

## A Report

# World Milk Day



### World Milk Day Celebrations at IDA HQ

Indian Dairy Association (IDA) at its HQ in New Delhi organised the World Milk Day on June 1, 2018. Thirty professionals from the cooperative milk unions, private dairies, Mother Dairy, Member of Haryana Kisan Ayog, eminent scientists and IDA officials participated in the celebration. Prof. Rajorhia, President of IDA extended a warm welcome to the participants and highlighted the nutritional significance and virtues of milk in the Indian diets. He mentioned that some vested groups through Press and Media are trying to discourage the public from consuming milk and milk products by negative publicity. IDA is committed to spread the knowledge among masses about the importance of milk and milk products in daily diets.

The participants were requested to offer their suggestions to make Indian dairy vibrant so that the income of the farmers could be doubled. These suggestions included the recording of milk production per animal to know whether the schemes and Projects

of the Governments are leading to milk enhancement. Milk quality remains the main issue for local and export markets and efforts need to be made to train milk producers on hygiene and sanitary practices during milking. Encourage marketing of milk in remote villages not only to solve the problem of mal-nutrition but also to handle the milk safely and cutting the cost of milk processing

- The controversy of A1 and A2 milk is largely being propagated by vested interests, who sell so called A2 milk at exorbitant prices, though the claims on benefits of A2 milk have not been confirmed through clinical trials on human beings.

The dairy plants in India sell mixed milk comprising of milk from exotic cow breeds, crossbreds, desi cows, buffaloes and goats. The milk is not only being pasteurized but also boiled before consumption which alter the structure of proteins and not leave any deleterious effect on human health.

The participants were informed that term milk as per Food Safety and Standards Regulations cannot be

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suffixed with any vegetable products like soy milk, almond milk, coconut milk as milk is a mammary secretion obtained from milking animals.

The members were of the view to introduce the sexed semen technology and artificial insemination, for restricting the birth of male calves.

It was realized that there is a need for genetic characterization and economic traits of desi cow breeds and to ensure their germplasm conservation. The scientific management practices and selective breeding are expected to enhance milk production manifold.

- India should now plan for second White Revolution in the Eastern and Central India.

- Quality of water given to animal must be improved and the use of antibiotics should be discouraged by using ethno-veterinary medicines.

The participants were of the view that IDA constitutes various expert groups for advising the Government of India on breeding policy, processing, value addition and marketing of milk and milk products.

At the beginning, all the participants raised a glass of milk to promote the consumption of milk and milk products.

### World Milk Day at PUSA, New Delhi

Union Agriculture & Farmers Welfare Minister Shri Radha Mohan Singh during World Milk Day Celebration at Pusa, New Delhi stated that it is a matter of pride that our country has been leading the world in milk production and all this is due to the hard work of our farmers. In comparison to 2010-14 milk production in the country has increased by 23.69% during the period 2014-18 (taking projected



figures of milk production for 2017-18). Annual increase in milk production is 6.3% during the period 2014-18 while annual increase in milk production during the period 2010-14 was 4%.

Union Agriculture Minister mentioned that considering the commitment of the Hon'ble Prime Minister to double farmers' income by 75<sup>th</sup> anniversary of Independence i.e. in 2022, the Department is implementing various government schemes. Productivity is one of the biggest challenge for our country and in this direction, efforts are being made to

increase milk production by raising productivity of our milch animals.

Shri Singh further stated that during the last four years under Rashtriya Gokul Mission, 20 Gokul Grams have been sanctioned and out of this 3 have been completed and work is under progress at remaining 17 Gokul Grams. Two National Kamdhenu Breeding Centres one in southern India in Andhra Pradesh at Chintaladevi and other in northern India in Madhya Pradesh at Itarsi are





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being established. Work at AP has been completed and work is under progress at Itarsi MP.

Union Agriculture Minister mentioned that as on date 1831 bulls have been produced and out of this 1752 bulls have been inducted at semen stations. Similarly 26 semen stations have been strengthened and their semen production capacity has increased to 150 million doses per annum. In order to enhance productivity using semen of elite bulls 5046 AI technicians (MAITRIs) have been trained and established in villages.

