

World Milk Day



World Milk Day Celebrations at IDA HQ

Indian Dairy Association at its HQ in New Delhi organized the World Milk Day on June 1, 2019. Representatives from the cooperative milk unions, private dairies, Mother Dairy, Member of Haryana Kisan Ayog, eminent scientists and IDA officials participated in the celebration.

Dr. G.S. Rajorhia, President-IDA extended a warm welcome to the participants. He drew the attention of the participants towards the challenge posed to dairy industry by dairy analogues and informed them that as per the new FSSAI guidelines milk secreted from the udder of mammals can only be called milk. Commercialization of dairy analogues will adversely affect the livelihood of Indian dairy farmers because dairies will sell analogue products at a low price and the prices payable to milk will not be adequate. Dr. Rajorhia also apprised the participants that he has been sharing information with members/readers on topics such as “Fortification of Milk with Vitamin A & D”, “Validation of Claims on A2 Milk”, and “Cholesterol Myth Resolved”, etc. in his President’s Desk for the last one year. IDA will continue to spread the knowledge among masses about the nutritional importance of milk and milk products in daily diets.

Dr. Rajorhia welcomed the initiative of Govt. of India wherein a separate Ministry for Dairy, Animal Husbandry and Fisheries has been created. The dairy industry had been demanding the same for the last 15 years to give a boost to dairy development.

Highlighting the importance of milk on World Milk Day, Dr. Kiran Singh, former DDG (AS), ICAR said civilization developed because of milk and animal. Prof. Rakesh Mohan Joshi, Professor and Chairperson, Indian Institute of Foreign Trade, New Delhi raised the issue of increasing cost of milk production in India. He said, “If we did not care about this, Indian market may be flooded with imported dairy products in future.” Chairman, Ajmer Milk Union Shri Ram Chandra Choudhary said that government must create a milk grid and mid-day milk must be promoted in every state by the Govt. of India.

Dr. R.S. Khanna, Dairy Consultant said that dairy sector is a good source of nutritional security. Therefore, we must try to reduce the cost of milk production. In this regard, he informed the gathering that cost of hydroponic grass is @ ₹3 per kg whereas normal green grass is @ ₹8 per kg. So we must promote production of hydroponic grass to deal with shortage of fodder in the country.

Shri A.K. Khosla, Vice President-IDA said that milk is a global food. In India, 7 crore families are involved in milk production activity. Milk is not only the livelihood for our farmers but it is a source of their nutritional security also. For the last 2 years, milk producers are not getting good prices for their produce. Due to lack of financial support, they are unable to give quality fodder to their animals. Ultimately, this affects the quality of milk.

Shri Sangram Chaudhary, Managing Director, Mother Dairy also advocated that we cannot afford to continuously increase the cost of milk production. Adequate management of dung can provide some financial assistance to the milk producers. He informed that Govt. of India has announced recently “vaccination for all the dairy animals” and in this regard, ₹13,000 crore has also been allocated for it. This is a good sign that the Government of India is now paying more attention towards the sector.

Prof. A.K. Misra, Chairman, ASRB said, “We have neglected our indigenous breeds and focused on crossbred for the last six decades. But with the help of latest breeding technology, we can overcome our shortcomings in short period and improve milk productivity.”

Shri Animesh Banerjee, former President-IDA said that IDA must come forward and share the responsibility of ensuring organic certification for the dairy sector.

Prof. (Dr.) R.N. Kohli, Editor, NAVS(I); Dr. Omveer Singh, MD, NDDDB Dairy Services; Shri S.S. Mann, Chairman, IDA (NZ); Shri B.B. Garg, Treasurer, IDA (NZ); Dr. S.K. Kanawjia, Emeritus Scientist, NDRI; Dr. Shyam Bhaskar, Member Haryana Kisan Ayog; Dr. Jagdeep Saxena, Editor, Dugdh Sarita; Shri Sharad Gupta, Editor, Dairy India Yearbook; Shri Rajdeep Mann, Director, Mann Ventures; Mr. Dipesh Thakur, NCDFI; Shri R.K. Chhabra; Shri S Ram Mohan Rao, Mother Dairy; and Dr. Rekha Dahiya, Pashu Vigyan Kendra, Palwal also spoke on the occasion.

IDA (SZ), SRS of NDRI and its Alumni Association

Indian Dairy Association (SZ) in association with SRS of ICAR-NDRI and Alumni Association, SRS-NDRI Bengaluru celebrated World Milk Day on June 1, 2019 at NDRI Bengaluru. Dr. Suresh S. Honnappagol, Former Animal Husbandry Commissioner, Dept.

of AH & Dairying, Ministry of Agriculture & Farmers Welfare, Govt. of India was the Chief Guest. He delivered a lecture on “Present Status and Future Prospective of Dairying in India.”

