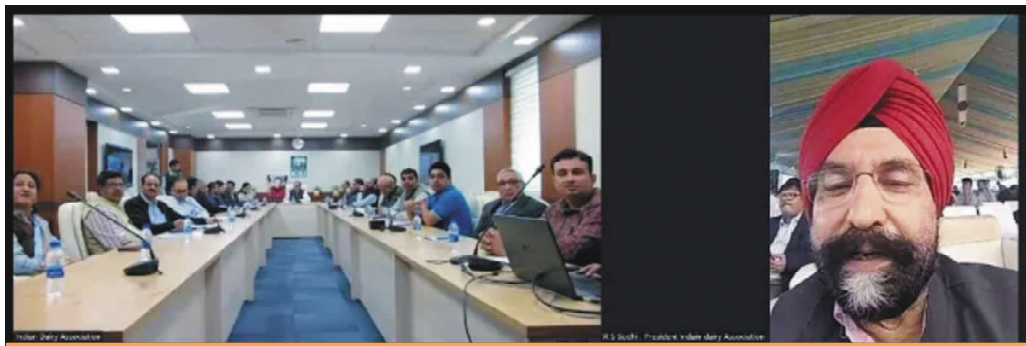
Referring to the unique property of milk, Dr. Mann pointed out that in a recent conference of '*American Society for Nutrition*', researchers have recommended, based on their study, that there is a need to ensure that consumers are aware about many plant-based dairy alternative products in the marketplace that are not nutritionally equivalent to cow's milk. Researchers study also claimed that compared to cow's milk, only 12% of the dairy alternative products contained comparable or greater amounts of all three nutrients (calcium, vitamin D, and protein).

There are many research references published in the high impact journals on the cow milk. The researchers have published their findings based on the clinical trials in various countries. Research paper says that milk has the benefit on the cardiovascular disease, type-2 diabetes, osteopetrosis, colorectal cancer and alzheimer diseases.

Dr. Mann also shared an interesting find out of a published paper that says that if an elderly person (over 60 years old) drinks 3 cups of milk a day, his/her brain will remain young.

She also suggested that IDA should bring out a Monograph on the nutritional quality of milk and it should be circulated as much as possible so as to make the people aware more about it.

**Dr. Jagdeep Saxena**, Editor, Dugdha Sarita began his address by congratulating crores of milk producers and even the consumers on 102<sup>th</sup> birth anniversary of Dr. V. Kurien. Dr. Saxena informed the gathering that it is a proud moment for the Indian Dairy Association (IDA) as National Milk Day celebration was initially proposed by IDA only. Later on, with the help of National Dairy Development Board and followed by the overwhelming support from cooperatives, we started celebrating it as national festival. Slowly and steadily this celebration was spread all over the country. Nowadays, even the Central government is also celebrating National Milk Day in a big way. Many awards are distributed by the government on this occasion related to the dairy sector.



The main objective of celebrating the National Milk Day was to educate the society about the nutritional value of milk. However, nowadays the necessity of such event is more relevant as dairy alternatives are wrongly focussed in the society as more nutritive than milk. We need to clarify this to the consumer, especially the new generations before they get misguided. He suggested that we may start publishing the nutritional value of milk in every issue of our publications.

Dr. Saxena also apprised the participants about how the dream of Dr. V. Kurien started taking shape when he agreed to work for the milk producers of Anand on the request from Shri Tribhuvandas Patel Ji. Later on, Dr. Kurien started working selflessly on his dream for the sustainability of the dairy sector. In this regard, he established many institutions such as NDDDB, GCMF, IRMA, etc. These institutions are the pillars of the dairy sector, even today.

Other participants also lauded the contribution made by Dr. Kurien for the society.

Shri Hariom Gulati, Secretary General, IDA updated the members about the recent activities of IDA and future programs through slide presentation.

## National Milk Day and Commemoration of 75<sup>th</sup> Years of Establishment of IDA at BHU

Indian Dairy Association (Eastern UP Local Chapter) and Department of Dairy Science and Food Technology, Institute of Agricultural Sciences, Banaras Hindu University (BHU), jointly organized a National Conference on "**Intensive Integrated Dairy Development in a Globalized Scenario**" at the Shatabadi Krishi Bhawan, BHU from November 26-30, 2023.

