IDA News

IDA Haryana Chapter Organises Milk Awareness Programme for School Students



The Indian Dairy Association (IDA), Haryana State Chapter (HSC), organised a programme to celebrate ***Mahatma Gandhi Jayanti*** at Government Senior Secondary School, Shamgarh, Karnal, on 3rd October, 2026. The programme aimed to educate school students about the nutritional importance of milk and milk products and their role in promoting health and growth. Around 100 students participated in the event.

Dr. Mahendra Singh, Chairman, IDA HSC, highlighted different breeds of dairy cattle and various aspects of milk production in cows and buffaloes. He emphasised the importance of including milk in the daily diet, particularly during childhood and adolescence. He explained the role of milk nutrients, including protein, calcium, phosphorus, vitamin B12 and magnesium, in bone development, muscle function and overall growth. He also discussed the nutritional value of buffalo milk, the availability of vitamin D-fortified milk and the importance of bovine colostrum, which contains immunoglobulins and other bioactive compounds.

Dr A.K. Roy, Principal Scientist at the National Dairy Research Institute (NDRI), Karnal, delivered a guest lecture on the shelf life of milk and the importance of milk processing and value-added dairy products. He highlighted milk as a valuable source of essential nutrients for growing children and discussed the nutritional characteristics and digestibility of goat milk.

Shri G.C. Mutreja, Treasurer, IDA North Zone explained the quality characteristics and nutritional significance of different types of cheese and other dairy products. He discussed milk processing, including the manufacture of cheese and whey, and answered students' questions about assessing the quality of milk and milk products. Drawing on his experience in the dairy industry, he also explained the importance of quality in dairy processing.



Shri P.K. Jain, Vice Chairman, IDA HSC, highlighted the contribution of Dr. Verghese Kurien to the development of India's cooperative dairy movement, particularly through the establishment and growth of Amul in Gujarat. He also discussed the nutritional value and processing of various dairy products.

The programme also familiarised students with the contributions of Mahatma Gandhi and former Prime Minister Shri Lal Bahadur Shastri to nation-building. The speakers highlighted the relevance of Gandhian values, including *Gau Seva*, and their influence on the development of dairying and the cooperative movement in India.

Shri Lakhwinder Singh, Principal of the school, thanked IDA Haryana State Chapter and its officials for organising the programme and creating awareness among students about the nutritional benefits of milk and milk products. Dairy-based drinks were served to the participants as refreshments at the conclusion of the programme.

NATIONAL News

DAHD Launches DBIM-Compliant Website to Strengthen Digital Governance

The Department of Animal Husbandry and Dairying (DAHD), Government of India, launched its revamped website on 13 October, 2026 in accordance with Version 3.0 of the Digital Brand Identity Manual (DBIM), introduced by the Ministry of Electronics and Information Technology (MeitY). The initiative aims to strengthen digital governance and make departmental information and services more accessible, transparent and citizen-centric.

The website was launched by Union Minister for Fisheries, Animal Husbandry and Dairying and Panchayati Raj, Shri Rajiv Ranjan Singh alias Lalan Singh. He described the initiative as an important step towards strengthening the Department's digital presence and improving access to government services. He said the initiative aligns with Prime Minister Shri Narendra Modi's vision of Digital India and the principle of Minimum Government, Maximum Governance. The Minister also congratulated the DAHD information technology team and the National Informatics Centre (NIC) for their efforts in developing the platform.

The revamped website incorporates several user-friendly features, including advanced search facilities, multilingual support through Bhashini, persona-based navigation and centralised content management. These features are intended to improve the accessibility and uniformity of departmental information and make navigation easier for different categories of users.

The website serves as a central digital information hub for livestock health, animal husbandry schemes, dairy development, livestock management and other departmental initiatives. It provides access to information, guidelines, resources and associated digital platforms relating to major programmes, including the Animal Husbandry Infrastructure Development Fund (AHIDF), Rashtriya Gokul Mission (RGM), National Livestock Mission (NLM) and Livestock Health and Disease Control Programme (LHDCP).

The platform is expected to help dairy farmers, livestock owners, entrepreneurs, industry stakeholders, researchers and other beneficiaries access relevant information on government schemes and departmental services more conveniently. Improved digital access can also support awareness of programme guidelines and facilitate stakeholder engagement across the livestock and dairy sectors.

The launch marks another step towards the digital delivery of information and services in India's animal husbandry and dairy development sectors.

