



National Seminar on **Dairy Development in Madhya Pradesh- Opportunities & Challenges**

— Jointly organized by —

**Indian Dairy Association
(West Zone)
and
Vikram University, Ujjain**

4th - 5th July 2025

Vikram University, Ujjain

Background

India has been at the forefront of global milk production and consumption since 1998 and is on the track to become the “Dairy to the World” in the near future. Currently, the country accounts for 24% of the world's total milk production, reaching 230 million tonnes, with an annual growth of 5%. Despite this impressive output, only 25-30% of the milk is processed by the organized sector, presenting vast opportunities for the dairy industry to expand and enhance the availability of safe and high-quality dairy products. Milk is widely recognized as a nearly complete food, supplying essential nutrients needed for overall health. For generations, dairy products have been a fundamental part of human nutrition, offering multiple health benefits and aiding in disease prevention. India's dairy industry operates on a unique smallholder model, where 80-90% of the milk is produced by farmers managing just 2-5 animals. This sector serves as a primary source of income for more than 80 million rural households and plays a crucial role in generating employment, particularly for women, thereby contributing to their empowerment. Valued at approximately ₹10 lakh crore, milk is the most significant agricultural commodity in India, reinforcing its vital role in the country's economy, nutrition, and rural development.



Purpose of Conference

Dairy sector in Madhya Pradesh is at a very critical juncture. The state government is poised to accelerate growth in dairying to replicate successes achieved in many parts of the country. The latest agreement between Government of MP and NDDDB to handhold the State Dairy Federation (Sanchi) is one of the moves towards this goal. The second initiative to start a Dairy Technology degree program at the Vikram University will help in developing trained manpower for the dairy industry. Indian Dairy Association (West Zone) is an apex body that represents various stakeholders of the dairy sector and hence its vibrancy to bring together, the dairy professionals, academia, industry, farmers and policy-makers can accelerate the momentum. Thus, this seminar is aimed at fostering knowledge exchange, highlight innovations in the dairy sector and raising consumer awareness for genuine dairy products in the State. Esteemed experts and panelists will explore various critical topics, including enhancing milk production and productivity, optimizing feed and fodder resources, implementing smart dairy farming practices, and adopting cutting-edge production technologies. Discussions will also cover broader aspects of AI, digitalization, marketing strategies, safety and quality standards, and sustainable approaches to reducing the industry's carbon footprint.

About Indian Dairy Association

Established in 1948, Indian Dairy Association (IDA) is the apex body of the dairy industry in India. The members are from the cooperatives, MNCs, corporate bodies, private institutions, educational institutions, government and public sector units. IDA functions very closely with the dairy producers, professionals & planners, scientists & educationist, institutions and organisations associated with the development of dairying in India. IDA (West Zone) is actively engaged in promoting dairy sector in five major states of India, viz., Gujarat, Maharashtra, MP, Chhattisgarh and Goa. We are committed to help all our stakeholders, starting from primary milk producer to all in supply chain and the consumers. It is our moral duty to protect the interest of millions of farmers, who are dependent on milk business and at the same time protect the interest of millions of consumers by providing them healthy, wholesome milk products. IDA (West Zone) is planning to reach to each and every person connected to dairying and plans to bring them under the umbrella of IDA.



NDDDB Collaboration

The National Dairy Development Board (NDDDB) has partnered with the Madhya Pradesh government to establish primary dairy cooperative societies in at least 50% of the state's villages over the next five years. This initiative aims to enhance milk procurement and benefit thousands of farmers.

Infrastructure Development: Plans are underway to expand the network of milk cooperative societies, upgrade collection and processing infrastructure, and introduce advanced technology across the dairy value chain.

Breed Improvement: Efforts are being made to facilitate the introduction of better breeds of cows and buffaloes from other states to improve milk production.