This was a remarkable endeavor to globalize the dairy sector, celebrate Amrit Varsh, 75<sup>th</sup> year of foundation of Indian Dairy Association (IDA) and honour Dr. Verghese Kurien – the Milkman of India, on his 102<sup>nd</sup> birth anniversary.

The IDA is an apex body of dairy fraternity in India knitting together the dairy professionals, researchers/educators industrialists, and farmers. The event focused on the theme, delving into challenges and opportunities within the dairy sector, specifically in Eastern Uttar Pradesh.

Dr. Punjab Singh, Chancellor of Rani Lakshmi Bai Central Agricultural University presided over the conference. Distinguished speakers included Dr. R.S. Sodhi, President-IDA; Dr. V.K. Shukla, Rector, BHU; Dr. I.K. Narang, Secretary, IDA (NZ) and Prof. S.V.S. Raju, Director Institute of Agriculture Sciences. The program commenced with traditional lighting of lamp jointly by the dignitaries. The guests were extended a warm welcome by Prof. Anil Kumar Chauhan, Head of the Department of Dairy Science and Food Technology.

**Dr. R.S. Sodhi**, in his virtual address underscored the challenges faced by Eastern Uttar Pradesh in the dairy sector. **Dr. Punjab Singh** highlighted the need for sustainable development and proper waste management in the dairy industry.

The conference proceeded with two Technical Sessions featuring prominent speakers. Session one was addressed by Mr. R.S. Saigal, MD, Mother Dairy, Varanasi; Dr. I.K. Narang and Mr. Keshav Jalan- a passionate cow lover and Chairman of several social organisations in Varanasi. Second Session was addressed by Dr. G.S. Rajorhia, former President-IDA and Dr. Raja Rathinam a distinguished dairyman presently working with UNDP projects. All the speakers contributed their unique perspective, shedding light on distinct facets of the dairy sector and enriching discussions on the theme of the conference.

**Mr. Saigal** emphasized the critical role of entrepreneurship in the dairy sector and how it can serve as a catalyst for economic development in the region.

**Dr. Narang** delivered a captivating presentation on Nutritive and prophylactic properties of milk and milk products from an Ayurveda perspective and delved into the insightful connection between Ayurveda and modern dairy science.

**Mr. Keshav Jalan's** presentation brought a unique perspective to the conference, focusing on "**Dairy Development and Entrepreneurship**." He shared his entrepreneurial journey and motivated students to



consider the dairy sector as a viable vocational option. Mr. Jalan's insights extended beyond routine discussions, providing a practical guide on how aspiring entrepreneurs can navigate challenges and achieve success in the dynamic dairy industry.

His contribution went beyond words, as he donated a machine for converting cow dung to fire sticks to the Dairy farm at the Department of Dairy Science and Food Technology, demonstrating a commitment to sustainable practices.

In the second technical session, **Dr. G.S. Rajorhia** in his off-the-cuff address presented a future roadmap for dairy development in eastern UP. His emphasis was on viewing dairy as a source of employment generation.

These diverse presentations not only enriched the technical sessions but also provided audience with a comprehensive view of the challenges and opportunities in the dairy sector. The speakers' distinct perspectives contributed to an all-inclusive understanding of the intricacies involved in integrating dairy development into the broader context of a globalized scenario.

In order to foster talent among students, many competitions were proactively organized throughout the celebration period *i.e.* November 26-30, encouraging students to apply theoretical knowledge to real-world challenges in the dairy sector. The programs included a quiz competition, Ideathon and e- poster presentation, nurturing engagement and knowledge sharing among participants. Many students from different departments showed their active and enthusiastic participation in the different competition and the winners of each event were felicitated in the conference.

### Rural Dairy Conference

Earlier, on 29<sup>th</sup> November, as a part of the programme, the IDA (Eastern UP Local Chapter) organized a





roadshow in the remote villages of Jaunpur spreading the vision of Dr. Verghese Kurien under the cohesive coordination of Dr. Raja Rathnam. A rural conference was also organized at the community hall, Barsati Block, Jaunpur which aimed to familiarize the villagers with the current trends in the dairy industry.