The revamped website can be accessed at **www.dahd.gov.in.**

IDA News

IDA Haryana State Chapter Organises Dairy Farmers' Awareness Programme in Karnal

The Haryana State Chapter (HSC) of the Indian Dairy Association (IDA) organised an awareness programme on "**Sustaining Milk Production and Milk Quality During the Summer Season**" at Dilaura village, Karnal, on September 12, 2026.

The programme brought together dairy farmers and experts to discuss various challenges affecting milch animals during the summer season, including heat stress, animal health, nutrition, milk quality and disease management. The speakers also highlighted practical measures to maintain milk production and improve the health and productivity of dairy animals.





Dr. Mahendra Singh, Chairman, IDA Haryana State Chapter, briefed the participants about the activities and programmes being conducted by the Chapter for the benefit of dairy farmers. In his address, he discussed the importance of animal health and explained the significance of feeding mineral mixtures to cows and buffaloes. He pointed out that deficiencies of essential minerals such as calcium, phosphorus, potassium and magnesium may adversely affect milk production, immunity and reproductive performance, besides increasing the risk of certain metabolic disorders.

Dr. Singh emphasised the importance of providing a balanced ration and adequate mineral supplementation, particularly to high-producing animals. He also discussed the need to maintain clean and dry animal housing to reduce the incidence of clinical and subclinical mastitis, especially during hot and humid conditions. Farmers were advised to regularly observe milk for abnormalities such as changes in colour, flakes or the presence of blood and to adopt proper hygienic milking practices.

He further highlighted the importance of post-milking management, including teat disinfection and keeping animals engaged with feed after milking. Since teat openings may remain vulnerable for a short period after milking, providing feed and water can help prevent animals from lying down immediately and thereby reduce the risk of pathogen entry into the udder.

The importance of meeting the increased nutritional requirements of dairy animals during the summer season was also discussed. Dr. Singh explained that thermal stress can affect feed intake and milk production, and may result in negative energy balance. Appropriate feeding of concentrates, based on milk production and nutritional requirements, along with locally available grains, oilseed cakes and wheat bran, can help improve energy intake and support milk production.

During the interaction,

farmers expressed concern over the low prices received for milk sold through middlemen. **Dr. P.K. Jain**, Vice-Chairman, HSC advised them to explore the formation of farmer groups or village-level societies for marketing milk to organised sector entities. Such collective efforts could help strengthen market access and improve value realisation for farmers.

Dr. Parveen Kumar, Professor, NDRI, discussed the significance of clean milk production and maintaining milk quality under field conditions. He highlighted the importance of proper handling and cooling of milk, as well as maintaining desirable fat and SNF levels.

Dr. Vivek Sharma, Secretary, HSC spoke about the nutritional value of milk and its importance in the human diet. He also discussed the relevance of milk and dairy products in the present dairy industry scenario.

Representative samples of mineral mixture, deworming preparations for ecto- and endoparasites, and mastitis-control medicines were distributed among the participating farmers. At the conclusion of the programme, the organising committee expressed its gratitude to all the farmers and specially thanked Shri Gopal Ji, Sarpanch of the village, for hosting the event and extending his support.

The farmers appreciated the initiative and the technical guidance provided by the experts, expressing confidence that the information shared during the programme would help them improve animal health, milk production and clean milk practices. The programme concluded with the serving of sweets and lassi to all the participants.

New ZEC of IDA (South Zone) Assumes Office

The newly elected Zonal Executive Committee (ZEC) of the Indian Dairy Association (IDA), South Zone, assumed office on 19th September 2026, following the elections for the Executive Committee. The formal handover took place during the 62nd Annual General Body Meeting (AGBM) of IDA (South Zone) held at Bengaluru, where Dr. Satish Kulkarni, outgoing Chairman, handed over charge to Dr. N.V. Belavadi, the new Chairman.

Dr. Satish Kulkarni thanked the office-bearers and members of the ZEC for their support during his tenure, which helped make IDA (South Zone) an active and vibrant zone of the Association. He highlighted key initiatives undertaken during this period, including the institution of the "Best Women Dairy Farmers Award" at the zonal level and the organisation of Southern Dairy Conclaves at the regional level. Members of the outgoing committee also expressed their gratitude for the opportunity to serve.

