

*Fulfilling
dreams
and*



National Milk Day

*...setting
new
milestones*

26th November

As is well known, Indian Dairy Association was the first to advocate a National Milk Day for India not only due to the nation's stature as the leading global milk producer, but also the overriding need to provide nutritional security to our impoverished populace. The first pan-Indian celebrations of National Milk Day took place in 2014. This was distinct from World Milk Day being celebrated on 1st June every year. What was significant was that 26th November, the birth anniversary of dairy doyen Dr Verghese Kurien was chosen unanimously by all dairy stakeholders as the day to mark this momentous occasion. Thereafter in the following years, several initiatives for propagating the value of dairy through awareness programmes, school events and innovative practices by the entire dairy sector have formed the fulcrum around which an efficient and sustainable dairy industry is based.

Given the nationwide celebrations every year National Milk Day has fast become a tradition and today, more than ever, Indians are valuing and appreciating the significance of milk consumption

in their diets.

This year too, IDA's CEC members were proactive in providing guidance and support to all the zones and chapters regarding National Milk Day activities and celebrations. Let us catch a few glimpses of how the 4th National Milk Day was observed across the nation:

**IDA (West Zone)
'MISSION MILK QUALITY' in Goa**





On the occasion of National Milk Day, Shri Arun Patil, Chairman, IDA (West Zone), announced 'Mission Milk Quality' in Mumbai. Speaking on the occasion, he said, "There is no dearth of quantity of milk, what we lack is quality. Since we have earned a pride of place in milk production globally, we need to work very hard to improve the quality of raw milk as well as milk products. Dairy stakeholders will have to work relentlessly until we attain international quality standards."

He further declared that IDA (West Zone) had decided to undertake 'Mission Milk Quality', wherein a scientifically planned program would be initiated to improve the quality of milk from the point of production till consumption. The program would be implemented in different parts of the zone in collaboration with cooperatives and private dairies. A pilot program would soon begin in the state of Goa in collaboration with the Goa State Cooperative Milk Union. Shri Madhav Sahakari, Chairman, Goa State Cooperative Milk Union, who was present on the occasion, offered full support to IDA (WZ) to undertake "Mission Milk Quality". While IDA (WZ) will spearhead the program, all were invited to participate in this movement. After the successful implementation of program in Goa, it would be replicated in other parts of the country.

Mr. Patil avowed that while Dr. Kurien's dreams, passion and devotion made permanent impressions on him, he especially liked the pioneer's philosophy of empowering the masses, especially women, through dairy development in rural areas.

The National Milk Day celebration and 96th Birth Anniversary of Dr. V. Kurien was organized by IDA (WZ) in its new office in Mumbai. Shri Arun Narke, President, IDA who is a Dr. Kurien Awardee, was the Chief Guest at the function. Shri Subhash Chandra Mandge, former Chairman,

NCDFI, Shri Madhav Sahakari, Chairman, Goa Milk Union, Shri Keshavji Gosrani, CMD & Shri Jayesh Gosrani, Jt. MD, Goma Engineering, Shri Rajesh Gera, AVP Business Devp., Reliance Industries Ltd., were the other dignitaries at the function.

In his Presidential address Shri Arun Narke informed the audience that the nation was celebrating the 4th National Milk Day. Prior to 2014, the cooperative milk unions, private dairies and various institutions celebrated Milk Day on different occasions, as per their convenience. However, it was the suggestion of Shri Arun Patil, Chairman IDA (West Zone) at the CEC Meeting held in Mumbai on 13th March 2013 that India should celebrate National Milk Day on 26th November every year, on the lines of World Milk Day. This would be a fitting homage to Dr. Kurien, who had changed the dairy scenario of the country with his vision, meticulous planning and execution of the world's most successful dairy development program, 'Operation Flood'. Shri Narke also expressed satisfaction at the positive response of the State Cooperative Milk Federations, District Milk Unions, Private dairies and Govt. Departments to IDA's suggestion of observing National Milk Day by organizing various programs.