While welcoming the delegates and guests, Dr. Raja Rathnam, the Program Coordinator, IDA-Eastern UP Local Chapter informed the importance of the Conference to implement the Vision of Dr. Verghese Kurien. In the inaugural speech, Shri Rakesh Mishra, Block Development Officer, representing the Government of UP emphasized that IDA along with agencies should make joint efforts with Gram Pradhan so that permanent dairy development is achieved on a long term basis with commitments by all the stakeholders in these areas where unorganized sector is dominating. The Chief Guest of the Rural Conference, Shri Birendar Rai, Chairman, Milk Cooperative Society Muroil (a Society under Bihar State Cooperative Milk Producer Federation) informed that Bihar was having such problem of dominance of unorganized sector in earlier times. He stated that with the help of NDDB and other Organizations including local village Pradhan, the dairy farmers are getting better benefits in Bihar in the present times which is lacking in Eastern Uttar Pradesh.

He also said that Government should give uniform milk price subsidy to all dairy farmers in the organized sector so that the dairy farmers can join in the movement of converting the unorganized sector into organized sector which is beneficial to all – consumers, producers and other stakeholders.

Many experts including Dr. Ram Singh Patel from the Department of Animal Husbandry, Govt. of Uttar Pradesh; Dr. Vikash Patel, Emergency Cattle Care, Govt. of India Project; Dr. Suresh Subramanian, Former Professor, Tamil Nadu Veterinary University; Dr. D.N. Dubey, BAIF; Shri Abishek Mouriya and other dignitaries also gave their opinions to achieve the theme of the Conference.

The success of the event is attributed to the exceptional contributions and collaborative spirit of the Chairman,

INDIAN DAIRYMAN

IDA Eastern UP Local Chapter and Convener, Dr. Arvind; Co-Convener, Dr. Tarun Verma; Organizing Secretaries- Dr. Vinod Kumar Paswan and Dr. Durga Shankar Bunkar, Joint Organizing Secretary, Dr. Ankita Hooda; and Advisory Committee members- Prof. Anil Kumar Chauhan; Prof. Dinesh Chandra Rai; Prof. Raj Kumar Duary; Dr. Abhishek Dutt Tripathi; Dr. Amrita Poonia; Dr. Chhaya Goyal; and Mr. Sunil Meena.

The collective efforts and expertise of these individuals ensured a fruitful and enlightening conference, contributing to the broader goal of enhancing dairy development in the eastern region of Uttar Pradesh under the evolving globalized scenario.

## Seminar on “Role of Milk and Milk Products for Better Human Health” Organized by IDA Punjab State Chapter

On the occasion of National Milk Day, IDA Punjab State Chapter held a seminar on "**Role of Milk & Milk Products for Better Human Health**" on November 25, 2023 at NITTR Chandigarh. This seminar was in continuation of awareness drive undertaken by IDA in the current year which is 75<sup>th</sup> year of its establishment.

Cordial invitation were sent to the industry professionals (Sales & Marketing, Quality & Procurement departments) professors and students from Guru Angad Dev Veterinary University (GADVASU) and members of IDA to join this event. The event was chaired by Shri S.S. Mann, Chairman IDA (NZ).

**Dr. Inderjit Singh**, Chairman, IDA-NZ Punjab Chapter welcomed the dignitaries and empathized on the importance of milk and milk products in our daily diet. He introduced the dignitaries and speakers to the audience.

**Dr. G.S. Rajorhia**, former President-IDA delivered his opening remark to start the event. On the occasion of 75<sup>th</sup> year of its establishment he enlightened the participants about establishment of IDA, its growth and role in development of dairy in India. Dr. Rajorhia was honored by IDA Punjab State Chapter for his remarkable



contribution to the dairy industry with lifetime achievement award.

Delivering his Keynote address, the Guest of Honor **Dr. Kamal Kumar Garg**, IAS, Managing Director, Milkfed Punjab remembered Dr. Verghese Kurien on his birth anniversary and the unmatched role he played in development of milk production in India.

**Shri S.S. Mann**, Chairman, IDA(NZ) emphasized on providing better price to the farmer, quality improvement and innovation in product development for better acceptability of milk and milk products.



