

## IDA (West Zone) Hosted an Interactive Session with President of IDF and Dairy Industry Professionals at Mumbai



IDA (WZ) organized an interactive session with Mr. Piercristiano Brazzale, President of International Dairy Federation (IDF), Brussels and Dairy Industry Professionals at IDA (WZ), Mumbai Office. Dr. J.B. Prajapati, Chairman, IDA (WZ) welcomed Mr. Piercristiano Brazzale with a bouquet along with all members and briefed them about the zonal activities of IDA (WZ). Each member introduced themselves with their brief backgrounds.

Mr. Brazzale introduced himself and shared his views by a presentation with the details on the work that IDF

reaches out to. He mentioned that they reach out to the entire dairy sector, and their expert members covering a wide range of professional activities. Achievements on standardization from the year 1903 and until now was discussed.

IDF is working on 40+ Standards, Methodologies, sustainable practices, etc. Also, guidance on animal welfare was part of discussions. IDF is also promoting the role of dairy in healthy diets. He also mentioned that milk and plant-based beverages is a huge topic and needs to be taken up separately. IDF continues to support research, innovation and promote the science behind dairy.

It was a knowledge-sharing interactive session. There were questions as to how and what India needs to do to be on the top of the charts. Shri Arun Patil, Vice President-IDA requested President, IDF, to publish cow & buffalo milk combined together in all the publications of IDF, where it is published as the milk production in India. Further, he also suggested that since the total solids of buffalo milk are higher than cow milk, milk production by different countries should be presented in terms of milk solids.

The interactive session provided a valuable insights into global dairy industry trends and opportunities. The ZEC of IDA (WZ) extend gratitude to Mr. Piercristiano Brazzale for his valuable contributions and look forward to further engagements with IDF in advancing dairy industry goals. Member thanked Dr. J.V. Parekh, who took initiative to organize this program.



**Left to Right:** Shri Manish Khobragade, Sr. Manager, Mother Dairy; Shri Rajesh Lele, CEC Member-IDA & former Secretary IDA (WZ) and Dairy Consultant; Shri Ashwani Pandey, V A Exhibitions; Shri Surendra Taskar, Warana; Shri Arun Patil, Vice President-IDA & former Chairman IDA (WZ) and Dairy Consultant; Dr. J.V. Parekh, Vice Chairman IDA (WZ); Mr. Piercristiano Brazzale, President IDF; Dr. J.B. Prajapati, Chairman IDA (WZ); Shri A.K. Singh, Warana; Shri Subhash Vaidhya, Former Secretary IDA (WZ) and International Dairy Consultant; Shri Madhav Patgaonkar, Secretary IDA (WZ); Shri Yogesh Godbole, MD, Gokul; Dr. R.S. Patil, MD, Amreli Milk Union, Gujarat; Shri Kailash Ashar, former Secretary IDA (WZ) and Industrial Trainer; Shri Diwakar Panicker, former GM Amul and Consultant; Shri Ramdas, GM, Nature Delight; and Shri Shyju Sidharthan, Vice Chairman IDA (WZ).



# Rajasthan State Chapter of IDA Celebrates 75<sup>th</sup> Year of IDA

Udaipur (MPUAT) along with Shri R.K. Chugh, Vice Chairman, IDA (NZ); Dr. Rahul Saxena, Chairman, IDA RSC; Shri S.N. Purohit, Vice Chairman, IDA RSC; Dr. Karun Chandaliya, Secretary, IDA RSC and Shri Govind Gupta, Treasurer, IDA RSC.



Dr. B.D. Kumawat, Registrar MPUAT; Shri Vinay Bhati, Comptroller, MPUAT; Dr. Lokesh Gupta, Dean, CFDT; Dr. Nikita Wadhawan, ADSW, CFDT and other faculty members were also present to encourage the students on the winter morning.

In pursuance of directions given by the President, IDA, to commemorate the 75<sup>th</sup> year of IDA, Rajasthan State Chapter (RSC) organized many programs at Udaipur in collaboration with College of Dairy & Food Technology (CFDT) Udaipur on 15<sup>th</sup> February 2024. The day started with having a "Run for Health" in winter morning at 8.00 am. The aim of organizing this event was to percolate the importance of such warm up exercises for good health and importance of consumption of milk. Flavoured milk bottles were arranged for all the participants after finishing the run.

More than 125 students and faculty members assembled in the lawns of CFDT campus, where warm up exercises were conducted by all on the music beats, which were played on DJ sound system. T-Shirts and caps were distributed to all participants. Two separate runs were held for Boys and Girls. Both the Runs were flagged off by Dr. Ajeet Kumar Karnatak, Hon'ble Vice Chancellor, Marana Pratap University of Agriculture and Technology,



It was fun mixed with morning exercise aiming to improve overall health. Later in the day, a poster competition was also organized. The posters were judged by Shri R.K. Chugh, Shri S.N. Purohit and Dr. Nikita Wadhawan.

The activities did not end there. At 11.00 am, at CFDT Auditorium, Dr. N.R. Bhasin memorial lecture and award function were held. Dr. Ajeet Kumar Karnatak, Vice Chancellor, MPUAT was the Chief Guest and Shri R.K. Chugh presided over the Inaugural session. The program started with lighting of ceremonial lamp followed by Ganesh Vandana and paying tribute to Dr. Bhasin. Dr. Karun Chandaliya welcomed all participants to the function. Dr. Nikita Wadhawan briefed about the program. In his address Dr. Lokesh Gupta, Dean, CFDT briefly explained about the present program and future activities of CFDT. Shri R.K. Chugh briefed the audience about the role of Indian Dairy Association (IDA), its history and future plans. Dr. Ajeet Kumar Karnatak, Vice Chancellor, MPUAT, Udaipur in his Chairman's address





remembered Dr. V. Kurien for his mammoth role in 'White Revolution'. He apprised students with the fact that White Revolution, unlike green revolution, has significantly impacted milk production and consumption of country without adversely affecting quality. It can be termed as 'Quantity with Quality' case. He gave full credit to IDA for bridging the gap between academics and industry very well, and wished good luck to IDA and its office bearers.

Then award ceremony was held. The details of the awardee are as follows:

**Dr. N.R. Bhasin Memorial Award for Academic Excellence for year 2021-22**

**Teena Kalyan** – Gold Medalist in B.Tech (Dairy Technology from CFDT, Udaipur, affiliated to MPUAT, Udaipur

**Manvik Joshi** – Silver Medalist in B.Tech (Dairy Technology from CFDT, Udaipur, affiliated to MPUAT, Udaipur

**Hardik Arya** – Gold Medalist in B.V. Sc. & AH from Appolo College of Veterinary Medicine, Jaipur, Affiliated to RAJUVAS, Bikaner

**Poonam Saini** – Silver Medalist in B.V. Sc. & AH from Mahatma Jyoti Rao Phule College of Veterinary & Animal Sciences, Chomu, Jaipur affiliated to RAJUVAS Bikaner

**Poster Competition**

**1<sup>st</sup> Position** - Ruchi Vijayvargiya & Vimal kumar

**2<sup>nd</sup> Position** - Vatsal Tushar Gandhi Abhishekh kumawat

**Run for Health**

**Boys**

**Winner** - Praveen Singh, First Year DT

**1<sup>st</sup> Runner up** - Hansraj choudhary, Third Year FT

**2<sup>nd</sup> Runner up** - Paviter, First Year DT

**Girls**

**Winner** - Preeti Patidar, First Year FT

**1<sup>st</sup> Runner up** - Nirmala Choudhary, First Year DT

**2<sup>nd</sup> Runner up** - Antima Shah, First Year DT

Dr. Rahul Saxena, Chairman, IDA RSC, while thanking Hon'ble Vice Chancellor, MPUAT; Dean, CFDT and all faculty members and staff of CFDT, Udaipur for the marvelous arrangements, called upon students to be proactive in life, gain as much knowledge as possible from faculty and college and explore all possible sources of gaining knowledge. He briefed them the benefits of joining IDA and called upon to become Student members and Life members of the Association.

Dr. Mayank Patel, Professor & Head, Geetanjali College of Technology, Geetanjali University, Udaipur, delivered the Dr. N.R. Bhasin Memorial Lecture. The topic was "Innovation and Advancements in Indian Dairy Industry. In his lecture, Dr. Patel gave brief insight of Artificial Intelligence. The process, development and implementation of AI was nicely explained along with its limitation. He gave few examples of AI in dairy industry like precision feeding and nutrition management, reproduction management and fertility monitoring, optimization of feed formulation, etc. He explained that AI shall become more and more accurate with increase in base data.

The program ended with brief cultural program (e.g. dance, skits, mime, etc.) arranged by students.





## IDA Punjab State Chapter and Verka (Milkfed) Ferozepur Organizes “The Kisan Dairy Summit”

Indian Dairy Association (Punjab State Chapter) in collaboration with Milkfed (Verka Dairy) Ferozepur organized "The Kisan Dairy Summit" at an auditorium of Genesis Institute of Dental Science & Research Ferozepur-Moga Road, Ferozepur, Punjab on January 30, 2024.