He also mentioned that 9 crore milch animals are being identified by UID for which suitable funds have already been released by the Central Government. There is also a provision of providing Nakul Swasthaya Patra to the animals under the scheme. So far one Crore animals have already been identified till date.

Under advanced reproductive techniques, 20 Embryo Transfer centres are being established against which proposals for 18 centres have been approved. 10 semen centres have been identified for production of Sex Sorted Semen. Two proposals have been sanctioned. With this more female animals would be produced that would help in raising milk production and farmers income.

He also informed E Pashu Haat Portal has been developed and a till date on e pashu haat portal total of 7.63 Crore Semen doses have been produced, 5.57 Crore semen doses have been sold and information about



80,059 Live Animals is available on the portal.

Dairy Entrepreneurship Development Scheme has a provision to provide financial assistance for generating self-employment opportunities in various activities. Under the scheme, 3,30,125 dairy units have been set up so far for which ₹ 1338.31 crore subsidy has been provided

by the Government of India. It has benefited about 6.60 lakh beneficiaries.

Shri Singh stated that from current year "Dairy Processing and Infrastructure Development Fund (DIDF)" with a total outlay of ₹10881 Crore where Cooperatives will be provided loans at 6.5% annual interest to be repaid within a period of 10 years has been launched. Government of India has made a provision of offering interest subsidy. This scheme targets to benefit 95 lakh milk producers through coverage of 50000 villages. Many skilled, semi-skilled and unskilled workers would get direct or indirect employment opportunity under the scheme. Under this scheme, additional milk processing capacity of 126 lakh litres per day with 210 tonnes milk drying capacity per day and 140 lakh litres of milk chilling capacity per day will be created by establishment of bulk milk coolers. The scheme also has a provision for 28000 electronic milk adulteration testing equipment and the facilities to convert 60 lakh liters of milk per day into value-added milk products. So far during current year, 10 projects of ₹1148 crore have been approved.

### Hon'ble Union Minister of State for Agriculture presents NDDB Dairy Innovation Award to finest dairy institutions



Shri Parshottam Rupala, Hon'ble Minister of State for Agriculture & Farmers Welfare and Panchayati Raj, Govt of India honoured the finest dairy cooperatives of the country on June 1, 2018, the World Milk Day at NDDDB's TK Patel Auditorium, Anand. Lady Extension Officers were also felicitated for their commendable work in empowering women through dairying.

With a view to recognize the efforts of producer owned institutions and inspire them to sustain their efforts in future, NDDDB decided to institute NDDDB Dairy Innovation Award. The award would set benchmarks and help the organizations to adopt best practices and would encourage them to come up with innovative ways to expand their business operations through management excellence, transparency, quality products, process improvement, productivity enhancement, efficiency, value to farmers, social & gender inclusion and financial inclusiveness.

Shri Ishwarsinh Thakorbbhai Patel, Hon'ble Minister of State for Cooperation, Sports, Youth and cultural activities (Independent charge), Transport, Govt of Gujarat; Shri Jaydrathsinhji Chandrasinhji Parmar, Hon'ble Minister of State for Agriculture, Panchayat, Environment (Independent Charge), Govt of Gujarat; Shri Lal SinhVadodia, Hon'ble Member of Parliament, Rajya Sabha; Shri Dilipbhai Patel, Hon'ble Member of Parliament, Lok Sabha and Shri Dilip Rath, Chairman, National Dairy Development Board (NDDDB) graced the occasion.

Speaking at the Awards Ceremony as Chief Guest, Shri Rupala said that dairy cooperatives have played a pivotal role in the progress of the dairy industry. Our rural dairy farmers have gained strength to sustain their livelihood while contributing to increased supply of milk to consumers. The cooperatives have provided rewarding employment to farmers and brought them closer to the market.

The Union Minister said that it is important in the interest of livelihoods that producer owned and controlled dairy institutions increase their existing share of the milk handled by the organized sector. Therefore, the producer based organizations should be motivated to contribute to the socio-economic development of our country and uphold the core principles and values of cooperatives. Hon'ble Minister appreciated NDDDB for instituting the Innovation Award. NDDDB's efforts are always aimed at safeguarding the interests of our rural dairy farmers.