Shri Narke went on to share his memories spent with Dr. Kurien, and narrated how the latter encouraged Kolhapur Jilha Sahakari Dudh Utpadak Sangh, 'Gokul' to create a modern dairy with product manufacturing facilities at Kolhapur. He also insisted that the Union should develop good milk products and establish brand 'Gokul'. One of the most sought after milk products brand today, its success lies in the implementation of the Anand Pattern by the Board of Directors and Milk Producers of Kolhapur district, as envisioned by Dr. Kurien.

Shri Subhash Chandra Mandge, former Chairman NCDFI and Shri Madhav Sahakari also shared their experiences regarding Dr. Kurien.

Shri Kashavji Gosrani, CMD, Goma Engineering Pvt. Ltd., narrated the success story of developing and manufacturing milk homogenizers and other dairy equipment that are benefitting the Indian Dairy Industry.

Dr. Shekhar Badhe, MAFSU, Shri Saurabh Nag, TESSOL, Shri Krunal Goda and Miss. Ojeshwi Pawar, Koelnmesse Y A Tradefair and others participated in the program.

IDA (WZ) office bearers, Dr. Rajendra Kokane, Shri K Shyju, Shri Madhav Patgaonkar, Shri Rajesh Lele, Shri B.P. Patil and Shri Rajiv Sagrolkar organized the program.

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IDA (South Zone) and Tamil Nadu State Chapter

Chairman, IDA (Tamil Nadu State Chapter) participated in the function.



Department of Livestock Products Technology (Dairy Science) of Madras Veterinary College, Chennai celebrated “National Milk Day” on 27th and 28th November 2017 in co-ordination with Indian Dairy Association — South Zone and Tamil Nadu chapter with the theme “Milk and its Impact on Health” by conducting various competitions viz. e-poster presentation, dairy products preparation and painting competitions with the themes of “White Revolution”, “Novel dairy based products” and “Dairying — A Tool for Rural Prosperity” and “Digital Dairying”. A total of 49 teams comprising 110 students from various Chennai city colleges participated in the programme.

The prize distribution function was conducted on 28th November 2017 at Madras Veterinary College, Chennai. Dr. B. Dhanalakshmi, Professor and Head, LPT (Dairy Science) Department, Madras Veterinary College, Chennai & Secretary, IDA — Tamil Nadu chapter welcomed the gathering.

Chief Guest Dr. S. Thilagar, Vice-Chancellor, TANUVAS, Chennai, addressed the participants, distributed prizes and certificates to the student winners and distributed mementoes to the sponsors.

Mr. C.P. Charles, Chairman, IDA (South Zone) and Vice President of ABT Industries spoke on the role of Indian Dairy Association in the field of Dairying.

Dr. K. Kumanan, Dean i/c, Madras Veterinary College; Mr. S. Ramamoorthy, CEO, RGS Vet Nutraceuticals Coy, Erode; and Dr. C. Naresh Kumar, former Professor and Head, Department of Dairy Science and

Mr. I.A.M. Justin, General Manager, Jeppiaar Milk Products Pvt. Ltd., Thiruvannamalai and Vice Chairman, IDA(Tamil Nadu State Chapter) proposed the vote of thanks.

IDA (Kerala State Chapter)

Under the auspices of Indian Dairy Association, Kerala Chapter and College of Dairy Science and Technology, Mannuthy, a ‘Workshop on Farmer to Farmer Extension’ was conducted at the Seminar Hall of KVASU Dairy Plant on 27th November 2017 as part of National Milk Day. Twenty-five Extension Officers and Dairy Farm Instructors of Dairy Development Department along with progressive dairy farmers participated in the programme.

While Dr. P. Sudheer Babu, Dean, CDST inaugurated the programme, Dr. S.N. Rajakumar, Professor and Head, KVASU Dairy Plant offered felicitations. Ms. Smitha. J. Lukose, Assistant Professor (Dairy Chemistry) welcomed the gathering and Mr. Rinu



Thomas, Teaching Assistant gave the vote of thanks.

The idea of 'Farmer to Farmer Extension (F2FE)' was presented by Mr. Shyam Suraj S.R, Assistant Professor (Dairy Extension) followed by a group discussion to garner opinions regarding its implementation in Kerala's dairy sector. The participants who were awarded certificates also visited the University Livestock Farm and Vechur Farm.