On assuming charge, Dr. N.V. Belavadi stated that the new ZEC would continue the initiatives of the previous committee and undertake meaningful activities addressing the needs of the dairy industry, academia and farmers, as well as policy issues relevant to the South Zone. He thanked the President-IDA Shri Sudhir Kumar Singh and sought the support of the Central Executive Committee (CEC) in organising further dairy-related activities in the region.

The composition of the ZEC of IDA (South Zone) for 2026–29 is as follows:

Chairman: Dr. N.V. Belavadi; **Vice-Chairmen:** Shri N. K. Premlal and Dr. C.S. Prasad; **Secretary:** Dr. S. Subash; **Treasurer:** Dr. Kajal Sankar Roy; **Members** (**PP Category**): Shri Mohan Kumar Returi and Shri Anil Kumar Parvataneni; **Members** (**DI Category**): Shri Srinivas Govindaiah and Shri M. Krishnan; **Members** (**RE Category**): Dr. Indu and Dr. N. Laxman Naik; **Members** (**MP Category**): Chikballapur District Milk Producers Union



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Limited, Karnataka, and Shri V. Venkatachalapathy; **Immediate Past Chairman**: Dr. Satish Kulkarni; **Chairman, IDA Andhra Pradesh Chapter**: Shri Rajendra Babu Kurnoothala; **Chairman, IDA Karnataka Chapter**: Shri N. B. Marathe; **Chairman, IDA Kerala Chapter**: Dr. S.N. Rajakumar; **Chairman, IDA Tamil Nadu Chapter**: Shri K.S. Kanna; and **Chairman, IDA Telangana Chapter**: Shri Rajeshwar Rao Chalimeda.

IDA AP Local Chapter Elects New SEC for 2026-2029

The election of Andhra Pradesh Local Chapter of IDA completed on July 1, 2026. The election was held under the nominated Returning Officer Dr. I Sankara Reddy. The other election committee members were: Ms G.S. Spoorthy and Shri K.V.N. Reddy. The election was held through on-line voting system. The newly elected member for the term 2026-2029.

The State Executive Committee (SEC) unanimously got elected and took charge on September 5, 2026. SEC thanked the Election committee members for conducting the election very smoothly.



The newly elected members are: **Chairman:** Shri Rajendra Babu Kurnoothala; **Vice Chairman:** Dr. Nageswara Rao Korasapati; **Secretary-cum-Treasurer:** Dr. Manjunatha, B.M; **Member** (**RE**)**:** Dr. Anusha Kokkiligadda; **Member** (**MP**)**:** Ms. Gutha Srilakshmi; **Member** (**PP**)**:** Shri Veeram Reddy Masthan Reddy; **Member** (**DI**)**:** Vacant.

IDA Eastern UP Chapter Pays Tribute to Dr. Verghese Kurien

The Indian Dairy Association (IDA), Eastern UP Chapter, organised a commemorative awareness programme on 9th September 2026 to pay tribute to Dr. Verghese Kurien, the "Father of the White Revolution in India," on his death anniversary. The programme was held at Shatabdi Bhawan, Institute of Agricultural Sciences (IAS), Banaras Hindu University (BHU), Varanasi, with the participation of first-year undergraduate students attending the Deeksharambh programme.

The event was organised under the leadership of Dr. Arvind, Chairman, and Dr. Tarun Verma, Secretary-cum-Treasurer, IDA Eastern UP Chapter. It aimed to familiarise young students





with Dr. Kurien's life, vision and contributions to India's dairy sector.

The programme highlighted Dr. Kurien's pivotal role in transforming the Indian dairy industry through the cooperative dairy movement and Operation Flood. His vision strengthened the cooperative framework linking milk producers, institutions and consumers, laying the foundation for the growth of India's dairy sector.

Students were encouraged to appreciate the importance of dairy technology, entrepreneurship, cooperative development, innovation, quality and food safety in the modern dairy industry. The interaction also provided them with insights into the opportunities and responsibilities associated with pursuing education in dairy and food technology.

The programme emphasised the role of scientific knowledge, technological innovation and skilled professionals in advancing the dairy sector while remaining committed to the interests of farmers and consumers.

The event concluded with a heartfelt tribute to Dr. Verghese Kurien, whose vision and legacy continue to inspire generations of dairy professionals. The commemorative programme served as an educational and motivational experience, encouraging young students to contribute to the continued development of India's dairy and food sectors.