With his more than three decades of close involvement with dairy and animal husbandry sector, Dr. Honnappagol highlighted the various programmes of Government of India including the National Action Plan for Dairy Development and also transformational ideas for improving the dairy sector. Lauding the accomplishments dairy co-operatives initiated under Operation Flood programme, he reiterated that it is one of the most successful models for development which could be extended to other sectors as well.

Mr. C.P. Charles, Chairman, IDA (SZ), while giving his introductory remarks, highlighted the importance of organizing World Milk Day particularly for creating awareness among the general public about the nutritional benefits of milk and milk products and also emphasized the major challenges faced by the dairy sector. Dr. K.P. Ramesha, Head, ICAR-NDRI (SRS) and President, Alumni Association, while delivering the Presidential address, underlined the importance of milk in human nutrition and acknowledged the vital role of NDRI and other related institutions in dairy development of the country. Further, Dr. Ramesha also mentioned that creation of new Ministry of Dairying, Animal Husbandry and Fisheries by Govt. of India would provide added impetus to the dairy development in our country. Dr. P.K. Dixit, Vice President of Alumni Association welcomed the gathering and introduced the dignitaries of the function to the audience. Dr. N.K.S. Gowda, Secretary, IDA (SZ) proposed Vote of Thanks. Commemorating the occasion, an essay competition on the theme of ‘Dairying as a means for doubling farmers’ income’ was held for the



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students of Dairy Science. Prizes were distributed to the winners. The Programme was compered by Dr. S. Subash, Secretary, Alumni Association.

IDA(West Zone)

World Milk Day was celebrated by IDA (West Zone) on June 1, 2019. Various activities were organized on this day. IDA (WZ) in association with Bombay Veterinary College, Mumbai organized an awareness campaign to educate consumers on simple and easy methods of detecting common adulterants like water, sugar, starch etc. in milk. A demonstration of these tests was organized in Aarey Colony in the early morning where many health conscious consumers come for morning walk. More than 200 consumers participated in the event.

IDA (WZ) also organized a special event to celebrate this day in its office in Andheri, Mumbai. About 25 representatives of various dairies, individual members and the members of ZEC attended the event. Chairman Mr. Arun Patil, in his welcome speech explained the background of white revolution and its importance in the development of dairy industry in India and stressed upon the importance of quality of milk to take the industry to next level.

Dr. Narendra Shah from IIT Bombay delivered a technical presentation on ozone treatment of cotton stalks for feeding to cattle. Dr. C.N. Patil, Animal Nutritionist, in his address stressed upon the importance of right nutrition and fodder security to reduce the cost of milk production and improve the productivity of dairy cows.

Mr. Shiva Mudgil from Rabo Bank briefed the participants about the global dairy scenario. Dr. J.V. Parekh stressed on the nutritional properties of milk and its importance in human diet. Representatives of Amul, Warana, Goma, Micron and other members of ZEC also expressed their views.

IDA (Kerala State Chapter)

Indian Dairy Association (Kerala State Chapter) in association with College of Dairy Science and Technology,



celebrated World Milk Day on June 1, 2019 at Verghese Kurien Institute of Dairy and Food Technology, Mannuthy, Thrissur. The celebrations started with flag hoisting by Dr. S. N. Rajakumar, Chairman IDA (Kerala State Chapter) in the gracious presence of Dr. P.I. Geevarghese, Vice Chairman, IDA South Zone. Dr. Divya M.P, Convener, welcomed the gathering. Dr. P.I Geeverghese delivered the Keynote address. Emphasizing the World Milk Day 2019 theme - 'Drink Milk - Today and Everyday', flavoured milk was distributed among the dignitaries, delegates, staff and students. The programme was one among the 352 registered events in Global Dairy Platform.

It was followed by a Milk quality Awareness Training programme named "JEEVA" arranged for college students of science colleges. Dr. A.K. Beena, Dean(i/c) addressed the students and emphasized the need of creating awareness about quality in younger generations. Dr. Ligimol James, Treasurer, IDA (Kerala State Chapter) briefed the activities and membership procedures



of IDA. The training was attended by 26 participants from various colleges including Vimala College, Thrissur; Karunya University, Coimbatore; Bharathiar University, Coimbatore; MA College, Kothamangalam; Sree Sankara College, Kalady; St. Mary's College, Thrissur; Calicut University; Mother Arts and Science College, Peruvallur; and CoVAS, Mannuthy,

The first session regarding the compositional analysis of milk was addressed by Smt. Smitha J Lukose. Assistant Professor, Department of Dairy Chemistry. An overview regarding the chemical quality of milk was given by Dr. Divya M.P., Assistant Professor, Department of Dairy Chemistry. Another topic on microbial quality and demonstration of microbial tests was addressed by Dr. Aparna Sudhakaran V, Assistant Professor, Department of Dairy Microbiology. A visit to KVASU Dairy plant was conducted under the guidance of Ms. Aswathy, Resident Scholar. Afternoon session consisted of practical training on compositional analysis and detection of adulteration in milk.