IDA (Punjab State Chapter)

Indian Dairy Association (North Zone) Punjab State



Chapter in collaboration with Punjab Dairy Development Board and Bani Milk Producer Company, Patiala celebrated National Milk Day with great fervor at Dairy Training and Extension Center, Sangrur (Punjab) on 26th November 2017. The highlights of the celebration included a technical seminar on "Importance of Milk for the formation of a Strong Society" and a Prize Distribution for the District level winners of the essay competition on the same topic.

The student-participants, Department Officials, faculty of College of Dairy Science and Technology, GADVASU, Ludhiana and members of Indian Dairy Association were present on the occasion. Shri Amar Partap Singh Virk, IAS, Deputy Commissioner, Sangrur was the Chief Guest. Director, Dairy Punjab and the Chairman, IDA (NZ) Punjab Chapter along with Shri Narinder Singh Bahga, CEO, Bani Milk Producer Company, Patiala graced the event.

The Chairman, Indian Dairy Association (NZ) Punjab Chapter in his keynote address gave a lucid account of the contribution of Dr. Verghese Kurien towards the

glorious success of Dairy Cooperative Movement in India. Chief Guest Shri Amar Partap Singh Virk in his address appreciated the efforts of the Indian Dairy Association (NZ) Punjab Chapter, Dairy Development Department, Punjab Dairy Development Board and Bani Milk Producer Company for organizing an event focusing on milk consumption by the younger generation. He gave away cash prizes to the district level winners of essay competition and distributed certificates to all participants.

Dr. Nitika Goyal, Assistant Professor, College of

Dairy Science and Technology, GADVASU, Ludhiana made an illustrative presentation on the constituents of milk and their utility for human health. Dr. Navdeep Dham gave a detailed account of the importance of milk for health, income generation and employment creation.

IDA (Rajasthan State Chapter)

National Milk Day was enthusiastically celebrated



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by Rajasthan State Chapter on 26th November 2017, to commemorate the Birth Anniversary of Dr. Verghese Kurien. A seminar was held at RCDF auditorium on the topic “Doubling Farmers Income Adopting Dairy Farming” with the tag-line “Milk: Your Health; Farmers Wealth” jointly by Rajasthan Cooperative Dairy Federation and Indian Dairy Association, Rajasthan State Chapter.

About 200 dairy professionals, students, researchers etc belonging to dairy cooperatives, private dairies and educational institutions of the state participated in the seminar.

Dr. Himmat Singh, Vice Chairman, Indian Dairy Association (North Zone) was the Chairman and Shri Ramchandra Chaudhary, Chairman Ajmer Milk Union was the Chief Guest of the function. Other dignitaries on the dais were Dr. G.N. Bhatt, General Manager (Retd.), RCDF, Shri J.R. Dhaka, General Manager (Quality Control), RCDF and Shri N.K. Gupta, General Manager (Retd.), RCDF.

The programme commenced with the dignitaries paying floral tributes to Dr Kurien. Shri L.K. Kaushik, Chairman, Rajasthan State Chapter welcomed the participants and Shri Rahul Saxena, Secretary, Rajasthan State Chapter set the Seminar in motion by recalling Dr. Kurien’s stellar contributions.

Shri Ramchandra Chaudhary recalled his experiences with Dr. Kurien and emphasized the need to work on breed improvement, balanced feed and improved hygiene. Dr. G.N. Bhatt gave a formula for doubling the farmer’s income by increasing productivity and reducing input cost. Shri N.K. Gupta, Shri J.R. Dhaka, Shri V.K. Goel also shared their views during the seminar.

Representatives of co-organizers Ajmer Milk Union, Jaipur Milk Union, Bhilwara Milk Union and sponsors i.e. REIL, PAAYAS, FRUBONN and Indifoss were also felicitated.

Dr. Rajiv Jain, Member, Executive Body, Rajasthan State Chapter proposed the vote of thanks. The programme was anchored by Shri Vinod Gera, Dy. Manager (Admn), RCDF.

Indian Dairy Association (East Zone)

Indian Dairy Association (EZ) Celebrated National Milk Day on 26th, November, 2017 by providing a glass of milk to a section of the economically weak and socially downtrodden citizens and children of Kolkata. This was done through the establishments of the Ramakrishna



Mission and Math and a Prabartak Samgha, an NGO situated at Salt Lake City, Kolkata.

