

## Report

### Celebration of World Milk Day 2025



#### by Indian Dairy Association (West Zone)

The Indian Dairy Association (West Zone) celebrated World Milk Day 2025 on 1st June with three significant public outreach events held in Mumbai. The focus was to create awareness about the nutritional importance of milk and dairy products, dispel prevailing myths, and engage directly with health-conscious citizens and informed consumers.

#### **Event 1: Morning Awareness Program at Juhu Beach, Andheri (West), Mumbai**

The day began with an early morning session at Juhu Beach, at 7.00 am drawing participation from regular walkers, fitness enthusiasts, yoga groups, and senior citizens. Over 200+ individuals took part in this interactive awareness event. Officials of IDA, Dr J.B. Prajapati, Chairman; Dr. J.V. Parekh, Vice Chairman; Shri Madhav Patgaonkar, Secretary; Mr. Anil Hatekar, Treasurer and Mr. Arun Patil, CEC Member talked and discussed among the audience topics related to Nutritional value of milk and dairy products, Importance of dairy in balanced diets, health benefits and myth-busting regarding milk consumption. The session was dynamic and interactive, with a number of public queries answered on the spot. Dairy cooperatives such as Warana and Gokul provided their products to the attendees, which added significant value to the event. Their contributions were deeply appreciated.







## Event 2: Consumer Awareness Program at Jeshthalaya Hall, Borivali (West), Mumbai

The second program was conducted in association with Mumbai Grahak Panchayat (Bombay Consumer's Forum), targeting consumers and senior citizen groups in Borivali. The event was held at Senior citizen hall from 5.30-8.30 pm and was well-attended by more than 100 informed and active residents of the locality. The program was warmly opened by Mr. Pankaj Kulkarni, Active Member of Mumbai Grahak Sanstha (Borivali Branch), who welcomed the dignitaries and set the context of the discussion.



Shri Madhav Patgaonkar, secretary IDA gave an overview of the association's vision, initiatives, and role in promoting the dairy industry. Dr JV Parekh, vice Chairman discussed about milk and its constituents & importance in human nutrition. Dr. J.B. Prajapati, Chairman initiated a fact-based discussion addressing common misconceptions and the health benefits of milk. Mr. Rajesh Lele talked on antibiotics in milk & quality for cheese and infant food. Mr. Anil Hatekar narrated walkthrough of the journey of milk from farmers to consumers, highlighting safety, hygiene, and cooperative systems. Mr. Arun Patil, Vice President, IDA covered innovations and value addition in the dairy industry through processing and tech adoption. The State Co-operative Federation – Mahanand Dairy supported the program and offered dairy products to attendees, further enhancing engagement and goodwill.

### **Event 3: Consumer awareness program at CGSI Mumbai**



The third event was held in association with the Consumer Guidance Society of India (CGSI) at Mahim(West). Dr JV Parekh gave an insight on how the milk and dairy contributes to better health, nutrition and livelihood for millions of farmers. Queries of consumers on some misconceptions were resolved. Special thanks to Gokul dairy for sponsoring lassi for about 200 participants.

All events served as meaningful platforms to engage directly with citizens, promote scientifically sound messages on milk consumption, and showcase the commitment of Indian dairy cooperatives and professionals. The Indian Dairy Association (West Zone) expresses its sincere gratitude to all participating organisations, dairy partners, speakers, and consumers who made World Milk Day 2025 a memorable one.