During the technical session following speakers delivered their talk on various topics related to role of milk and milk products for better health:

- Composition of MILK and its health benefits by Dr. Nikita Goel Assistant Professor, GADVASU, Ludhiana.
- Every white fluid is not Milk by Dr. P.K. Singh, Associate Professor, GADVASU, Ludhiana.
- Role of Cheese in Human Health by Dr. Yogesh Khetra, Sr. Scientist, NDRI, Karnal.
- Fortification of Milk and its Importance to Human

Health by Dr. Sumit Arora Principal Scientist NDRI, Karnal.

- Milk as Complete Food by Dr. Sonia Gandhi Nutritionist Fortis Hospital, Mohali.
- Milk and Milk Products - Nutritive and Medicinal Properties by Dr. I.K. Narang Secretary, IDA (NZ).

To sum up the event Mr. Narinder Singh Bahga, Secretary, IDA-NZ Punjab Chapter thanked all the dignitaries, speakers and other participants for attending the event and making it a grand success.

## IDA Haryana State Chapter Organized an Awareness Programme for Students of Karnal Village

Dairying is a vital part of the global food system and it plays a key role in the sustainability of rural areas in particular. India's dairy industry has played a crucial

role in the country's economic development. This sector has also demonstrated an important part in achieving food security, reducing poverty, generating employment



opportunities, and providing a regular source of income for rural households. Together, the nutrients in milk and dairy help to (i) Keep muscles, bones, nerves, teeth, skin and vision healthy, (ii) Release energy from foods and reduce tiredness and fatigue, (iii) Maintain healthy blood pressure, (iv) Support normal growth and brain development, and (v) even support normal immune functioning.



On the occasion of National Milk Day 2023, 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 300 persons including 250 students participated with inordinate interest.

**Dr. S.K. Kanawjia**, Ex-Emeritus Scientist (Dairy Technology) & Chairman, IDA HSC welcomed the Chief Guest, Dr. G.S. Rajorhia, former President-IDA; experts; Principal and Teachers of Govt. High School, Karnal; and students at this occasion and 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 has the largest dairy herd with over 300 million bovines, producing over 221 million tonnes of milk. India ranks first in milk production in the world.

In 2014, dairy majors of the country along with the IIDA decided to celebrate National Milk Day in India on November 26 to pay tribute to Dr. Verghese Kurien on his birthday anniversary, who is fondly known as the Father of White Revolution. Dr. Kurien 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, Former, Emeritus Scientist and Chairman, IDA HSC enlightened the gathering about the achievements and contributions made by Dr. Verghese Kurien. Dr. Kurien was a social entrepreneur whose "billion-litre idea", Operation Flood, made dairy farming India's largest self-sustaining industry and the largest rural employment sector providing a third of all rural income. He also played a key role in the establishment and success of Amul Brand. Because of his efforts only, India became the largest producer of milk in 1998, surpassing the US. He also helped India become self-sufficient in edible oils.

**Dr. G.S. Rajorhia**, Former, President-IDA 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. Always 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. 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.

Moreover, it's a versatile ingredient that can be easily added to your diet. Aside from drinking milk, try these ideas for incorporating it into your daily routine such as smoothies, oatmeal, coffee, soups, etc.

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. Some fermented foods contain probiotics; active bacterial cultures with unique characteristics that allow them to survive in the gastrointestinal tract. When consumed in adequate amounts, they provide a health benefit and have the potential to maintain the natural balance of the gut microbiota. 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. Dairy products in general, particularly those that are low-fat, are protective against developing type 2 diabetes. Dr. Rajorhia very emphatically explained the role of milk constituents and milk products in keeping good health in life.

**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.

Mr. Upneet Rajorhia, Member-State Executive Committee, HSC introduce the theme of National Milk Day celebrations and delivered vote of thanks. Smt. Reena

Kumar, Principal, Govt. High School, Village Karnal thanked all the participants and presented the activities of the school. She also summed up the talks of the dignitaries.

Members of State Executive Committee of Haryana State Chapter Dr. Pradip Behare and Dr. Yogesh Khetra and special invitee Dr. Avneet Rajorhia contributed significantly in organizing this programme. Finally, Flavoured milk and sweets were distributed to all students and other participants.