The eminent personalities present on the event included Dr. R.S. Sodhi, President-IDA; Shri Narinder Singh Shergil, Chairman, Milkfed Punjab; Dr. Kamal Kumar Garg IAS, Managing Director, Milkfed Punjab; Shri Rajesh Dhiman IAS, Deputy Commissioner, Ferozepur; Shri Rajesh Gupta, National Dairy Development Board (NDDDB); Shri Inderjit Singh Sra, Chairman, IDA Punjab Chapter; Shri Gurbhej Singh Tibbi, Chairman, Verka Dairy Ferozepur; and Dr. R.S. Sethi, Dean College of Dairy Science & Technology, GADVASU, Ludhiana.

Addressing the august gathering, Dr. R.S. Sodhi, President-IDA said that this summit was planned to make the dairy farmers aware about various advanced techniques in feeding, breeding & health management of the dairy cattle. By giving insight on bright future of the dairying in India, he kept the hopes of the dairy farmers high.

After the inaugural ceremony, a documentary video on the journey of Verka Dairy Ferozepur was shown to the audience. This documentary showcased the milestones of Verka Dairy Ferozepur from a Milk Chilling Centre to 1 LLPD Processing plant.



On this occasion, Dr. Kamal Kumar Garg IAS, Managing Director, Milkfed Punjab shared the advanced techniques and machinery used by Milkfed for analysis of various milk quality parameters.

Shri Rajesh Gupta, NDDDB discussed the various schemes and subsidies available to dairy farmers and other projects of NDDDB. On this occasion, a copy of approved development projects worth crores was presented to MD, Milkfed Punjab.

During the first session of the event expert speakers Dr. R.S. Grewal, GADVASU, Ludhiana; Dr. Pankaj L Sherasia, Scientist, NDDDB; Dr. Harinder Singh; Shri R.S. Sahu, PAU, Ludhiana; Dr. Jiwan Gupta, Animal Husbandry Department Punjab; and Shri Karanbir Singh Dhillon, Milkfed Punjab enlightened the dairy farmers about silage and cattle nutrition.

Second session focussed on "cattle breeding and advanced techniques in dairy farming" was conducted by Dr. R.S. Bali, NDDDB; Dr. Sikh Tejinder Singh, GADVASU, Ludhiana; and Dr. Harsugev Singh, Milkfed Punjab. Dr. R.S. Sahota, Retired Director, Extension Education, GADVASU, Ludhiana advises milk producers to focus on modern dairy techniques and emphasized that prevention is better than cure.

On this occasion Shri Inderjit Singh Sra, Chairman, IDA Punjab State Chapter emphasized the need of such seminars/event/summit for creating awareness about the advanced techniques among dairy farmers and praised the role of IDA, Cooperatives, Producer Companies and other organized players in dairy development in the country. He also encouraged the industry, professionals, scientists and farmers to become member of Indian Dairy Association for the overall betterment of dairy by adopting a collaborative approach.

Shri Gurbhej Singh Tibbi, Chairman, Verka Dairy Ferozepur thanked all the dignitaries, speakers and dairy farmers for their active participation and making this event a grand success.

## Solar Power System and Renovated Canteen Inaugurated at IDA HQ

Central Executive Committee (CEC) members of IDA led by President Dr. R.S. Sodhi and Vice Presidents Shri A.K. Khosla and Shri Arun Patil inaugurated the Solar Power System installed at IDA HQ. The capacity of the Solar Power System is approx. 25 KVA. The system was installed fully with the help from technical team of National Dairy Development Board.

In order felicitate the IDA Transit Room Guest, existing canteen was renovated so that they enjoy comfortable stays at IDA HQ during their stay. As per the record, the occupancy has also increased manifold afterward.



CEC members appreciated these new development works initiated by the new management under the leadership of Dr. Sodhi.



## IDA Jharkhand State Chapter and JMF Organised “Medha Dahi Khao Inaam Pao Pratiyogita - 2024”

The Jharkhand State Cooperative Milk Producers' Federation Limited (JMF) and India Dairy Association (IDA)- Eastern Zone jointly organised very innovative yet meaningful contest in January 2024 across three locations in Jharkhand namely at the Medha Dairy Plant, Ranchi, Deoghar and Divisional Office Campus Jarmundi (Basukinath, Dumka).

Every year, the event "**Medha Dahi Khao Inaam Pao Pratiyogita**" is organized at various locations of Jharkhand by India Dairy Association (IDA)- Eastern Zone & Medha Dairy

to raise awareness among consumers regarding consumption of milk and milk products.

More than 700 people participated in this event this year across three locations. The competition was categorized in three different categories *i.e.* Male, Female and Senior Citizen. As this was a competition of eating maximum quantity of curd in stipulated time frame of 3 minutes.

Hon'ble Minister- Agriculture, AH & Cooperative, Govt of Jharkhand, Shri Badal graced the event as a Chief Guest. Hon'ble Minister advised the marginal farmers and people in general to associate themselves with JMF and its produce so that a good quality and fresh dairy product may be provided to the consumers which will lead to the socio-economic development of milk producers. Hon'ble Minister also appreciated the work done by JMF under management of National Dairy Development Board.

On this Occasion, Shri. Sudhir Kumar Singh, Chairman IDA- Eastern Zone & Managing Director, JMF stated the importance of eating fresh and healthy foods and asked people to use Medha Dairy's products as it is fresh and healthy too.

Chairman IDA-Jharkhand Chapter & General Managers, JMF -Shri Pavan Kumar Marwaha and Shri Jaidev Biswas were also present to encourage the participants of "**Medha Dahi Khao Inaam Pao Pratiyogita 2024**".

The winners of this contest were awarded by Medha Gift Hampers along with various titles (Upadhi) like *Dahi Samrat*, *Dahi Samragyi*, *Dahi Bhushan* etc.



## IDA (SZ) Brainstorming Session and 50<sup>th</sup> DIC Curtain Raiser Program at Bengaluru

Indian Dairy Association (South Zone) organised '**Brainstorming Session on Reorienting Zonal Activities of IDA**' and also '**50<sup>th</sup> DIC Curtain Raiser Program**' on January 19, 2024 at Bengaluru. This program was organized on the occasion of the 'Platinum Jubilee Year' of IDA.



The Guests of Honour of the program were Dr. R.S. Sodhi, President-IDA; Shri A.K. Khosla and Shri Arun Patil, Vice Presidents of IDA.

Dr. Satish Kulkarni, Chairman, IDA (SZ) presided over the program. While speaking on the occasion, Dr. Satish Kulkarni highlighted the various new initiatives of IDA (SZ). He emphasized on strengthening the secretariats of Zonal and Chapter offices so that more number of activities can be organized. Shri Arun Patil stressed on increasing the membership of 'Milk Producers' and 'Dairy Industry' Categories. Shri A.K. Khosla emphasized on improving the IDA outreach programs and holding the membership drives to increase the membership base of IDA.

Dr. R.S. Sodhi, congratulated and appreciated the initiatives taken by the IDA (SZ) and assured that such novel initiatives will be adopted by the others zones of IDA. Further, Dr. Sodhi emphasised on improving the communication of IDA activities among various stakeholders and providing the policy advocacy to the governments so as to take the dairy industry to desired heights. During the interactive session, various members expressed their ideas to re-orient, re-invent the activities of IDA.

The suggestions were deliberated on Strengthening the secretariats of Zonal and Chapter offices of IDA; Organising the 'Regional Dairy Summits' to address the local dairy issues; Increasing the number of Chapters; Recognition the Best Women Dairy Farmers and successful Dairy entrepreneurs; Tripartite agreement among IDA, Dairy Research Institutes and Dairy Industry; Supporting innovative students research projects; Improving the awareness among the general public about IDA; Providing policy advocacy from Zonal to National Level, etc.

During the occasion, a Curtain raiser presentation on the 50<sup>th</sup> DIC was made by Shri C.P. Charles, Secretary General of the conference, and a video was released on the occasion. Earlier, Dr. S. Subash, Secretary, IDA (SZ) delivered the welcome address and Dr. B. Surendranath, Member IDA (SZ) delivered vote of thanks and compered the program. The program was attended by more than 80 members of IDA, dairy professionals and other stakeholders.

## Best Women Dairy Farmers Award Ceremony

Indian Dairy Association (South Zone), Bengaluru organised '**Best Women Dairy Farmers Award Ceremony**' on January 20, 2024 at Bengaluru. This program was organized on the occasion of the



'Platinum Jubilee Year' of IDA. It is a unique initiative of IDA (SZ) to honour the best women dairy farmers from Southern States. Five Dairy Women Farmers from the states of Andhra Pradesh, Karnataka, Kerala,

Tamil Nadu and Kerala were felicitated recognizing their entrepreneurial zeal and producing milk ranging from 60 liters per day to 400 liters per day.

The award carried a certificate, memento, and cash award of twenty thousand rupees. The awardees are Smt. A.N. Rajeshwari from Karnataka, Smt. Aligeneni Sree Padma from Andhra Pradesh, Smt. Dabhu Padma from Telangana, Smt. Leema Roselein from Kerala and Smt. Parimala Vijayaramesh from Tamil Nadu.