About Dairy in MP

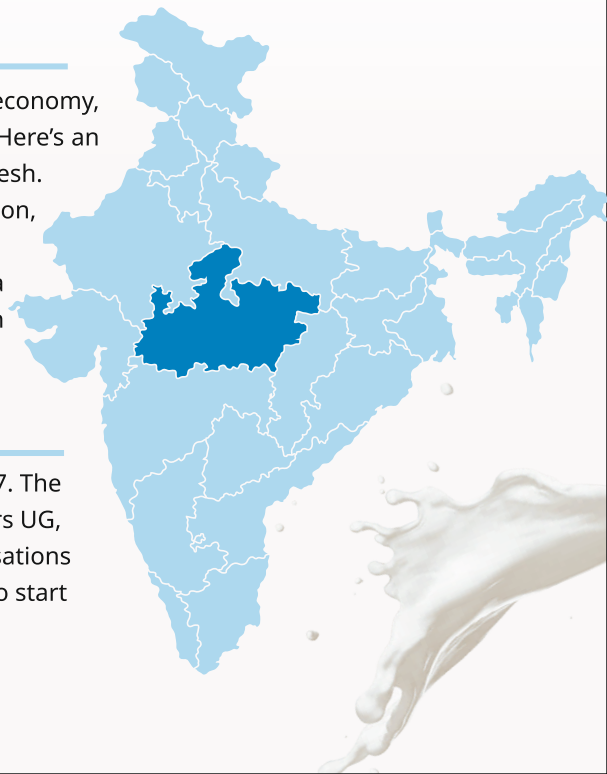
Dairying in Madhya Pradesh is a vital component of the state's agricultural economy, contributing significantly to both rural livelihoods and the broader food industry. Here's an overview of the current state and future prospects of the dairy sector in Madhya Pradesh.

Third-Largest Milk Producer: Madhya Pradesh ranks third in India for milk production, contributing approximately 8.91% to the national output.

Livestock Base: According to the 2019 Livestock Census, Madhya Pradesh has a substantial livestock population, ranking third in cattle (**187.5 lakh**) and fourth in buffaloes (103.5 lakh).

About Vikram University

Vikram University is located at Ujjain, Madhya Pradesh and was established in 1957. The University is accredited by NAAC 'B++' grade and approved by UGC and BCI. It offers UG, PG, Doctoral, Diploma, PG Diploma, and Certificate courses under various specialisations like Arts, Science, Commerce, etc. The B.Tech course in Dairy Technology is going to start at Vikram University in upcoming academic year. This will be the first Dairy Science college in MP.



About the Holy City of Ujjain

Ujjain is an ancient city situated on the eastern bank of the Shipra River, Ujjain was the most prominent city on the Malwa plateau of central India for much of its history. It emerged as the political centre of central India around 600 BCE. Ujjain is an important place as a Hindu pilgrimage site in central India where Maha Kaleswar Mandir is located. One of the 12 Jyotirlingas in India, the lingam at the Mahakala is believed to be swayambhu (born of itself) deriving currents of power shakti from within itself as against the other images and lingams which are ritually established and invested with mantra-shakti.



Indicative Program

Day -1 : 04-07-2025 (Friday)

09.00 - 09.30	Registration & Refreshments
10.00 - 11.30	Inaugural session
11.30 - 12.00	Tea Break
12.00 - 13.30	Technical session -1 (Farmer's focus: Animal husbandry, smart dairy farming, Govt. policies)
13.30 - 14.30	Lunch Break
14.30 - 16.00	Technical session -2 (Industry Presentations by sponsors)
16.00 - 16.30	Tea Break
16.30 - 18.00	Technical session -2 (Processing, Marketing, Innovations)
18.00 onwards	Free time for Darshan and sight seeing

Day -2 : 05-07-2025 (Saturday)

10.00 - 11.30	Technical Session-3 (Public Awareness Program on role of dairy in Nutrition, Health and Livelihood)
11.30 - 12.00	Tea Break
12.00 - 13.00	Technical Session-4 (Dairy education, HR development, Training needs)
13.00 - 14.00	Concluding session & Valedictory
14.00 - 15.00	Lunch & Departure
15.00 onwards	Visit to Amul plant or other dairy farms for interested delegates.