Chairman, IDA HSC Dr. Kanawjia thankfully acknowledged Shri Sukhbir Singh Mann, Chairman, IDA (North Zone), for his valuable guidance, blessings, and also provided funds to organize this program of national importance.

## National Milk Day Celebrated by IDA (SZ)

IDA (SZ) in association with the Alumni Association, SRS-NDRI, and SRS of ICAR-NDRI, Bengaluru celebrated National Milk Day on November 26, 2023 by organizing a Webinar online. Dr. Cyril Das, Novatech Solutions, Australia delivered a lecture on **“Intricacies of Dairy Plant Engineering and Homogenizers”**. Dr. Das enthralled the audience with his insights and experiences about dairy engineering and its applications in the dairy industry. Dr. Bandla Srinivas, President, Alumni Association, SRS, NDRI welcomed the gathering and paid rich tributes to Dr. Verghese Kurien- Milk Man of India and narrated his association with SRS, NDRI. Dr. Arindam Dhali, Head, SRS of ICAR-NDRI, in his remarks, recalled the contribution of Dr. Kurien and also the contribution of our farming community in leading our country as the largest milk producer.

Dr. Satish Kulkarni, Chairman, IDA (SZ) and Dr. Rajendra Kumar, Vice-Chairman, IDA (SZ), appreciated the presentation of Dr. Das and expressed that this session would greatly benefit all the stakeholders of dairying,

especially the students. Dr. D.N. Das, Vice President, Alumni Association introduced the guest speaker of the session to the audience. Dr. Mukund A Katakaltware, Secretary, Alumni Association proposed a vote of thanks and Dr. S. Subash, Secretary, IDA (SZ) coordinated the online program. The programme was conducted by Dr. Monika Sharma, Treasurer, Alumni Association.

## National Milk Day Celebrations ‘Paalvaaram ‘23’

IDA Kerala Sate Chapter in association with Jaitra Student's Union 23-24 of Verghese 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 ‘23, to commemorate the birth anniversary of Dr. Verghese Kurien – the Milkman of India. Various competitions were conducted as a part of Paalvaaram'23 which includes online poster making competition, photography competition, treasure hunt and extempore competitions were conducted for students.

### 24-11-2023 Awareness Skit at VKIDFT

A flash mob was performed by the students, followed by an awareness skit. The whole program was to address various milk myths prevailing in the society and to introduce newly developed technologies and products in the dairy sector. An advertisement competition was conducted for B.Tech. Dairy Technology and Food Technology students at VKIDFT seminar. The prizes were sponsored by ERCMPU.

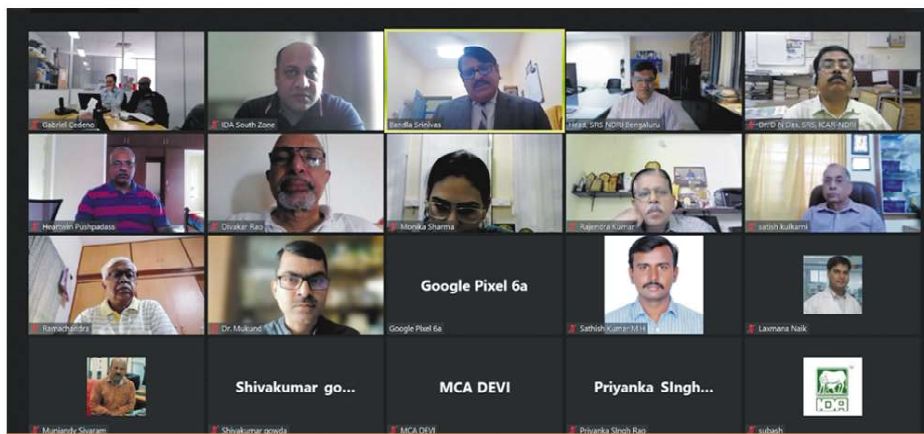
### 25-11-2023 The treasure Hunt completion was conducted for the staff and students of VKIDFT.

**26-11-2023** A video presentation regarding the objectives of National Milk Day celebrations, Dr. Verghese Kurien and his valuable contributions was created and released by the students of VKIDFT on official VKIDFT Instagram page and other social media.