The Guests of Honour of the program were Dr. K.C. Veeranna, Vice Chancellor, KVAFSU, Bidar; Dr. Basavaraj, Director (AH), KMF; Shri Rajeshwar Rao C, Chairman, IDA Telangana Chapter; and Dr. R.S. Sodhi, President-IDA. Dr. Satish Kulkarni, Chairman, IDA (SZ) presided over the award ceremony. While speaking on the occasion, Dr. Satish Kulkarni emphasized on improving nutritional status of dairy farmers besides improving their socio-economic status. Dr. K.C. Veeranna, appreciated the efforts of IDA (SZ) in recognizing the best women dairy farmers from Southern India, which in turn would motivate other fellow dairy farmers to excel in their dairying activities. Dr. Basavaraj highlighted the various pro-farmer initiatives and programs of KMF in supporting their dairying activities in Karnataka State. Shri Rajeshwar Rao, appreciated the role of women in every sphere of our life and dairying is no exception to it as most of the dairying activities are carried out by the women dairy farmers.

Dr. R.S. Sodhi, while congratulating all the awardees, assured that such novel initiatives will be adopted by the others Zones of IDA. Further, Dr. Sodhi appreciated the efforts of women milk producers in positioning our country at the top at global level. He explained that the contribution of dairying itself contributes about 4% of GDP and currently India accounts for 25% of world milk production. In the next decade the contribution is likely to increase to 40% of world milk production, he added.

A Curtain raiser presentation on the 50<sup>th</sup> DIC was made by Shri C.P. Charles, Secretary General of the conference, and a video was released on the occasion. Shri S.K. Bhat a member of the association was felicitated for completing 50 years of membership and members proposing the best themes for the 50<sup>th</sup> DIC were awarded.

Earlier, Dr. S. Subash, Secretary, IDA (SZ), delivered the welcome address and Dr. S.N. Rajkumar, Chairman, IDA Kerala State Chapter delivered vote of thanks. Dr. B. Surendranath, Member IDA (SZ) compered the award ceremony. The program was attended by more than 200 persons, comprised of women dairy farmers, members of IDA, dairy professionals and other stakeholders.

## National Conference on “Smart and Sustainable Dairy Farming” Organized at Pune



National conference on "**Smart and Sustainable Dairy Farming**" was organized by Indian Dairy Association (West Zone) in association with Indigenous Cattle Research cum Training Centre (ICRTC) of Mahatma Phule Krishi Vidyapeeth, Rahuri (MPKV) and BAIF Development Research Foundation at Agriculture College, Pune during January 5-6, 2024. The program was attended by about 300 delegates



representing academic institutions, private and cooperative dairies, other dairy related companies and students.

The grand opening of the conference began with paying tribute to Mahatma Phule in front of heritage building of Agriculture college and celebration procession to Shrimane Hall. Dignitaries opened the poster session and exhibition before entering the hall. Inauguration session was started by invocation of goddess Saraswati and lighting of lamp by the dignitaries. Ms. Richie Agarwal, ZEC Member-IDA (WZ), anchored the inaugural session.

**Dr. J.B. Prajapati**, Chairman, IDA (WZ) welcomed the guests and felicitated them. He thanked Dr. P. G. Patil, Vice Chancellor, MPKV, Rahuri for making this conference a reality. He also mentioned that it is important for the Agriculture scientists to come together with the industry and discuss the ways in which dairy farming can be made sustainable. He explained the importance of the theme of the seminar and insisted that farmers and dairy professionals have to be smart to keep our business sustainable, which is a livelihood for millions of families across the country.

**Dr. B.K. Kakade**, President, BAIF talked about the initiatives of BAIF in the area of animal genetics, breeding, nutrition, and scientific management. He also pondered upon the challenges and opportunities in dairy production sector.

**Dr. R.S. Sodhi**, President-IDA said that the smart word is not only required in the dairy sector, but in the entire food sector. He said that to make the food industry sustainable, it has to be commercially viable for the farmer producer and the consumer needs to get good food products in affordable price range. The producer cannot do charity but definitely needs commercial viability to be able to continuously produce and provide good food items to the consumer. In the coming 25 years the rural urban population ratio is going to become 50:50. We need to remember, the food that will sell or we need to grow is tasty, with pure natural nutrition, and affordable.

He mentioned that one major worry for the industry is fighting adulteration, which leads to low consumption due to loss of trust of consumer. India is world's largest and fastest growing economies, which leads to all large food companies in the world trying to come into the country to sell their products. This leads to loss of income of the farmers. Thus, we need to make the Indian production system more efficient by reducing the input cost of farmer and improving feed conversion ratio of dairy cattle. It is very efficiently managed by poultry industry and needs to be brought more into focus in Dairy industry.

On the other hand, conceiving ratio of almost 25% cattle is zero. Thus, we need to focus on this in the dairy cattle. Energy consumption needs to be reduced in the entire value chain. Digital integration is also very important since efficiency, transparency and trust is brought into the system. Regular data maintenance and analytics will give us more insights for bringing in sustainability. Another perspective change which is needed is food inflation, which actually brings food prosperity to the farmer. In some of the parts of the country the average returns to the farmer are almost 50% of the selling price of milk is negatively impacting the milk industry, which needs to be increased to bring prosperity to the farmer.

After a wonderful roadmap given by Dr. R.S. Sodhi, the Souvenir of the conference was released by the dignitaries, which carried articles and abstracts of the sessions of the speakers and abstracts of poster presentations by the college students.

**Chief Guest Dr. N.V. Patil**, Hon'ble Vice Chancellor, MAFSU, Nagpur gave us a roadmap of how this industry and academia interface is very important for both and also to the students, who are our future professionals. He invited IDA to conduct similar seminar at Nagpur and other places. He mentioned that the productivity of the animals can be increased by adopting technical advancements in the dairy field. We blame animals for not being productive, but what we forget that the animals also need love and care which gets ignored in the day to day race. He mentioned that taking care of the animal is important, along with taking precautions and care in health, environment and efficiency of utilization of nutrients, kind and quality of feed & fodder of the animals. The challenges of small herd vs large herd and unavailability of records in our system, can be managed by utilization of our traditional knowledge and earlier systems of cattle management through modern mechanisms of implementation. The organized sector will bring the best of quality products to the consumer and thus the professionals have to play an important role in the value chain.

In his Presidential address, **Dr. P.G. Patil**, Hon'ble Vice Chancellor, MPKV, Rahuri welcomed all once again and was very happy that such conference is being organized by IDA for the first time in their campus. He said that Dairy industry is an ATM machine for the farmer and thus it needs to be treated with due respect and care. We can provide utmost care and facilities to the farmer by bringing in modern methods of dairy farming, for example the milking machine can also be considered as robot. Technological advancements can be very useful and bring in further efficiency in the system. He reminded us of how Dr. Kurien shaped up the dairy industry and it is now our duty to take it further on the path to progress.

**Guest of Honour Prof. M.C. Varshneya**, Former Hon'ble Vice Chancellor of AAU and Kamdhenu University Gandhinagar gave an up-to-date presentation on "Dairy Sector in India- Saviour of Rural Economy." He shared with us the statistics of the dairy industry and how the major share of the female cattle is owned by the small and marginal farmers. India is taking care of its cattle as can be seen in the world's largest cattle vaccination program executed by the Animal Husbandry department.

Some recommendations presented by him are:- 1. Quality of milk and milk products have to be maintained at the highest level; 2. Adulteration in milk should be considered as a cognizable offence; 3. Payment of milk should be made by UPI immediately; 4. To encourage Indigenous milk products exported, it should be given subsidy on advertising; 5. To stop loitering of animals on roads in cities and villages Gausshala should be supported/started in each city and villages preferably on earmarked grazing lands; 6. Seed of fodder crops and water for grazing lands should be provided by Gram panchayat free of cost; and 7. All villages having animal population of >1000 should have a veterinary hospital.

**Shri Amit M. Vyas**, MD, Amul Dairy, Anand presented a power packed Keynote speech: on Digitization is must for "Smart & Sustainable Dairy Farming". He shared about the dismal state of affairs of the Indian dairy industry in the 1940s. The architects of Amul -Sardar Patel, sowed the spirit of cooperative institution, Morarji Desai was the guiding spirit, Tribhuvandas Patel was the social reformist and founder of Amul, Dr. V. Kurien, father of White Revolution and Shri Lal Bahadur Shastri, former Prime Minister who envisioned White Revolution, brought about a revolution in the industry by conceiving and implementing the Anand Pattern. The Digitally integrated supply chain of Amul dairy makes it possible to handle massively large volumes of milk and 47 units across 13 states with 84 lakh litres of handling capacity. Smart Dairy farming is utilization of new technological advancements to bring about an innovation to make the traditional dairy farms modern. Digital cow monitoring system, call centre for animal health, rapid diagnostic kits, sex sorted semen, embryo transfer technology, TMR station, fan and fogger, agri machineries, animal health management through ethno veterinary care make the dairy farming at Amul an example of smart and sustainable dairy farming. Sustainability is given utmost importance through clean energy production at Dairy farms, carbon credit trading through bio gas, refractive roof coating system, use of solar power, rainwater harvesting, regenerative agriculture, tree plantation drive, automatic milk sampling, route optimization, use of bio-fertilizer, use of drones in application of bio-fertilizers. Implementation of all new technological advances can be seen at Amul Dairy and thus Amul becomes the most progressive dairy not only in the country but also in the world.

The inaugural session concluded by Vote of Thanks by Dr. D.H. Kankhare, Organizing Secretary.

The conference had Six Technical Sessions on different themes like productivity enhancement, innovations, support to dairying, quality of milk, sustainability and had young scientist presentation too, where in a total of 27 talks by experts were delivered. There were total 87 posters showing innovative work by students and faculty were received and they were presented in 2 sessions. The exhibition has stall by our sponsors as well as experiential learning centres of the university. Students at their dairy centre, served softy and instant ice cream free of charge for both the days. The bakery products, horticulture-floriculture, and bioenergy stalls of the university were the centre of attraction.