Twenty-one innovation Awards were given to the finest dairy institutions of our country. 12 Lady Extension Officers (LEOs) were awarded for their exemplary work in empowering women through dairying. 56 LEOs were

also honoured for their role in women empowerment. Hon'ble Ministers from Gujarat and Hon'ble Members of Parliament congratulated the awardees and also shared their valuable views on dairy cooperatives.

While releasing a book titled "Pashupalan Nirdeshika" Shri Rupala mentioned that dairy farmers need to be equipped to take care of their animals through better management, nutrition, feed, fodder and preventive healthcare. He hoped that this publication developed by NDDDB will help farmers manage their animals better. He also released a NDDDB-produced TV Commercial promoting consumption of milk & milk products and a film on Benefits of Artificial Insemination.

Shri Dilip Rath, Chairman, NDDDB said that for the first time in dairy industry and particularly in dairy cooperatives, NDDDB is recognising those who innovate. They are special, because they follow an uncharted path. Shri Dilip Rath conveyed that since inception NDDDB has spearheaded many innovations in dairy industry. And the legacy continues.

He highlighted some of NDDDB's new initiatives focussed on improving the livelihood of farmers - INDUSCHIP for genotyping of indigenous cattle; In-Vitro Embryo Production technology; Scaled up Mastitis, Brucellosis control project and IBR vaccination programmes; Village level Dairy Cooperative Societies taking up silage production and marketing activities on commercial basis; DCS making use of Gauchar Lands for fodder production; Quality Mark introduced by NDDDB providing legitimacy to the Dairy Cooperatives in the market in terms of quality of the product, to address issue of micronutrient malnutrition by fortifying milk with Vitamin A and D, Milk Fortification Project initiated in collaboration with the World Bank and Tata Trusts; School Milk Programme initiated through NDDDB foundation for Nutrition, where CSR funds are channelized to address the nutritional needs of the children; Use of Concentrated Solar Thermal (CST) technology benefiting many dairy plants across India in minimising energy cost; free source application "AMCS" developed by NDDDB helping cooperatives digitise entire operations of village dairy cooperatives and most importantly ensuring direct milk bill payment to the individual bank accounts of milk producers; creation of Solar Pump Irrigators Cooperative Enterprise *i.e.*, SPICE; Manure management - with a vision to provide additional income to farmers, reduce drudgery of women and in line with Swacch Bharat Abhiyan, experiments are underway for use of decentralised biogas plants by the dairy farmers and strengthening activities in Bee-keeping.



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He said that the focus is on improving quality of life of the dairy farmers and especially women farmers. He congratulated the LEOs for their spirited work in enhancing women participation in dairying.

## IDA (West Zone)

According to the report received from Dr. R.D. Kokane, Vice Chairman, IDA (West Zone), the Zone celebrated 18<sup>th</sup> “World Milk Day” in collaboration with Bombay Veterinary College, Mumbai by distributing



flavoured milk sponsored by Prabhat Dairy Foods to tribal families and their children. On this occasion Dr. Kokane, Dr. Dhande, Associate Dean, BVC, Dr. Badhe Assist Professor LPT addressed the tribal families on the importance of milk in day-to-day life of their children.

## IDA Kerala Chapter

Indian Dairy Association (Kerala Chapter) in association with the Students’ Union of College of Dairy Science and Technology, Mannuthy conducted a poster competition on the topic “Safe Milk” for students on

the occasion of World Milk Day 2018.

On 2 June 2018, a Seminar on ‘Integrated Cold Chain Infrastructure in Food Processing’ was jointly organized by IDA-Kerala Chapter and RINAC India Ltd. at Thrissur. During the sessions, Mr. C.P. Charles (Chairman - IDA South Zone), Mr. K.T. Thomas (Former MD, Malabar Regional Cooperative Milk Producers' Union - MILMA) and Mr. N.K. Mohanan, Vice President (Business Development- RINAC) spoke on the occasion. The seminar was attended by professionals, entrepreneurs, faculty and PG students other than the members of IDA Kerala Chapter.