IDA News

IDA Haryana State Chapter: *Tree Plantation* Programme



The Haryana State Chapter (HSC) of the Indian Dairy Association (IDA) organised a *Tree Plantation* Programme on the theme "*Go Green, Live Green*" in Bijana village, Karnal, in association with the Rotary Club. The programme was attended by around 100 students. The students, along with members of the HSC Executive Committee, planted trees on the school premises. A total of 71 plants, including medicinal plants, were planted.

After the plantation, Dr. Mahendra Singh, Chairman, HSC, explained the significance of trees in reducing ambient temperature and promoting carbon sequestration. Carbon sequestration is a natural process in which plants capture atmospheric CO_2 and store it as biomass through photosynthesis in the presence of sunlight. He also highlighted the usefulness of trees for indigenous cattle breeds such as Sahiwal, Tharparkar, Rathi, Red Sindhi and Gir, which are more climate-resilient than crossbred cattle.

He explained that prevailing hot and humid conditions favour the growth of pathogens and increase the incidence of udder inflammation and mastitis in cows. Cows managed in shelters surrounded by large tree canopies experience temperatures 4–6°C lower and are less affected by heat stress. Trees absorb atmospheric carbon dioxide and release oxygen, thereby helping to mitigate the effects of heat stress.

Dr. R.C. Upadhya, an eminent climatologist and Chief Guest, stated that climate change affects both abiotic and biotic systems. Abiotic impacts mainly affect productivity and health, while biotic impacts contribute to the spread of diseases and disease vectors. Bacterial and viral infections can adversely affect human health and the immune system. Rising temperature and humidity also influence global warming, animal productivity and health. He emphasised the need to reduce the carbon footprint by limiting the use of vehicles for short-distance travel and conserving energy.

Dr. Upadhya further elaborated on the significance of tree plantation and emphasised that more trees should be planted at appropriate locations to help reduce greenhouse gas emissions and enhance carbon sequestration.

Shri P.K. Jain, Vice-Chairman, HSC coordinated the plantation programme and interaction with the students. Dr. G.C. Mutreja, Treasurer, IDA (NZ) and Dr. Parveen Kumar, former HSC member were also present and actively participated in the tree plantation activity.

At the conclusion of the programme, the Chairman thanked the students, faculty members, Rotary Club President Madam Bharti Sharma and School Director Shri Ranbir Singh for extending their support and providing the necessary facilities, which contributed to the success of the programme.



IDA Tamil Nadu Chapter Conducts Two-Day Training Programme



The Indian Dairy Association (IDA), Tamil Nadu Chapter, organized a two-day training programme on "**Sales and Distribution Skills for the Dairy Industry**" on 20–21 July 2026 at the Southern Regional Demonstration and Training Centre (SRDTC), National Dairy Development Board (NDDB) Campus, Erode. The programme was aimed at strengthening the sales, marketing and distribution capabilities of dairy professionals in an increasingly competitive dairy sector.

The programme brought together dairy professionals, entrepreneurs, executives, cooperative personnel, marketing professionals and young managers from various dairy organizations across Tamil Nadu. It focused on providing participants with practical knowledge and contemporary strategies to enhance market penetration, improve distribution efficiency and promote sustainable business growth.

The programme was inaugurated by Shri Ramamoorthy Sundaram, Managing Director, RGS Feeds, Erode, who highlighted the growing importance of customer-centric sales strategies, superior product quality and efficient distribution systems in ensuring the long-term success of dairy enterprises. He appreciated the initiative of the IDA Tamil Nadu Chapter in strengthening the managerial competencies of dairy professionals through focused capacity-building programmes.

As part of the inaugural ceremony, floral tributes were paid to the bust of Dr. Verghese Kurien, the visionary architect of India's White Revolution. The bust was garlanded by Shri C.P. Charles, along with IDA office bearers, faculty members and participants, as a mark of respect for Dr. Kurien's immense contribution to the development of India's dairy cooperative movement.

The comprehensive training programme covered several important aspects of dairy sales and distribution, including the demand and supply scenario of milk in India and Tamil Nadu; the distinction between sales, distribution and marketing; identification of brand strengths and market opportunities; the importance of quality in enhancing sales of milk and milk products; essential selling skills for dairy sales executives; development of robust and efficient distribution networks; rural marketing strategies for dairy products; marketing through Village Level Collection Centres (VLCCs) as a sustainable business model; the importance of costing in sales and distribution decisions; and selection of an appropriate product mix to improve profitability and market reach.