The technical tour to Indigenous cattle research cum training centre (ICRTC) was organized for the delegates on 5th evening. Arrangement for demonstration of various unit functions was arranged. It was joyful to experience the scientific management of dairy farm, manure management, fodder and feed management and experimental dairy managed by students.



Evening was made relaxed and pleasant cultural program presented by the staff and students of Agriculture College. It was presented by Swa-kiran Sangitik Rangmanch, directed by Shri P. T. Jagdale and Miss. Kiran Sawant. Some of the delegates also exhibited their talent. Delegates also relished traditional foods.

The Valedictory function was chaired by Dr. S.D. Masalkar, Associate Dean of Agriculture College, while Shri Sekhar Gaikwad (IAS), ADG of Yashwantrao Chavan Academy of Development Administration and Ex-commissioner of sugar remained present as the Chief Guest. All the rapporteurs presented summary of their sessions along with key takeaways. The prizes for the Poster presentations and the Young Scientist award were distributed to the winners.

In the first Session of poster presentation on Milk Processing the winners were Dr. D.D. Patange RCSM, College of Agriculture, Kolhapur, Dr. K.D. More, K.K. Wagh, College of Agriculture, Nashik and Shri S.R. Sonwane College of Agriculture, Latur. In the 2nd Session of poster presentation Animal Husbandry the winners were Dr. T.R. Bhosale, College of Agriculture, Muktainagar, Dr. C.S. Patil, LUVAS, Hisar, Haryana and Dr. S.B. Bhalerao, College of Agriculture, Pune. Young Scientist Award winners were Dr Ankit Mangotra and Dr. C. S. Patil, both from LUVAS, Hisar, Haryana.

Dr. P.T. Dhole, Ex-Director of Research of MPKV shared his thoughts on the seminar that it was a great opportunity for the college of Agriculture and IDA to come together. The feedback was taken from the audience and participants about the seminar; to which they said that it was a wonderful seminar and a great opportunity to learn and interact. Dr. S.D. Masalkar, Associate Dean of MPKV Rahuri, shared his thoughts and happiness over the successful completion of the seminar. Dr. J.B. Prajapati gave his closing remarks talking about technical and management issues discussed and draw recommendations for policy makers. He conveyed his gratitude to entire IDA (WZ) team and dedicated staff and students of Agriculture College, who made the conference a grand success. He especially thanked Hon Vice Chancellor, Associate Dean and Organizing Secretary of the event for their tireless efforts.

Vote of thanks was presented by Dr. Dhiraj Kankhare.

## **A Seminar on Unlocking Bovine Potential: Sex Sorted Semen and Embryo Transfer**

The eventful morning of December 16, 2023 witnessed the grand unveiling of Seminar at Sardar Patel Assembly Hall, AMUL Dairy, Anand on a very pertinent topic "**Unlocking Bovine Potential: Sex Sorted Semen and Embryo Transfer**" under the aegis of Indian Dairy Association (Gujarat State Chapter) and Amul Dairy, Anand.

Seeking blessings from almighty, invoking the benedictions of knowledge, the phenomenal event was inaugurated by lighting of the ceremonial lamp by honourable dignitaries on the dais, Chief Guest Dr. Meenesh Shah, Chairman, NDDB; Shri. Vipulbhai Patel, Chairman, Amul Dairy, Anand; Dr. R.S. Sodhi, President-IDA; Shri Amit Vyas, Managing Director, Amul Dairy, Anand and Chairman, IDA, Gujarat State Chapter; and Dr. J.B. Prajapati, Chairman, IDA (West Zone).

**Dr. Gopal Shukla**, Manager (AH-Projects), Amul dairy, Anand and organising secretary of the event heartedly welcomed all the dignitaries gracing the event, invited guests, the veterinarians, distributors as well as industry partners from veterinary and dairy fraternity.



**Shri Vipulbhai Patel**, Chairman, Amul Dairy, Anand expressed great pleasure in welcoming all the learned gathering to the event at the venue for fruitful deliberations and in his address elaborated on the topic "Role of Dairy Cooperative in milk production enhancement programme."

**Dr. Meenesh Shah**, Chairman, NDDB graced the event as Chief Guest. He enlightened the gathering by narrating "Overview of advancement in Bovine Reproductive Biotechnology - India Perspective". He stressed on the importance of the selected topic of the seminar emphasizing two striking reasons: (1) Even though India is world number one in milk production, the international view is that per animal milk productivity is less - A challenge to overcome. The said purpose entitles urgent need for structured programme with support from Veterinarians and Government aid for providing service to farmers for IVF and embryo transfer technologies. (2) Diminishing number of farmers aspiring for dairy business as profession - the future challenge for India, which is at present prevailing in most of the developed countries.

**Dr. R.S. Sodhi**, President-IDA expressed happiness and enthusiasm in his address recounting "Milk production scenario in India - Current and future trends". He equated the technologies of sex sorted semen and embryo transfer with that of milk production, processing and packaging for preservation as well as proper logistics for distribution to rural areas. According to him, the challenges that remains to overcome are shortage of manpower, checking adulteration to retain consumer faith and decrease in milk productivity costs.

**Shri Amit Vyas**, Managing Director, Amul Dairy gave Keynote address on the topic "Amul Case Study - Different Strategies for Productivity Enhancement in Dairy Animals". In his address, he admired the Amul model conceptualized and implemented under the great leadership of visionary Dr. Verghese Kurien and Shri Tribhuvandas Patel, which the world is keen to replicate. He embarked on the journey of Amul that started its first sex sorted semen laboratory in December, 2021. The success rate for such advancements depends on tying-up with major technology providers, continuous training for capacity building, periodic review through data collection and investing efforts in the right directions. Amul being the first dairy in India to provide the sex sorted semen as well as embryo transfer technologies to farmers at subsidized rates, he cited examples for the success and continuous progress achieved by them in gaining trust of farmers and fuelling quality milk production.

**Dr. J.B. Prajapati**, Chairman, IDA (West Zone) presented concluding remarks and thanked one and all for being part of the grand event. He acknowledged the support from Amul Dairy, Anand for organizing the seminar on such an important theme. He anticipated resourceful deliberations in the industry sessions and gainful conclusions for the industry to follow.

The technical sessions with presentations from the ten eminent speakers from the industry dwelled on increased milk productivity with quality improvement and reduced production cost by application of advanced artificial insemination technologies and feed management for the animals.

**Dr. Rahul Gupta**, Head of Operations, ABS India discussed the importance of sexed semen relating to the seminar theme "Unlocking Bovine Potential: Sex Sorted Semen and Embryo Transfer". He talked about National Action Plan for Rashtriya Gokul Mission and Accelerated Breed Improvement Program (largest program in Livestock sector) sponsored by GOI.

**Dr. Amol Kinhekar**, Sr. Lab Manager, ST Genetics, India discussed the principle behind semen sex sorting technology and the status of the technology in India and globally. He talked about measurement techniques for the success rate of the technology by QC results & purity of desired gender (Lab based), conception rate (field result) and gender ratio of the calves born (field result).

**Shri Sandeep Singh**, CEO, Godrej Cattle Genetics with his deliberation on "Livestock Genetics for Yield Improvement" narrated how animal husbandry has outpaced agricultural growth in India over last two decades with dairy being the biggest success story. He delved with urgent need for improvement in genetic potential for further yield improvement in Indian milch animals, embryo transfer technology being the solution for the same.

**Dr. Sanjay Gorani**, General Manager (Animal Breeding), NDDB summarized "NDDB initiatives in the field of Bovine IVF technology: our journey so far". He described animal breeding as a blend of Genetics



and Reproduction and discussed resourceful development activities carried out by NDDB with support from GOI in establishing laboratories and promoting field ET programmes.

**Dr. Srinivas Karnati**, III, Hyderabad dwelt upon a very important topic on 'Preventive aspects and innovation - unleashing bovine power'. He narrated importance of use of combined vaccines, preventing Theileriosis and gut health in calf and deworming. He highlighted the role of Raksha Biovac and Acticalf-The 1st month enteric care. He also suggested to use oxfenvet, vetfen-B and vetfen-T for efficient deworming.

**Dr. Abhishek Garg**, Associate Director - Ruminant discussed Precision in dairy management with "SenseHub Cow Monitoring Technology". He talked about optimization of dairy economy with focus on Production, Reproduction and Health, which requires continuous monitoring of animals by use of technology.

The topic of "Technological Intervention for Success of SSD and ET" was intercepted by **Dr. Vishal Vashisht**, Business Head, Delaval. He narrated the key challenges for dairy farmers and with changing trends; digital and smart farming would be the future of dairy farms in India. Feeding is till date considered as one of the important factors affecting milk productivity and quality at farm level and hence according to him TMR feeding center would allow conversion of traditional to system driven feeding with feeding robots doing the task of human.

**Dr. Sanjay R. Nikam**, General Manager- Dairy (India & Nepal) discussed "The role of minerals in bovine reproduction". He illustrated the broad role of trace minerals throughout the reproductive process; mostly an indirect effect e.g. normally trace minerals act as co-factors in enzymes or vitamins involved in the reproductive process e.g. Cobalt and Vitamin B12.