## Indian Dairy Association (Eastern UP Local Chapter)

Indian Dairy Association (Eastern UP Local Chapter) and Department of A.H. & Dairying, Institute of Agricultural Sciences, Banaras Hindu University celebrated World Milk Day on June 1, 2018 by organizing a Workshop on the theme of ‘Campaign for Quality Milk’ in the Kamdhenu Hall of the Department.

While welcoming the participants, Professor Dinesh Chandra Rai, Chairman, Indian Dairy Association (Eastern UP Local Chapter) said that Food and Agriculture Organization (FAO) of United Nations had designated to celebrate World Milk Day every year on June 1, since 2001. The purpose to celebrate World Milk Day was to provide opportunities to focus attention on milk as well as to publicize activities related with milk and the Dairy Industry. World milk day was celebrated on 1st June in around 40 countries in the year 2016. Professor Rai emphasized that India has maintained first place in world in the production of milk since 1998 and now there is an urgent need to start a nationwide campaign to bring the country at 1st rank for producing quality milk.



The Guest of Honour, Professor A.P. Singh, Dean, Faculty of Agriculture emphasized on bringing small dairy farmers and milk producers together in the main stream of dairy sector by

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UNDP initiated Project of SwaayamKsheer Producer Company (SKPCL) celebrated World Milk Day Programme 2018 in Uttar Pradesh at Lucknow as this state is having highest milk production in the country. The programme was inaugurated by Shri Surya Pratap Shahi, Hon'ble Minister of State for Agriculture, Government of Uttar Pradesh.

The Chief Guest initiated the programme by offering a cup of milk to students. He informed that agriculture also needs dairy farms to get the natural fertilizer i.e. cow dung. Without that there is no pure crop production. Therefore

educating them for producing quality milk and an incentive should also be given to them for the same.

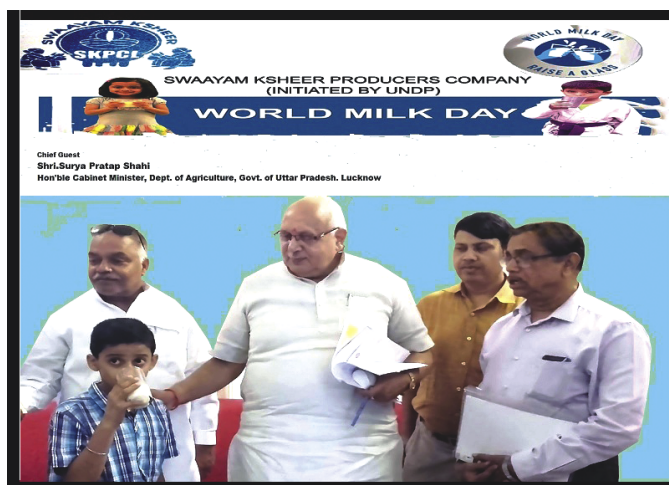
The Chief Guest of the program, Professor A. Vaishampayan, Director, Institute of Agricultural Sciences, BHU motivated students and researchers present in the program to carryout research according to the need of Indian dairy industry. He also revealed about the medicinal properties of the milk of indigenous cow relating the fact that A-2 milk is only present in our Indian cows.

The yoga guru Dr. Rakesh Pandey explained about religious and medicinal properties of cow milk and its products. He also told that cow is not only machine for producing milk to us, but it is like our holy sacred mother.