Accommodation

Several budget friendly hotels are available in Ujjain city as per requirement. Limited facilities are available for students at hostels/guest houses, which can be given on first-cum first basis.

Sponsorship

To support the conference, sponsors for various activities are invited.

Category	Amount	Privileges
Gold sponsor	₹ 2,00,000/-	Complementary registrations for 5 people, logo on backdrop, oral presentation slot for 15 min, company material will be allowed for insertion in delegate kits, complementary space (3mts x 2mts) for demonstration/exhibition.
Silver sponsor	₹ 1,00,000/-	Complementary registrations for 3 people, logo on backdrop, oral presentation slot for 10 min, complementary space (3mts x 2mts) for demonstration on request.
Sponsor	₹ 50,000/-	Complementary registration for 2 persons, logo on backdrop.
Small sponsorship of Rs. 20,000 - 40,000/- may be accepted for session sponsors or high tea sponsors, where 2 complementary registrations with acknowledgement on standee with company name and logo will be given.		

Registration

A token registration fees inclusive of GST will be as under:

Regular delegate - ₹ 2000/- | Farmers (sponsored or individual) - ₹ 1000/- | College Students - ₹ 500/-

It can be paid by cheque/bank transfer in our account as under:

Demand Drafts / Cheques should be drawn in the name of "Indian Dairy Association (West Zone)", payable at Mumbai

Bank Details

- A/c Name : Indian Dairy Association (West Zone)
- Bank Name : Union Bank of India
- A/c No. : 510101003110574
- A/c Type : Current
- IFSC : UBIN0904325
- Bank Address : Amboli-Andheri 400058

OR

QR code for
online payment



SCAN HERE

The registration fees allows you to attend all the sessions, delegate kit, lunch, tea, refreshments.

For Delegate Registration, Please visit the link :

<https://forms.gle/eXHNYJjyzZBudL1c8>

For becoming the member of IDA, Please visit the link :

<https://indiandairyassociation.org/>

Organizing Committee

Patrons

Dr. Arpan Bhardwaj

Vice Chancellor, Vikram University

Dr. Meenesh Shah

Chairman, NDDB

Dr. R. S. Sodhi

President, IDA

Chairman

Dr. J.B. Prajapati

Chairman, IDA (WZ)

Conveners

Mr. Madhav Patgaonkar

Secretary, IDA (WZ)

Mr. J. R. Daruwala

ZEC Member, IDA (WZ)

Steering Committee

Dr. J. V. Parekh

Vice Chairman, IDA (WZ)

Mr. K. Shyju

Vice Chairman, IDA (WZ)

Dr. Sudhir Uprit

Dean, College of Dairy Science and Food Technology,
DSVC Kamdhenu Vishwavidyalaya, Raipur

Dr. Alok Juneja

Senior Advisor, BAIF

Mr. Dhanraj Khatri

CEO, Ujjain Milk Union

Mr. Manoj Tomar

In-charge, Amul plant

Mr. Shreenandan Sharma

MD, Paradigm Dairy Consultants

Mr. S. C. Dubey

Consultant

Ms. Pallavi Vyas

Shanta Farms

Mr. J. L. Patidar

BAIF, In-Charge, Ujjain Region

Treasurer

Mr. Anil Hatekar

IDA (WZ) & MD, Mahanand Dairy

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Conference Venue



**Swarn Jayanti Sabhagruha,
Vikram University, Ujjain**



Indian Dairy Association (West Zone)

A -501, Dynasty Business Park, J B Nagar, Chakala, Andheri-Kurla Road, Andheri (East), Mumbai 400 059

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