"Technological advancement in the field of Bovine Artificial Insemination" was narrated by **Shri Divyesh Butala** from Prompt. He talked about Prompt as a pioneer in providing cutting-edge dairy tech solutions from farm management and milk collection to quality analysis and preservation incorporating innovations in every step.

**Dr. Sudhir Kumar Singh**, General Manager- Kemin Industries South Asia elaborated on solutions for "Precision Nutrition of Dairy Animals" by precise ration formulation (Feed & TMR), feed additives and feed processing techniques. He discussed the challenges in animal feeding to increased raw material cost and discussed profit making by feed efficiency through (1) Improving Productivity & maximize components yield (2) Increasing Lactation number and (3) Enhancing Reproduction along with reduction in methane emission per unit.

## IDA Western UP Local Chapter organises Seminar



Indian Dairy Association (Western UP Local Chapter), in collaboration with Central Institute for Research on Cattle (CIRC), Meerut organised a one day seminar at CIRC Campus, Meerut on December 27, 2023. The theme of the Seminar was "**Strategies for Accelerating Dairy Entrepreneurship in Western Uttar Pradesh**".

**Pradesh".** The Seminar was attended by more than 150 participants including 80 farmers apart from professional from Dairy industry and ICAR.

Dr. T. Mohapatra, Former Director General (ICAR) and Chairperson, PPVFRA graced the occasion as the esteemed Chief Guest. Dr. A.K. Misra, Former Chairperson (ASRB) & Ex-VC, MAFSU was the Guest of Honour. IDA (North Zone) and CEC, IDA was represented by Dr. I.K. Narang, Hon Secretary, IDA (NZ) and Shri Hariom Gulati, Secretary General-IDA.

The seminar began with the welcome address by Dr. A.K. Mohanty, Director ICAR-CIRC, Meerut followed by an address by Dr. A.K. Tripathi, Chairman, IDA Western UP Local Chapter. While addressing the audience **Dr. T. Mohapatra** emphasised on the need for proper management of dairy cattle and timely and scientific processing of milk and milk products so as to bring down cost of production and make the Indian dairy products competitive in the market. Dr. Mohapatra also explained various government schemes for Cow and Cow based agriculture and encouraged farmers to adopt these practices and take full advantage of the Schemes.

**Dr. A.K. Misra** in his address appreciated the role of farmers in making India self-sufficient in milk and transform the country from net importer to net exporter in a matter of a few decades. Dr. Misra exhorted the farmers to become entrepreneurs and take full advantage of the opportunities available in the fast growing domestic and international market.

The first Technical Session Chaired by Dr. Narang. The session was kick-started by Dr. G.S. Rajorhia, former President-IDA with an engrossing and thought provoking lecture on challenges and opportunities of dairy development in Western UP. He pointed out that while UP State contributed 18% of total milk production in the country, more than 50% of this comes from the 30 districts of Western UP making it the milk bowl of the Region. Dr. Rajorhia pointed out that Western UP is bestowed with rich soils, adequate irrigation resources, diverse crop cultivation, adaptable and soothing environmental conditions and hard-working peasantry which have contributed to sustained and rapid growth of dairying. With rapid growth in demand for milk across the country, it will be beneficial for the farmers to enter into commercial dairy farming to harvest higher profits. This would necessitate installation of automatic milking machines, weighing and testing systems and bulk milk chillers at farms. He also stressed upon training of women and unemployed youth in modern dairy farming.

Second lecture in the session was delivered by **Dr. G.K. Gaur**, ADG (APB), ICAR, Delhi on Animal Breeding. Dr. Gaur depicted that the average yield of Indian milch animals is much less as compared to USA, Europe and Australia. Hence, there is still a lot of scope to improve the genetic material of Indian cows and buffaloes to increase their productivity. He stressed on rearing of good quality bulls for semen production as Sire index plays a major role in improvement of milk yield in the offspring. He informed the farmers that nowadays Sex Sorted Semen is available which can be used to breed female calves. Dr. Gaur also emphasised that there is a need to bring out a suitable breeding policy to ensure that better breeds are developed for higher milk yield with disease resistance.

**Dr. S.K. Verma**, Principal Scientist, ICAR-CIRC, Meerut made an elaborate presentation on Scientific feeding of different categories of livestock for better productivity and entrepreneurial opportunities in feed and fodder sector. Dr. Verma shared a user friendly Excel based model for working out balanced ration specific to an animal. While detailing about the feed requirement of various types of animals he advised to use cheaper nutrients available in traditional fodder and supplement it with protein and minerals available in legumes so as to derive best and economically feasible results. Dr. Verma also stressed that farmers must adopt silage making practice so that during off season, animals are fed quality fodder.

Second session mainly focussed on experience sharing by progressive farmers. In this session, Shri Aseem Singh Rawat, of Hetha Organics LLP and Mrs. Milan Sharma, Renvar Farms, Village Patva, Selakhade shared their journey of setting up profitable dairy businesses and encouraged the gathering to take up commercial dairy farming and adopt scientific methods. The session generated a lot of interest with both the entrepreneurs showing their willingness to provide help and guidance to the willing farmers in setting up their farms.



Dr. Raja Rathinam, Former CEC Member-IDA also attended the seminar. Shri T.T. Reddy, Secretary, IDA Western UP Local Chapter delivered the vote of thanks and the session was concluded with a promise to organise more such events in collaboration with ICAR.

During the Seminar an Exhibition with 24 stalls related to Dairy Business was also set up which was a major centre of attraction for the farmers' guests.

## Workshop on “JASP Software for Data Analysis”



Indian Dairy Association (Kerala State Chapter) jointly organized a one day Workshop on December 2, 2023 on "**JASP Software for Data Analysis**" in association with Department of Dairy Business Management and Computer Club, and AFSTI-Thrissur Chapter at VKIDFT, Mannuthy.

Prof.(Dr.) A.K Beena, Convener; Dr. Dinker Singh, Co-convener; Ms. Bincy T. J., Programme Coordinator; Ms. Janice E.J., Assistant Coordinator and Ms. Kesiya Eliza Giji, Member were the members of the organizing committee.

The workshop was planned with an objective of familiarizing participants with the JASP software, its interface, and basic functionalities. 46 participants were registered for the programme out of which 45 participated in the workshop. Following the registration, inauguration function was started in the seminar hall of VKIDFT, Mannuthy. The Co-convener Dr. Dinker Singh, welcomed the respective guests and participants to the workshop.

Presidential address was given by Prof.(Dr.) A.K Beena, Associate Dean, VKIDFT. Chief Guest of the programme, Prof. (Dr.) M. R. Saseendranath, Hon'ble Vice Chancellor, KVASU, officially inaugurated the function. Prof. (Dr.) P. Sudheer Babu, Registrar, KVASU; Dr. Gleeja V. L., Associate Professor, Dept. of Statistics, CoVAS, Mannuthy and Dr. Mohanlal E.K., Assistant Librarian and Head, KVASU Library and Information System felicitated the function. Ms. Bincy T. J., Programme coordinator extended vote of thanks to everyone present. Dr. Rasin R.S., Assistant Professor, St. Thomas College, Thrissur was the Resource Person.

The first session was on the Basic Statistics. The second session focussed on the introductory session on JASP Software. In the afternoon session, the participants were given a practical session on the software. The Valedictory function was held at Seminar hall, VKIDFT, Mannuthy.

## IDA Gujarat State Chapter Office Renovated

IDA (Gujarat State Chapter) was established in 1998 with the blessings of Dr. V. Kurien. An office was allotted by the then Gujarat Agricultural University at SMC College of Dairy Science for IDA Chapter. Since then the Chapter is actively working from the same office.

On January 20, 2024, the formal inauguration of the renovated office was done in the presence of Dr. J.B. Prajapati, Chairman, IDA (WZ); Shri Amit Vyas, Chairman, Gujarat State Chapter and other SEC members.

Founder office bearers of the Chapter Dr. P.N. Thakar, Dr. H.K. Desai and Dr. P.S. Prajapati also graced the occasion along with faculty members of the college. The renovated office has a conference room, pantry, chairman's office and secretarial cabins. The inauguration function was followed by SEC meeting.



## A Seminar on “Safer Dairy Products: Challenges for Industry and Administrators” Organized by IDA HQ

Indian Dairy Association (IDA) organized a Seminar on December 15, 2023 at Hotel Eros, New Delhi.

The event was aimed to bring together industry experts, stakeholders and professionals to engage in discussion, share thoughts and collectively work towards ensuring the safety and quality of dairy products in the country.

Ms. Richie Agrawal, ZEC Member-IDA (WZ) welcomed the Guests and the participants of the Seminar. She also briefly explained the subject of the Seminar.

The eminent Guests of Honour at the inaugural session were Dr. Dheer Singh, Director, NDRI; Dr. R.S. Sodhi, President-IDA; Dr. G.S. Rajorhia, Former President-IDA; Shri Ajay Khosla, Vice President-IDA and Shri S.S. Mann, Chairman, IDA (NZ).

Addressing the august gathering, **Dr. R.S. Sodhi**, President-IDA said that this Seminar was planned on the advice of Department of Animal Husbandry and Dairying. We have been told to respond to the reports in the media that dairy products are not safe. That's why we decided to organized a seminar like this to discuss the issues pertaining to the safety of the milk and milk products.