### 27-11-2023 Awareness Program for farmers

An awareness skit at nava kerala sadass, paanjala grameena vayanashala was conducted. A gathering of 130 farmers were assembled for the function.

### 28-11-2023 Awareness program and quiz for school children



Students of VKIDFT conducted an awareness section at St. Vincents Palloti Central School, Kalathode, Thrissur. The program was commenced with a flash mob followed by an awareness skit and awareness talks about various myths and newer technologies in the dairy sector. An adulteration detection demonstration class was also given. An interactive quiz section was the main attraction of the program.

### 29-11-2023 Expert Talks and Felicitation of Best Outgoing Student and Best Women Dairy Farmer, Kerala

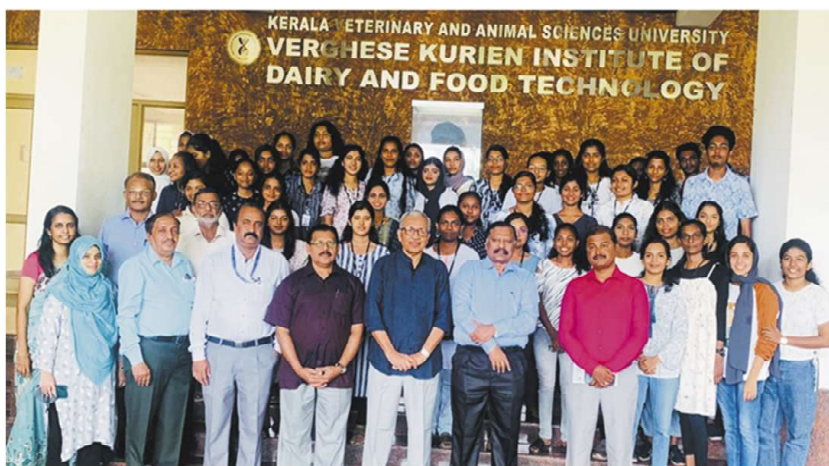
The day began at 10.30 am by paying floral tribute to the statue of the Great personality Dr. Verghese Kurien by the invited dignitaries. Expert talks session was conducted at VKIDFT seminar hall. The programme officially commenced with taking the milk day oath by the students led by the Associate Dean, Dr.

A.K. Beena. The gathering was welcomed by Nazrin Nazer, Vice President Jaitra Student's union 23-24 and the presidential address was given by Dr. S.N. Rajakumar, Dean VKIDFT. Shri T. Nandakumar, former NDDDB Chairman rendered the Keynote address. The milk day message was given by Hon'ble Vice Chancellor, KVASU; Dr. M.R. Saseendranath. Sreelakshmi U of 2018 batch, College of Dairy Technology, Kolahalamedu was given the award for the best outgoing student of the year by Shri T. Nandakumar and the Best Woman Dairy Farmer award was received by Smt. Leema Roslein S, Chittor, Palakkad from Shri C.P. Charles, CEC Member-IDA, New Delhi. Special address was rendered by Shri C.P. Charles and Dr. R. Rajendra Kumar. The felicitations were delivered by Dr. P.I. Geevarghese, former Dean, CDST.

The calender jointly published by AFSTI, Thrissur chapter and IDA Kerala State Chapter was released in the presence of invited dignitaries.

Then, an interactive session with Shri T Nandakumar was followed by the vote of thanks delivered by Dr. Aparna Sudhakaran V, Secretary, IDA Kerala State Chapter.

Valedictory function of Paalvaaram'23 was graced by the Chief Guest Prof. (Dr.) P.I. Geevarghese, Former Dean CDST. The special address was given by Shri M.T. Jayan, Chairman of ERCMPU. The student coordinator was Ms. Navya Suresh Babu, 2nd Year B.Tech. (Dairy Technology) and the staff coordinator was Dr. Aparna Sudhakaran V.



### National Milk Day Celebrated by IDA (EZ) at Kolkata

Under the patronage of Shri Sudhir Kumar Singh, Chairman, IDA (East Zone) on November 26, 2023, the National Milk Day was celebrated to commemorate the 102<sup>nd</sup> birth anniversary of Dr. Verghese Kurien by IDA (East Zone) in the meeting room of National Dairy Development Board, Salt Lake City, Kolkata. Dr. Kurien was born at Calicut in 1921. He was a person with strong determination and will power. Amul was established in 1973 by him. He was committed to the farmers' interest and changed the lives of millions of dairy farmers of India. He was bestowed with Padma Vibhushan. Dr. Kurien was the main architect of India's White Revolution and Operation Flood of 1970s.