Milk was distributed to more than 350 elderly persons, women and children through Bagbajar Math, Cossipur Udyan Bati and Baranagar Math at Kolkata. 52 orphans and mentally retarded personnel were provided milk and bread.

Members of IDA (East Zone), Maharaj of Bagbazar Math, Cossipur Udyan Bati, and Baranagar Math were present to grace the occasion. National Milk Day posters had also been displayed at public places to generate awareness. The food items consisting of milk and bread were jointly sponsored by Metro Dairy Ltd., Kolkata and IDA (EZ).



IDA (Bihar State Chapter)

Indian Dairy Association (East Zone), Bihar State Chapter in association with Vaishal Patliputra Dugdh Utpadak Sahakari Sangh Limited celebrated National

Milk day in the premises of Hazipur Dairy Plant of VPMU on 26th November 2017. More than 2000 farmers and dairy stakeholders attended the function.

Dr. Verghese Kurien, who was the founder Chairman of Patna Dairy Project had contributed greatly in the establishment of Patna Dairy Project and initiation of Milk Cooperative Movement in Bihar. Due to his efforts and vision Vaishal Patliputra Dugdh Utpadak Sahkari Sangh Ltd, Patna could increase its milk collection from 500 litre per day at inception to around 5.0 Lakh litre per day as on date. At present, Bihar Milk unions are cumulatively procuring more than 20.0 Lakhs litre milk per day.

Chief Guest Shri Sanjay Kumar, Chairman, VPMU along with Sri Sudhir Kumar Singh, Chairman, IDA(EZ), Bihar Chapter paid floral tributes to Dr. Kurien.

Shri Sanjay Kumar, Chairman, VPMU commended VPMU management's efforts in keeping Dr. Kurien's legacy alive.

Shri Sudhir Kumar Singh shared the scenario under which Dr. Kurien started Patna Dairy Project in the year 1981 and brought farmers on a common platform. He not only established Patna Dairy Project but also won the hearts of farmers of Bihar.

Several dignitaries present at the event shared pleasant memories of Dr. Kurien.

GCMMF Ltd., Anand

The birth anniversary of Dr. Verghese Kurien was celebrated with zeal and vigour by all the institutions created by him in

Anand. The program began on 20th November in the form of a bike rally from his birth place to work place, i.e. Kozikode to Anand. A team of 50 bikers from Kerala embarked on an expedition of 7 days. Covering about 1800 km, the bikers explored the work of Dr. Kurien. The rally was organized by GCMMF Ltd and received overwhelming response from all State federations on the way before it reached Anand on 26th November.

The rally was flagged off from Milma Dairy, Kozhikode on 26th November by Chairman, Kerala Co-operative Milk Marketing Federation Shri Gopala Kurup; Chairman, Malabar Regional Co-operative Milk Producers Union Limited Shri K.N. Surendran; and GCMMF's chief operation officer Shri K.M. Jhala. The rally was received at Mangalore by Karnataka Milk Federation.

En route the rally was received with great enthusiasm at Goa Dairy, Kolhapur Dugdh Sangh, Katraj Dairy, Pune and Amul Dairy, Virar plant and Sumul Dairy, Surat.

At Amul Chocolate Plant near Anand almost 400



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bikers joined the final lap. They were accompanied by the officials of GCMMF, Kaira Union, Vidya Dairy, IDA Gujarat Chapter and many other professionals, including Shri R.S. Sodhi, Dr. Rathnam, Ms Nirmala Kurien, Dr. J.B. Prajapati, Shri K.M. Jhala, etc. The rally visited all institutions created by Dr. Kurien including Tribuvandas Foundation, Institute of Rural Management Anand, Anandalaya School, National Dairy Development Board, Vidya Dairy, Indian Dairy Machinery Company, GCMMF Ltd. and finally Amul Dairy plant, where the closing ceremony was organized. The final tribute was paid at the Samadhi of Dr. Kurien and his wife Ms Molly Kurien.

The bikers and organizers were presented mementos by the Chairman of GCMMF, Mr Jethabhai Patel, Ms Nirmala Kurien, Shri R.S. Sodhi and Dr. K. Rathnam.