First of all, we must know that food industry in India is the biggest industry among all others, generating a business of 50 lakh crore. There is no decline in the growth of food industry. Out of the 50 lakh crore food industry, Dairy sector share is around 11 lakh crore. The share of organized food industry is 7 lakh crore that includes 3.5 lakh crore of dairy sector alone. Since dairy sector holds the majority of the organized food business, that's why it has been targeted to gain most by supplying fake and adulterated products in the market by some elements.

Consumer trends are changing nowadays. People are more interested in healthy products. Taste, nutrition and affordability are three parameters applicable in our country and it will remain so in the times to come. After Covid-19, consumers' demand have shifted towards packed food products. Currently, 20-22% dairy products are sold through HoReCa. More growths in dairy business are coming through tier - 2, 3, 4 and small town and villages. There is a saturation in metro cities. That's why local brands are growing and consumers are preferring local brands or locally manufactured products.

Questions have been raised about the quality of the products. As we all are the custodian of dairy value chain, every segment of the dairy sector should ensure that faith and trust of 140 million consumer of the country remain intact.

Among food category, dairy products are consumed more in natural form. Since this category is growing very fast, greed to earn more by some people, are giving negative publicity about the dairy sector.

This will not only impact the nutritional source of 140 million people of the country but also 80 million livelihood source of our dairy farmers. That's why it is our duty to protect the interest of the dairy sector. In this regard, we may look for better technological help such as testing equipment, more laboratory facility. Also, we must seek support from the policy makers so that stricter law and their implementation takes place to control adulteration issues.

**Dr. Dheer Singh**, Director, NDRI said that as far as safety of dairy products are concern, we have developed technologies for the same and it is our dream that test kits are made available to the doorsteps of each dairy farmers. He further said that Govt. of India is financially supporting institutes like NDRI and through IDA platform, we request the dairy industry that if there is any need to go for research in any new areas, we are ready to help them.





Dr. Singh was of the view that safety measures should be taken at the level of production. Farmers must be educated to use appropriate water and fodder.

Safety issues are regulatory issues. Research organizations do not have much role to play in it. IDA may use its platform to convey the policy makers to enforce strict implementation of the safety regulations.

**Shri Ajay Khosla**, Vice President, IDA shared his long experience of 50 years in the dairy sector. He was of the view that dairy sector has evolved very well from the Operation Flood era and sector has kept pace with latest processing, testing and manufacturing technologies and machines to provide good quality and safe products to the consumers.

He further said that consumer has the right to ask for the safe product. But the food chain also has the responsibility starting from the procurement centre to the consumer table via chilling centre, dairy plant, retail outlets, etc. Some dairy alternate manufacturers want to enjoy the trust of the milk and milk product by using the word "dairy, milk or ghee". They are using the social media platform to misguide people in the name of adulteration for their advantage. In fact, this was communicated to the FSSAI and prompt action was also taken for the same.

As far as adulteration is concerned, there may be some isolated cases. But most of them are not by the organized players or they do not have latest infrastructure to maintain the quality of their products.

While IDA is celebrating its 75<sup>th</sup> Year journey under the leadership of Dr. Sodhi, we are conducting various seminars and programs across our zones and chapters to raise the safety issues of dairy products. Whenever adulteration related issue comes up, it hurts the industry. Therefore, it is the responsibility of all the stakeholders to safeguard the dairy sector. India's milk production is growing @6% for the last 5-6 years. If we continue to grow in the same way, in the next 25 years, we will have more than 100 million tonnes surplus milk available for export purposes. So while we are number one in milk production, we also need to be number one in quality so as to meet export requirement. Now, technological changes have taken place even at the village level, so India can be number one in milk quality too.

**Shri S.S. Mann**, Chairman, IDA (NZ) said, our biggest challenges are that newer generations are not consuming milk, especially in the educated families. Other important issue is that farmers are not getting adequate prices of their produce. Misbranding is another big issue. Products are named as "pure cow ghee", "A1 or A2 milk/ghee" and many brands are selling their products at a premium price. Similarly, some brands are selling milk mentioning as "Direct from Farm in 24 hours" which is practically not possible. Many brands are selling almond milk, soy milk, etc. They are using the word "milk" to sell their products. These are issues of misbranding, regulatory and administrative. We always find adulteration news during festivals such as Deepawali and Holi which shows that it is a media hype otherwise such news should come up throughout the year. It is fortunate that IDA is energized now and we are conducting various seminar across the nation through zones and chapters to raise awareness in the society.

Post Inaugural ceremony, **Panel 1** discuss took place on "**Nutritional benefits of Dairy Products: Reading between the lines**". The panelists were:- Dr. J.B. Prajapati, Chairman, IDA (WZ); Dr. G.S. Rajorhia, Former President-IDA; Dr. Bimlesh Maan, ADG (EP&HS), ICAR; Shri Biswajit



Dutta, QC Head, Mother Dairy; and Ms. Ishi Khosla, Clinical Nutritionist.

**Dr. J.B. Prajapati** gave his presentation on "**Quality of nutrients from Milk are much superior to plant based products**". In his address Dr. Prajapati said that whatever comes out of udder can only be called Milk. This has been certified by FSSAI. Milk is a complete food and natural lacteal secretion whereas plant-based drinks are manufactured with plant material, water, vegetable oil and many additives.

It is a hype created in the media that many of us are lactose intolerants. Dr. Prajapati claimed that 200 ml of milk will not create lactose related issues with anyone. If (in rare case), somebody has the issue, we have butter-milk, Curd, etc. available for those people. He also said that in order to develop brain, it is necessary to take milk and milk products.

In conclusion, Dr. Prajapati said that as published in the renowned research journals with clinical data of more than 4-5 lakh individuals, there is no alternative to milk. It is the best food that is packed with digestible nutrients, conferring therapeutic effects, all natural, safe and affordable.

**Dr. G.S. Rajorhia**, Former President-IDA highlighted some of the nutritional facts of milk and milk products in front of the participants. He informed that Cholesterol is finally removed from the dietary guidelines by USFDA. Those who consumed higher levels of saturated fats from dairy products neither develop heart diseases nor died prematurely. Full fat dairy products are higher in calories. That is what common man in India requires. The latest findings suggest that Ghee, Butter and any other fat rich products are as good as any other oils could be.

The take away message from Dr. Rajorhia was that the exploration of nutritive value of minor milk components proves that milk is not just a beverage, it is rich source of our overall well-being. So the next time you pour a glass of milk or enjoy a dairy product, appreciate not only its creamy taste but also the nutritional treasure it brings to your health.

**Dr. Bimlesh Mann**, talked on proteins and peptide. She said that apart from the intact protein in milk, the peptide in milk also has health benefits. These peptides are of various type: - they may act as anti-hypertensive, anti-oxidative, anti-carcinogenic, anti-diabetic, mineral binding peptides, etc. They directly protect us from the cardiovascular disease, type-2 diabetes, color actor cancer, osteoporosis, Alzheimer disease, etc. These are well-documented and published in the research paper of renowned international journals.

**Shri Biswajit Dutta** said that post Covid, people are looking for boosting immunity. To improve our gut health and immunity, fermented products like nutritifit, yoghurt, probiotic curd are very useful. Mother Dairy is fortifying Vitamins (A & D) in its milk for the benefit of the consumers.

According to **Ms. Ishi Khosla**, "it is undisputable to say that Milk is a powerhouse of nutrients. There is no two views about it and it has stood the test of time."

Dr. Prajapati summed up Panel 1 discussion by saying that milk and milk products is preventive for life-style diseases that includes Obesity, Hypertension and Type-2 Diabetes. None of the research report published says that milk and milk products cause such diseases. This should be well spread in the society to remove any confusion prevailing to anyone.

Sponsors of the seminar gave their presentations showcasing their products and services to the participants. While Shri Ashish K. Singh gave the slide presentation on behalf of Kanha Milk Testing Equipments Pvt. Ltd., Shri Rajdeep Maan gave a presentation for Maan Ventures.

Post lunch, Panel 2 discussion took place on "**Ensuring safer Dairy Products in the consumer basket**".

Prior to the Panel 2 discussion, **Chief Guest of the Seminar Ms. Varsha Joshi**, Additional Secretary (CDD/IT), Department of Animal Husbandry & Dairying, Gol, addressed the august gathering. While addressing, **Ms. Varsha Joshi** said that I am grateful to Dr. Sodhi for organizing such event on my request. She further said that we are producing so much of milk and also consuming a lot. But are we adhering to the safety and quality



standards required that we should be? If we do not do so, how we are going to increase our share in dairy export. It is responsibility of FSSAI, state government and all of us have to work on it. IDA should guide the dairy sector on how the quality can be improved and how safe milk and milk products can reach in the consumer's hand.



The panelists for the **Panel 2** were:- Shri Kuldeep Sharma, Founder, Suruchi Consultant; Dr. K.D. Aparnathi, Former Prof & Head, SMC College of Dairy Science; Dr. Rajan Sharma, Joint Director (Research), NDRI; Ms. Rajeshwari Sinha, Programme Manager, CSE; and Shri Vijay

Sardana, Advocate, SCI; Techno-Legal Expert; and Corporate Advisor.

**Shri Kuldeep Sharma** was of the view that since independence there was not much focus on quality in the dairy sector. Investments were made in cooperatives as well as in building infrastructure. Spending on quality infrastructure were started at later stage. Training of staff is another area where we must look into. Although most of the dairy plants are holding ISO certificates, however, they are not following the guidelines on day-to-day basis. It is our constitutional right to have safe food.