The programme featured an experienced panel of faculty members comprising Shri C.P. Charles, CEC Member, IDA; Dr. V.S. Venugopal, former NDDB expert; Shri K.S. Kanna, Chairman, IDA Tamil Nadu Chapter; and guest faculty Ms. S. Sangeetha, Manager (Marketing), Tamil Nadu Cooperative Milk Producers' Federation Limited (TCMPF), Head Office, Chennai.

The faculty members shared their industry experience, practical case studies and insights through interactive sessions covering current market trends, consumer behaviour, distribution management, pricing strategies and quality-driven sales practices. The sessions encouraged active participation and enabled delegates to exchange ideas and discuss practical solutions to emerging challenges in dairy marketing and distribution.

Addressing the participants, Shri K.S. Kanna emphasized that the future growth of the dairy industry depends not only on increasing milk production but also on developing efficient sales and distribution systems supported by superior product quality, customer satisfaction and innovative marketing approaches. He stated that strengthening the capabilities of dairy professionals in these areas would contribute significantly to improving the competitiveness and profitability of both cooperative and private dairy organizations.

The programme concluded with an interactive feedback session. Participants appreciated the practical orientation of the training and expressed confidence that the sessions would help them implement improved sales and distribution practices in their respective organizations. The IDA Tamil Nadu Chapter reaffirmed its commitment to organizing more industry-oriented capacity-building

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programmes aimed at strengthening the technical, managerial and commercial competencies of dairy professionals and supporting the sustainable growth and competitiveness of the Indian dairy sector.

IDA South Zone Election Results Declared

IDA South Zone election results were declared on 11th August, 2026. The election was held under the nominated Returning Officer Dr. P.A. Shankar. The other election committee members were Dr. K.T. Sampath and Dr. Heartwin A. Pushpadass.

The newly elected members of IDA-SZ ZEC for the term 2026-2029 are: **Chairman:** Dr. N.V. Belavadi; **Vice Chairmen:** Shri N.K. Premlal and Dr. C.S. Prasad; **Secretary:** Dr. S. Subash; **Treasurer:** Dr. Kajal Shankar Roy; **Members (RE):** Ms. Indu B, and Dr. Laxmana Naik N; **Members (PP):** Shri Mohan Kumar Returi and Shri Anil Kumar Parvataneni; **Members (DI):** Shri Srinivas Govindaiah and Shri M Krishnan; **Members (MP):** Shri V Venkatachalapathy and Chikkaballapur Dist. Coop. Milk Producers Union Limited, Karnataka.

IDA (East Zone) Elects New Zonal Executive Committee for 2026-2029

The election process for the Indian Dairy Association (IDA), East Zone, commenced on 10th July 2026. The election was conducted through an online voting system in a transparent and well-organised manner under the supervision of the nominated Returning Officer, Shri Dharmendra Kumar. The other members of the Election Committee were Shri Sajal Biswas and Shri Ashwini Kumar.

The election results were declared on 10th August 2026, and the new Zonal Executive Committee (ZEC) for the term 2026-2029 was elected unanimously. The newly elected IDA (East Zone) ZEC formally assumed office during the 141st ZEC Meeting held on 14th August 2026. The transition was marked by gratitude and reflection, along with a shared commitment to the continued growth and development of the dairy sector. The ZEC expressed its appreciation to the Election Committee members for conducting the election smoothly.

Outgoing Chairman Dr. D.C. Sen welcomed the members of the ZEC and thanked all members and office-bearers of IDA East Zone for their support and cooperation during his tenure.

The newly elected members of the IDA (East Zone) ZEC are:- **Chairman:** Dr. Ashis Roy Burman; **Vice Chairmen:** Shri Sameer Kumar Parida and Shri Pavan Kumar Marwaha; **Secretary:** Dr. Sabyasachi Roy; **Treasurer:** Ms. Chaitali Chatterjee; **Member Category (MP):** Shri Shyam Shankar Prasad Thakur and Shri Rajeev Kumar Mishra; **Member Category (PP):** Shri L. Steady Shangpliang and Shri Amit Kumar Suman; **Member Category (DI):** Shri Dhiman Das and Vaishal Patliputra Dugdh Utpadak Sahkari Sangh Ltd.; **Member Category (RE):** Dr. Subrata Kumar Beg and Shri Suryamani Kumar.