Ajmer Milk Union

Ajmer Zila Dugdh Utpadak Sahkari Sangh Ltd. celebrated National Milk Day on 26th November 2017 at Salemabad Dugdh Utpadak Sahakari Samiti. Around 40 dairy cooperatives comprising over 1000 members participated in the event.



Shri Ramchandra Choudhary, Chairman, Ajmer Zila Dugdh Utpadak Sahkari Sangh Ltd. said that for economic and social upliftment of the multitude of dairy farmers the need of the hour was systematic planning for renewed dairy growth. This would be the real tribute to the Father of the White Revolution in India. Shri Gulab Bhatia, Managing Director, Ajmer Zila Dugdh Utpadak Sahkari Sangh Ltd. also addressed the participants on the occasion.

Udaipur Milk Union

The Udaipur Dugdh Utpadak Sahakari Sangh Ltd. celebrated National Milk Day on 26th November 2017



at the AVP Hall of College of Technology and Engineering, Udaipur (CTAE) — a constituent college of the Maharana Pratap University of Agriculture and Technology, Udaipur.

A meeting of farmers was organized on this occasion. Hon'ble Home Minister of Rajasthan State Shri Gulab Chand Kataria was the Chief Guest for the event. Dr. Geeta Patel, Chairman, Udaipur Dugdh Utpadak Sahakari Sangh Ltd. also addressed the gathering.

During the program, children of the members of Udaipur Dugdh Utpadak Sahakari Sangh Ltd. were awarded scholarships under the social security plan. Under the 'Saras Ladli' initiative of the government FDRs were given to the guardians of the girls. Meritorious students were also awarded cash prizes.

Shri Arjun Lal Meena, Member of Parliament, Shri Natwar Singh and other dignitaries addressed the meet.

KDCMPU Ltd, Kolkata

National Milk Day was observed on 26th November 2017 at The MPU Memari, Burdwan on behalf of Kolkata operation. It started with voluntary Blood Donation camp participated by several milk producers associated with MPWA, scattered within a radius of 50-60 kms. 95 people donated blood at the event which was conducted by





Burdwan Medical College & Hospital.

In continuation of the programme, Health checkup was organised on 27th November as well in association with The R.N. Tagore International Institute of Cardiac Science.

Manipur Milk Producers' Coop. Union

Manipur Milk Producers' Coop. Union celebrated the National Milk day on 26th November 2017 in the Porompat dairy premises at Imphal. The programme was chaired by Shri I.K. Narang, a long-standing Life member of IDA and member, zonal executive committee of IDA (North Zone). Farmers from the nearby dairy cooperative societies, officials and staff of the Milk Union, and local social workers attended the function. The gathering was addressed, among others, by Dr. Ibotombi Singh, Joint Director, Very & A. H. Services, Manipur, N. Indubhushan Singh; state President Bhartiya Kissan Sangh and Ch. Ramananda Singh, Chairman, Manipur Coop. Milk Union.

Speakers paid accolades to the leadership of Dr. V. Kurien. In his Presidential address, Shri Narang, apart from speaking on the rich nutritive value of milk, exhorted farmers to take up dairying in a big way. He encouraged them to take advantage of the dairy development schemes funded by Government of India to earn supplementary



income and provide nutrition to their families.

Shri Narang appreciated the efforts of the Milk Union in passing on the benefits of central assistance to the dairy farmers in this hill state.

Gokul Dairy

To mark the National Milk Day in India, Amul celebrated Dr. Kurien's 96th anniversary by organising a Motorcycle Rally from Kozhikode to Anand.

Kolhapur Milk Union (Gokul) also joined this celebration on 22nd November, 2017. Women milk producers from different parts of district congregated at Gokul's city office and learnt of Dr. Kurien's dedicated service to the milk industry.

On 22nd November 2017 the motor cycle rally from Kozhikode reached Kolhapur via Goa and was welcomed by BOD Kolhapur Milk Union at Gokul Headquarters



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in Kolhapur. The bikers were felicitated by the officials.