**Dr. Rajan Sharma** said that currently we do not have the equipment to find out the adulterants in milk and milk products in a very short time as it is available to the blood testing labs for medical fraternity. However, he hoped that in the next few years, we will have such types of equipment.

Responding to Shri Kuldeep Sharma query, he said that there is no acceptable limit for adulterants. As per currently available testing method, adulterants should be absent.

**Dr. K.D. Aparnathi** showcased through his presentation the real science behind testing the adulteration in ghee. He has invented Triglycerides method to detect the adulteration in ghee. It has been well accepted by the FSSAI.

**Ms. Rajeshwari Sinha** spoke on AMR issues. She said that if we do not manage the dairy waste products appropriately, we are eventually again adding AMR causing determinacy into this environment pool. We need to cater this as it will indirectly lead to safer food and safer water.

**Shri Vijay Sardana** spoke mostly on the administrative issues. His view was that we must be transparent in our guidelines. Administrative action and follow up should be visible to society through website. If any product is not up to the mark as per the testing lab or authorized agencies, it should be published online so that people can take a call themselves about it. During the panel discussion, he also offered his services through IDA to the Department of Animal Husbandry & Dairying, GoI, as and when required.

Shri Kuldeep Sharma summed up the Panel 2 discussion by saying that we must focus on primary production level to raise our milk quality. List of contaminants applicable for all or area-wise should be available on the website. Traceability through block chain method is the need of the hour whether it related to source of milking or upkeeping health status of milch animals. Finally, a non-negotiable parameters should be there to reject any product before it goes to the market.

Vote of thanks was presented by Shri Hariom Gulati, Secretary General, IDA.



## International Conference on “Dairy Products in Human Health and Nutrition: Innovations and Opportunities” at Salem, Tamil Nadu

As a part of the Platinum Jubilee celebrations of the Indian Dairy Association (IDA), Tamil Nadu Chapter of IDA in partnership with Department of Nutrition and Dietetics, Periyar University organised a one-day International Conference on "**Dairy Products in Human Health and Nutrition: Innovations and Opportunities**" on December 14, 2023 at Periyar University, Salem in Tamil Nadu.



The international conference was designed to focus 5 major areas including Dairy Products and Health, Novel and Innovative Dairy Products, Probiotic Dairy Products, Innovative Dairy Processing, Safety and Quality and Entrepreneurial opportunities in Dairy sector for the benefit of the students and scholars of Food Science and Nutrition, Nutrition and Dietetics, Dairy Technology and Veterinary Science and also the faculty members of all the related fields.

During the inaugural session, Dr. R.S. Sodhi, President-IDA was the Chief Patron and Guest of honour, Dr. K.N. Selvakumar, Vice-Chancellor of Tamil Nadu Veterinary and Animal Sciences University was the Chief Guest and the Vice-Chancellor of Periyar University, Dr. R. Jagannathan presided over the function.

**Dr. R.S. Sodhi**, President-IDA joined the Conference virtually and delivered the Keynote address covering the outlook of dairy developments in India and health giving attributes of milk and also prioritizing the upliftment of the economy of small and marginal milk producers of our country. He also said that dairy products play an important role in both daily life and religious rites in India and are stapled in every house hold of India. Added to that millions of people especially women of rural India rely on the dairy industry for their livelihood.

During the Presidential address, the Hon'ble Vice-Chancellor of Periyar University, **Dr. R.Jagannathan** emphasized that "Milk" known, as the nature's most complete food for millennia, comprising a basket of numerous beneficial nutrients and bioactive health promoting attributes, fits in as the perfect solution. The dairy products have added nutritional advantages and provide a convenient package of key nutrients. Furthermore, the array of available varieties, ease of inclusion in the diet and the dramatic shift of the consumer's preference to dairy products drives momentum to the dairy product industry.

**Dr. K.N. Selvakumar**, Vice-Chancellor, Tamil Nadu Veterinary and Animal Sciences University , Chennai in his Chief Guest address, opined that the dairy sector assumes a great deal of significance in India on various accounts and is intricately linked with livelihoods of millions of small milk producers and creation of wealth in the rural area. As an industry, it employs more than 8 crore people directly, with the majority being small and marginal farmers as well as the landless. Further, women constitute the major workforce of the dairy sector in the country. The sector is an important job provider, especially for women, and plays a leading role in women's empowerment.

During the felicitation address, **Dr. Satish Kulkarni**, Chairman, IDA (South Zone) pointed out that scientific considerations are necessary in the designing of dairy products, product diversification, adoption of innovative production and processing technologies, evaluation and validation of developed products including quality assurance, the safety concerns, and the export potential promotion initiatives.

**Shri C.P. Charles**, CEC Member-IDA in his felicitation address briefed that dairy consumption is associated with good health, and recent meta-analyses data indicate that dairy consumption is beneficial for weight management, coronary heart disease, Type-2 Diabetes, hypertension, and most cancers. Globally, dairy foods present a safe, affordable, and sustainable source of high-quality nutrition.

**Shri. K.S. Kanna**, Chairman, IDA Tamil Nadu Chapter briefed the gathering about the theme of Conference and also about the role of the IDA in facilitating knowledge exchange and networking opportunities for academia, industry professionals, scientists, and young researchers, in pursuit of its mission.

During the inaugural session, both the Vice Chancellors honoured the farmer- Mrs. Parmala Vijay Ramesh who was adjudged as the best IDA-Dairy Women Farmer of Tamil Nadu for the year 2023 and also handed over a cash award of Rs. 10,000/-

Similarly, a former CEC Member and Senior IDA member - Dr. Raja Rathinam, MD, UNDP Project-SKPCL, India was honoured by Dr. Satish Kulkarni and Shri C.P. Charles.

During the Conference, 13 lead papers were presented on the major areas of the focus by prominent speakers including 2 international speakers *viz.*, Dr. Suresh V. Kuchipudi, University of Pittsburg School of Veterinary Public Health, Pennsylvania, USA and Dr. Gopi Hariharan from Kebri University, Ethiopia. Furthermore, a total of 30 oral presentations were made of original research findings in 5 concurrent session's *viz.*, Novel Dairy products, Probiotic Dairy Products, Dairy Products enriched with plant ingredients, Dairy products & Health and Dairy Processing & Entrepreneurial Opportunities. Added to that, a cumulative total of 133 scholars very actively participated and presented their abstracts in E-poster sessions organized under 5 themes mentioned above.

As a part of the international conference, painting competition and cooking competition were also organized with themes "**Milk: The Nectar of Physical and Mental health**" and "**Milk based foods**" respectively. A total of 20 and 66 students took active participation in the painting and cooking competition respectively.

A total of 1100 participants were exposed to an interdisciplinary knowledge sharing platform comprising academicians, researchers, nutrition experts, microbiologists and food technologists. The conference addressed various innovative strategies and opportunities on probiotic Dairy Products, Novel Dairy Products enriched with plant nutrients, Dairy Processing, Safety and Quality and also entrepreneurial avenues so as to march towards the much needed proactive advancements.

During the Valedictory function, **Dr. K. Thangavel**, Registrar of Periyar University delivered the Chief Guest address and gave away the awards and prizes to the faculty members and scholars for the best oral and poster presentations and also to the winners of painting and cooking competitions as well.

It is fervently hoped that the outcome of the conference will immensely serve the dairy industry as a scaffold in establishing networking with fellow professionals, aid to formulate collaborative research programmes and to set forth a strong road map to enhance the continuing efforts to deliver nutrient rich dairy products for better health of the people world over.

Shri. K.S. Kanna, Chairman and Dr. T.R. Pugazhenthii, Secretary, IDA Tamil Nadu Chapter acted as Conveners. Dr. A. Elango, IDA Fellow and the Dean, Veterinary College and Research Institute, Salem and Dr. S. Parameswari, Professor and Head, Department of Nutrition and Dietetics, Periyar University, Salem acted as Organising secretaries of the Conference.

## IDA Webinar Focuses on International Trade Opportunities for Indian Dairy

Indian Dairy Association (IDA) Organized a Webinar on November 7, 2023 with eight eminent dairy experts. Founder of Suruchi Consultants and Fellow IDA, **Shri Kuldeep Sharma** was one of them who moderated the Webinar. The theme of the Webinar was “**International Trade Opportunities for Indian Dairy**”.

While initiating the Webinar, Shri Sharma said that there is no demand-supply gap in sight, currently - making exports an attractive option. However, the export scenario, apart from milk fat, is not looking promising. Global market experts predict a sluggish market, with China yet to rejoin.

In spite of India's contributing a quarter to the world's milk supply, its role in global trade export is \$475 million in comparison to the \$101 billion in dairy imports in 2022. Butter fat makes up 44% of Indian dairy exports, followed by milk powders at 23% and casein at 21%. Cheese and paneer account for around 10%.

Conversely, cheese is the largest imported segment at around 38%, followed by milk powders at 25% and casein at 21%. Indian exports of powders and casein match the global import proportions.

**Dr. R.S. Sodhi**, President-IDA emphasized the need for exports to support millions of dairy farmers. He noted that India is expected to have a surplus of milk, necessitating the search for new markets.

The Webinar was not just another session but a master class by experts. The panel included global luminaries who provided valuable insights.