Professor R.K. Pandey, Head, Department of A.H. & Dairying, BHU delivered Vote of Thanks wherein he emphasized on the conservation and propagation of indigenous cattle breeds. He also revealed that Indian climate is not suitable for exotic breeds. We should give top priority to promote/upgrade/multiply our indigenous breeds of cows.

the cattle are called as Kamdhenu and the milk is compared with Amrit. He requested the participants especially the children to consume more milk and milk products on regular basis. This initiative will not only benefit the health of human but also the health of soil. He also informed that the present Government under the leadership of Shri Adityanath Yogi, Chief Minister of Uttar Pradesh, is taking lot of steps to encourage the consumption of quality milk among the public. He appreciated the efforts of SwaayamKsheer Producer Company in linking the livelihood of under-privileged with quality milk production for the benefit of society. Dr. Raja Rathinam, Managing Director, SwaayamKsheer Company informed that milk is a near perfect food, packed with vital vitamins, mineral and maximum nutrition required for human health. He added that to encourage the milk consumption, many countries are celebrating the World Milk Day to increase awareness in the society. He also stated that this programme is being celebrated in different parts of Uttar Pradesh by this cooperative company (SKPCL) for increasing the consumption of quality milk and milk products through various approaches like organizing seminars in schools, distributing leaflets on the importance of consumption of quality milk and milk products, etc. He requested the State governments and the Centre to help the utilization of excess milk produced at present in India, so that the benefits to farmers and the societies can further be achieved.

## SwaayamKsheer Producer Company (SKPCL)



## Udaipur Milk Union

Udaipur Milk Union organized a event on World Milk Day. Chairmen, Secretaries of various village level societies, resource person and member milk producers participated in the event.

Dr. Geeta Patel, Chairman, Udaipur Milk Union addressed the gathering by emphasizing on the importance of maintaining quality of milk and milk products. She



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also spoke on the role of GST system in helping to curb adulteration. She announced the initiative of re-starting AI programme, shortly at village level.

Under the Bhamashah Pashu Insurance programme, cheque distribution related to the claim amount to the members of Guda Dugdh Utpadak Sahakari – Mrs. Tauli Bai/Mr. Devi Singh Rajput and Mrs. Nawli Bai Meena/Moda Meena took place through Chairman, Udaipur Milk Union.

On this occasion, Dr. Patel also gave a cheque of ₹5500 to Mr. Kanaiah Lal Dangi, Member, Nawda Dugdh Utpadak Sahakari Ltd., Nawda under the “Saras Ladli Yojna - A special programme initiated by the Udaipur Milk Union” for the new born Girl child.

Managing Director of the Union Shri Natwar Singh Chundawat explained the various development programmes of Dugdh Sangh in detail.

Dr. Lalit Joshi, Joint Director, Animal Husbandry, Udaipur also discussed various current programmes currently operated by the state government. Dr. Joshi also explained about “Bhamashah Pashu Insurance programme”, vaccination programme and twelve digit tag programme for the milch animals which can prevent spreading of Brucellosis in human being. Dr. Omprakash

Sahu from State Animal Husbandry department along with other officials from Udaipur Milk Union and milk producers participated in the event.

### SRS of ICAR-NDRI Bengaluru

On June 1, 2018, under the auspices of Alumni Association, SRS of NDRI, celebrated World Milk Day by arranging a guest lecture by Dr. N.V. Belavadi, Advisor, NDDDB Dairy Services, New Delhi on the topic “Dairy Development in India: Issues and Concerns”. With his more than four decades of close association with NDDDB in various capacities, Dr. Belavadi traced the vistas of dairy development in India and highlighted the various programmes of Government of India including the Operation Flood Programme, which played cardinal role in transforming the Indian dairy sector from scarcity to sufficiency of milk production besides retaining the supremacy as the largest milk producer of the world since decades. While lauding the accomplishments of the Anand Pattern of dairy co-operatives, Dr. Belavadi reiterated the growing need to restructure the co-operatives under Company Act for functional autonomy and efficiency. He also shared some of the serious issues concerning the dairy sector in the coming period, for which he suggested a collective effort for possible amelioration.

Dr. K.P. Ramesha, Head, ICAR-NDRI (SRS) and President, Alumni Association, addressed the gathering in which he emphasized on the importance of milk in human nutrition and acknowledged the vital role of NDDDB, NDRI and other related institutions in dairy development of the country.

Dr. P.K. Dixit, Vice President of Alumni Association welcomed the guests and emphasized the importance of celebration of World Milk Day. Dr. K. Jayaraj Rao, Vice-President of the Association, proposed Vote of Thanks.