Shri Arun Narke, President, Indian Dairy Association, Shri. Arun Dongale, Director Kolhapur Dudh Sangh and Shri. Ramraje Kupekar spoke about Dr. Kurien's pioneering work for the Dairy Industry. Shri D.V. Ghanekar, Managing Director, Kolhapur Milk Union provided glimpses of Dr. Kurien's management style.

On 23rd November 2017 the bikers visited Gokul Dairy and learnt about its functioning. After refreshments they were joined by enthusiastic bikers comprising of around 50 Gokul employees wearing Gokul 'T' Shirt and caps who joined them on their onward journey for approx 50 kms. The rally was flagged off by Shri Ghanekar.

Ministry of Agriculture and Farmers' Welfare

National Milk Day was observed at A.P. Shinde Symposium Hall, NASC Complex, Pusa, New Delhi on 26th November 2017.



On the occasion Union Agriculture & Farmers' Welfare Minister, Shri Radha Mohan Singh said that India was the 'Oyster' of the global dairy industry with opportunities galore for entrepreneurs in the international market.

Shri Singh said the milk production increased significantly from 137.7 million tonnes in 2013-14 to 164 million tonnes in 2016-17. Milk production increased by 18.81% in 2016-17 when compared to 2013-14. Similarly, the per capita availability of milk increased from 307 gram in 2013-14 to 351 gram in 2016-17. Annual growth rate of milk production during the period 2011-14 was 4%, which has increased to 6% during 2014-17. The annual growth rate of world milk production has increased by 2% during 2014-17.

The minister informed that the Government had

initiated a number of dairy development schemes to meet enhanced demands. A new scheme "Rashtriya Gokul Mission" has been initiated for the first time in the country under which 18 Gokul Grams in 12 different States are being set up. Further, two awards 'Gopal Ratna Award' for upkeep of the best dairy animals of indigenous breeds and 'Kamdhenu Award' for institutions maintaining best herd of indigenous breeds. This year on World Milk Day 10 Gopal Ratna and 12 Kamdhenu awards have been awarded. Two "National Kamdhenu Breeding Centres" one each in Andhra Pradesh and Madhya Pradesh are being setup for conservation of indigenous breeds.

He further said that a scheme titled Dairy Processing & Infrastructure Development Fund (DIDF) for dairy cooperative sector has been initiated with an outlay of ₹ 10881 crore. With gradual shift towards a technology driven environment, there is a great need for adopting advance systems and strengthening the existing one to meet the future challenges. The National Action Plan Vision-2022 is being prepared to fill the gaps in the infrastructure required to handle the increased coverage and milk production not only to meet the demand of milk and milk products but also to fulfill the objective of doubling the farmers' income.

Milk Mantra Dairy Pvt Ltd.

The Bhuvanesar based company Milk Mantra Dairy Pvt. Ltd. celebrated National Milk Day on 26th November in which cycles were distributed to the farmers.

At the meeting to mark the occasion, the contribution of Dr. Kurien's White Revolution and its relevance today to increase farmers' income through dairying were focal points of discussion.

Mr. Srikumar Mishra, Founder-Managing Director of Milk Mantra empathized the role of dairying in doubling farmers income.

To spread awareness and the spirit of National Milk Day hoardings were put up in bus shelters across the city.





Swaayam Ksheer Producer Company

UNDP initiated project Swaayam Ksheer Producer Company celebrated Dr. Kurien's Birth Anniversary to spread its vision and mission among the milk producers and consumers continuously in various events spanning 30 days. It follows the cooperative principle advised by Dr. Kurien. The organization arranged seminars in rural areas, schools and consumers in urban areas to spread the contribution of Dr. V. Kurien.

The company also arranged to supply milk to school children requesting them to regularly consume milk and milk products for health.

Dr. Raja Rathinam, Managing Director informed that such efforts had positively impacted society. On behalf of the Board of Directors, Smt. Radha Devi, Chairman of the organization expressed sincere thanks to Indian Dairy Association for keeping the common logo in the entire country to honour Dr.V.Kurien.

Mrs. Nirmala Kurien, Mr. Nitin Gokarn. I.A.S Commissioner, Varanasi Division, Mr. K.K. Choudri, I.P.S, Superintendent of Police, Jaunpur and other dignitaries appreciated the efforts.