**Prof. Rakesh Mohan Joshi**, Prof.-IIFT and Director, IIPM, Bengaluru - a renowned WTO and global trade expert, who shed light on the current global dairy market scenario and challenges faced by the Indian dairy sector.

**Mr. Bastiaan Bijl**, an International expert with extensive experience coaching SMEs for exports. He guided on conducting market intelligence for dairy categories and selecting target countries. Market diversification analysis's role in setting export objectives was also discussed.

**Shri Vipran Kumar**, Senior Vice President, Olam International, Singapore overseeing Indian operations in Food ingredients, shared his perspective on the potential of Indian dairy products in global markets. He also cited Reliability and Consistency as two major challenges with Indian dairy exporters.

**Shri Ashish Agarwal**, who heads Bhikaram Chandmal Group, Bikaner discussed the landscape of exporting and developing markets for Indian sweets and savouries in the developed world, especially in the B2C space.

**Shri Vijay Sardana**, Advocate-Supreme Court of India, Techno-Legal Expert and Corporate Advisor - a seasoned expert, shared insights on how the Indian dairy industry can gain a substantial share in global dairy trade. His experience spans smallholder production systems and the stringent market access norms of global trade.

Finally, **Shri C.B. Kotak**, Deputy Director at the Export Inspection Council of India (Ministry of Commerce & Industry, Govt. of India), New Delhi, provided details on the formalities for exporting dairy products from India.

The graphic is a promotional poster for an online webinar. At the top left is the IDA logo (a cow and a bull) and at the top right is the 75th anniversary logo of India. The central text reads: "Indian Dairy Association ONLINE WEBINAR THEME: International Trade Opportunities for Indian Dairy Industry". Below this, it says "Opening Remarks by:" followed by a circular portrait of Dr. R.S. Sodhi, President-IDA. To the right, a clock icon shows the time "3:30 PM" and the date "Nov 07". Below the opening remarks, there are two rows of circular portraits of speakers. The first row includes Sh. Kuldeep Sharma (Moderator, Founder, Suruchi Consultants) and Prof. (Dr.) R M Joshi (Professor, IIFT & Director, IIPM). The second row includes Sh. Ashish Agarwal (MD, Bhikaram Chandmal), Mr. Bastiaan Bijl (International MI Expert), Sh. Vipran Kulkar (Senior VP, Olam Intl., Singapore), and Shri C.B. Kotak (Deputy Director, EIC).



The Webinar concluded with best wishes from the experts to the audience. At the end the moderator Shri Kuldeep Sharma assured the audience that Indian Dairy Association will keep on organising a series of webinars and programs on dairy exports from India. The subsequent programs will be more granular in their themes and approach.

For the benefit of IDA members, the recording of the Webinar has been uploaded on IDA (HQ) YouTube. <https://www.youtube.com/watch?v=6CpoWhEMaIs>

## IDA (South Zone) Organizes a Webinar

The IDA (SZ) organized a webinar on 'Open Network for Digital Commerce' (ONDC) on October 27, 2023 as part of IDA Platinum Jubilee continuous education program series initiated by IDA (SZ).

Guest of Honour Dr. R.S. Sodhi, President-IDA addressed the gathering by emphasizing the importance applications of ONDC a disruptive technological platform in the field of dairying. Shri Arun Patil, Vice President-IDA appreciated the efforts of IDA (SZ) in organizing a Webinar on this important topic in the era of digital world. Dr. Satish Kulkarni, Chairman, IDA (SZ) presided over the program and emphasized on application of ONDC in dairy sector by citing its successful applications in other sectors.

The Guest Speaker, Shri Jagdeesh Sunkad, Serial Innovator presented a talk on 'A new framework for thinking E-commerce through ONDC'. Shri Dheeraj Kumar, an invited speaker from ONDC, briefed about how ONDC framework can be extended to all the sectors including dairying. Shri Jayaprakash from HOPCOMS, Bengaluru shared his experiences of HOPCOMS in using ONDC platform to upscale their marketing strategies. Dr. S. Subash, Secretary, IDA (SZ) was the convener of the Webinar and coordinated the program. Fifty-five participants from across the country joined the Webinar.

## IDA (NZ) Organizes a Seminar and Bestowed Best Maintained Dairy Plant Award for the Year 2021-22

Commemorating the 75<sup>th</sup> Year of Establishment of Association, IDA (NZ) organized a Seminar at IDA House, New Delhi on October 26, 2023.

Cordial invitation were made to all IDA NZ members to join this event. Option for attending seminar online was also available. Theme of the Seminar was "**Upkeep and Maintenance of Dairy Plants to Comply with Statutory Requirements**". The event was chaired by Shri S.S. Mann, Chairman, IDA-NZ.

Delivering his Keynote address Dr. B.S. Beniwal, former Dean Sanjay Gandhi Institute of Dairy Technology Patna and former General Manager, Delhi Milk Scheme, New Delhi stated that maintaining the dairy plants in a position to comply with the statutory requirements is not only a requirement under the law but also the moral duty of all those involved in the processing of milk and milk products.



Maintaining hygienic conditions starts right from milking the udder of the milch animals and goes up to the consumer end. This farm to fork approach of maintaining the hygienic chain is essential for delivering

pure and safe milk while complying with the legal requirements under the various food safety requirements and laws. He lauded the initiative taken by IDA (NZ) in encouraging the dairy plants to maintain its plants in proper condition and awarding the best maintained dairy plant.

The following dairy plants of the North Zone region were awarded the best maintained dairy plants for the year 2021-22.

#### **Cooperative Sector**

**First Position - M/S Jaipur Zila Dugdh Utpadak Sahakari Sangh Ltd., New dairy Plant**

**Second Position- M/S Ballabhgarh Coop. Milk Producers' Union Ltd., Milk Plant Ballabhgarh**

#### **Private Sector**

**M/S Chanakya Dairy Products Pvt. Ltd (Unit-II), Mandi Gobindgarh**

While receiving the awards, representatives of awardees thanked the jury for selecting their plants for awards, also narrated their experience and efforts made in maintaining the plants in a winning position.

Shri S.S. Mann, Chairman, IDA(NZ) congratulated the winners and said that maintaining the plants in proper condition is a team work and that the CEO of the organisation has to lead the team while educating and encouraging the staff at various levels. He expressed confidence that more and more dairy plants would be participating in the award in the coming years.

The award giving ceremony was followed by an interactive question answer session among the winners and other members present at the seminar.

The seminar ended with a vote of thanks to the Chair and the Keynote Speaker.

## **Newly Elected State Executive Committee of Tamil Nadu Chapter of IDA Takes Charge**

The newly elected State Executive Committee of Indian Dairy Association Tamil Nadu Chapter takes charge at a meeting held on October 18, 2023 at the Dairy Science Department of Madras Veterinary College, Chennai. The details of the unanimously elected candidates are:-



**Chairman:** Shri K.S. Kanna, Sr. General Manager, Anand has Dairy Farm, Coimbatore

**Vice-Chairperson:** Dr. Dorathy Pushparani, former Vice-Principal of Loyola College, Chennai

**Secretary:** Dr. T.R. Pughazendhi, Professor of Dairy Science, Madras Veterinary College, Chennai

**Treasurer:** Shri Chandrasekhar Karthikeyan, an Environment Consultant, Chennai

**Member (RE):** Er. Dayand Peter, HoD of Department of Food Processing Technology, Karunya Institute of Technology and Sciences, Coimbatore

**Member (PP):** Shri P.V.Gopimanivanan, HoD, Department of Food and Dairy Technology, Mannar Thirumalai Naicker College, Madurai

**Member (DI):** Shri Manoharan Krishnamoorthy, Director of Indiacool Innovations Private limited, Chennai as Executive Member in DI category

**Member (MP):** Smt. Shantha Lakshmi Kannian, Properitor, Farm Kadalur (300 desi cows), Chennai

Shri S. Ramamoorthy, Immediate past Chairman, Shri IAM Justin, past Vice Chairman and Shri C.P. Charles, Central Executive Committee member of IDA greeted the newly elected committee members in person.

## IDA's Stall at World Food India 2023

The World Food India 2023 was held during 3-5 November 2023 at Pragati Maidan, New Delhi. It was inaugurated by the Hon'ble Prime Minister Shri Narendra Modi. Prime Minister along with Hon'ble Minister of Fisheries, Animal Husbandry & Dairying, Shri Parshottam Rupala and Hon'ble Union Minister of State, MoFAHD Dr. L.Murugan and other dignitaries visited the exhibition.

NDDDB at this Mega Food Event showcased its gamut of activities and initiatives through cooperative strategies for providing better livelihood to farmers and better nutrition to consumers while ensuring sustainability.

Mother Dairy had also put up a stall showcasing the journey of milk from farms to table and also highlighted 'Token Milk'.

It was the first time that Indian Dairy Association had opened its stall at World Food India 2023. Few staff members of IDA headed by its Secretary General, Shri Hariom Gulati made the visitors aware about the activities of IDA. Lots of enquires were coming at the stall as to how a common man can start a profitable dairy unit. Some of them also showed interest in becoming IDA member.

Dr. R.S. Sodhi, President-IDA attended the World Food India 2023 as a panellists. He also visited IDA Stall along with Dr. J.B. Prajapati, Chairman, IDA (WZ) and enquired about the visitors who visited the IDA stalls.