Various distinguished persons from different organizations like NDDDB; Directorate of Dairy Development, Govt. of West Bengal; Govt. Polytechnic College, etc., participated in the program. One by one, they highlighted the several constructive activities and





good qualities of Dr. Kurien. Individually, all persons paid their floral tributes to the photo of Dr. V. Kurien with folded hands. Lastly, the program was ended with vote of thanks to the chair.

## National Milk Day Celebrated by Bihar State Chapter at Patna



IDA Bihar State Chapter celebrated National Milk Day under the leadership its Chairman Shri Dharmendra Kumar Srivastava on November 26, 2023 as it was the auspicious occasion of the 102<sup>nd</sup> birth anniversary of the Milkman of India, Dr. Verghese Kurien.

National Milk Day was celebrated in the office of IDA Bihar State Chapter. Members paid homage to Dr. Kurien's visionary venture to make India the highest milk producing country in the world. Dairy Sector has also maintained its status of first position since long. Dr. Kurien continuously inspired all the stakeholders of the dairy industry in the area of infrastructure, milk production, product handling, marketing, and quality management system. The executive committee of the Bihar chapter with the other stakeholders remembered Dr Kurien as the precursor of the industry, pledging to follow the path designed by him.

On this event, Secretary State Executive Committee Shri Ratneshwar Jha and other designated members Shri P.K. Sinha, Shri Avanish Kumar, Dr. Sanjeev Kumar, Dr. Raviranjan, Shri Maheshwar Prasad, Shri Ashok Kumar, Shri Vijay Singh and the professors and students of SGIDT Patna participated in this celebration.

## JMF and IDA Jharkhand Local Chapter Jointly Organized National Milk Day

102<sup>nd</sup> birth anniversary of Dr. Verghese Kurien was celebrated as National Milk Day on November 26, 2023 at the premises of Medha Dairy Plant, Hotwar, Ranchi. Dr. Verghese Kurien is also known as the pioneer of White Revolution, because of which today India is at the leading position in milk production in the world. Dairy

Farmers in India especially associated with cooperative societies have made important contributions in the dairy sector. Due to their tireless efforts the country is now at number one position in milk production in the world.



Medha Dairy is, an enterprise of Government of Jharkhand, being managed by National Dairy Development Board (NDDDB) and the only milk producers' cooperative affiliated to the state and is marketing its milk and milk products across the state. Medha Dairy acts as a link between rural milk producers and urban consumers of the state of Jharkhand. It provides a source of livelihood to state dairy farmers. Milk produced by about 50,000 marginal farmers is supplied daily in the morning and evening through milk collection centres set up in villages. Today, Medha Dairy is processing and marketing around 2.50 lakh litres of milk from 7 processing plants.

The programme was inaugurated by Shri Sudhir Kumar Singh, Managing Director (JMF) cum Chairman, IDA (East Zone) and Shri Pavan Kumar Marwaha, General Manager (JMF) cum Chairman, IDA Jharkhand Local Chapter. Shri Sudhir Kumar Singh shared his work experience with Dr. Verghese Kurien and explained the difficulties faced in making the country number one in milk production in the world.

Shri Pavan Kumar Marwaha apprised the employees about the importance of cooperatives and the incredible contribution of Dr. Verghese Kurien in the success of the White Revolution.

Shri Sudhir Kumar Singh also stated that this time the **National Milk Day has been celebrated at five different places in Eastern Zone - Ranchi, Kolkata, Guwahati, Bhubaneswar and Bihar.** Union Minister of Fisheries, Animal Husbandry and Dairying, Shri Parshottam Rupala ji has inaugurated the event "National Milk Day 2023" and the President of Indian Dairy Association, Dr. R.S. Sodhi was also present as a Guest of Honour at Guwahati.

The event was organized in collaboration with the State Animal Husbandry Department, Assam Livestock Development Board and NDDDB. The prestigious National Gopal Ratna Awards 2023 were also conferred on the occasion.