PDDDB, IDA (Punjab State Chapter), Milkfed Punjab and Bani Milk Producer Co., Patiala

In order to mark auspicious occasion of "World Milk Day" celebrations on June 1, 2019, Punjab Dairy Development Board in collaboration with Indian Dairy Association (Punjab State Chapter), Milkfed Punjab and Bani Milk Producer Company Patiala organized a Seminar on "Sustainable Growth in Indian Dairy" on this day at National Institute of Technical Teachers Training and Research, Sector 26, Chandigarh. The celebration was a multi-faceted activity with the core idea of highlighting the importance of milk for the human health as well as the need to step up the policies and extension programmes connected with the promotion of dairy sector in Punjab.

It was indeed a grand seminar in which S. Balbir Singh Sidhu, Hon'ble Cabinet Minister, Department of Animal Husbandry, Fisheries, Dairy Development and Labour was the Chief Guest. The seminar was presided over by Shri Raj Kamal Chaudhary, IAS, Secretary, Department of Animal Husbandry, Fisheries, Dairy Development. Indian Dairy Association (NZ) was represented by Shri Ramesh Kumar Chugh, Member IDA (NZ). The eminent

dairy experts from Punjab Dairy Development Board, Milkfed Punjab, Bani Punjab, Nestle, Danone, GADAVASU Faculty & students, Dairy entrepreneurs and farmers were also present in the seminar.

Dr. A.K. Srivastava, Member, ASRB-ICAR, New Delhi emphasized that we should adopt new technologies in livestock production such as detection of heat by using electronic nose and embryo transfer for faster growth of germ plasm. He highlighted various challenges of dairy sector such as large number of non-descript and low productive milking animals, poor health facility of the animals, imbalanced feed and fodder and its non-availability throughout the year, reproduction diseases, late sexual maturity in the animals, less number of proven quality bulls available, infertility among the crossbred male bulls, etc. He spoke for joining hands for effectively combating these challenges in the light of importance of milk nutrients for nutritional security and role of milk in child brain development.

Smt. Sangeeta Ganguly, Scientist, NDRI, Karnal highlighted the various aspects of dairy processing such as functional and fortified food and development of dairy entrepreneurs for manufacturing traditional dairy products.

Shri K.S. Pannu, IAS, Secretary, Agriculture Department Punjab and Mission Director, Mission Tandarust Punjab who fought a long battle against milk and ghee adulterators, informed the gathering that persons who were selling ghee under proprietary food and misleading the consumers with the new name of adulterant ghee like mild fat, cooking medium have been strictly tackled with and their registrations have been cancelled. Now, the State laboratory has been strengthened enough to detect adulteration of vegetable oil with milk fat. He also advised the dairy industry for fortification of



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pasteurized milk with Vitamin A & D to curve out the deficiency of this valuable vitamin in human body.

While presiding over the function, Shri Raj Kamal Chaudhary termed the initiative of this seminar taken by IDA (Punjab State Chapter) as a great step.

S. Balbir Singh Sidhu, Cabinet Minister, Animal Husbandry, Fisheries, Dairy Development and Labour Department highlighted the schemes being implemented by the Dairy Development Department in the State and sent a strong warning to the people who indulge in adulteration and assured that his department will take all necessary steps to improve the quality of milk and milk products. He congratulated the departmental officials, particularly IDA (Punjab State Chapter) and thanked the sponsors. He urged that the message of importance of milk must be spread up to every door.

S. Inderjit Singh, Director Dairy Development Punjab and Chairman, Indian Dairy Association (Punjab State Chapter) thanked all the dignitaries, technical speakers, all the participants/delegates, departmental functionaries and the members of the Press and Media and assured that his department will go up to the last mile for spreading awareness among milk producers, consumers, processors and food business operators.

Dr. Harsev Singh, Business Head, Agriculture Skill Council of India., Dr. Amandeep Sharma, Asst. Professor, Dr. Nitika Goel, Asst. Professor, both from GADVASU, Ludhiana and Dr. Navdeep Dham, Procurement Head, Baani Milk Producer Company Ltd. also spoke on the occasion.

IDA (Bihar State Chapter)

On the eve of World Milk Day an awareness program was organized by Indian Dairy Association (Bihar State Chapter) at Feeder Balancing Dairy, Patna on June 1, 2019. The Chairman (VPMU), Chairman (IDA, Bihar State Chapter), Vice Chairman (IDA, Bihar State Chapter), Treasurer (IDA, Bihar State Chapter) and IDA members, farmers & employees from Vaishal Patliputra Dugdh Utpadak Sahkari Sangh Limited were present.

While addressing the program Shri Sudhir Kumar Singh briefed the audience about the significance of World Milk Day being celebrated across the world on June 1, 2019. He told that agriculture and food processing organization of United Nation celebrates World Milk Day across the world for creating awareness amongst the milk consumers. He emphasized the importance of milk for all age groups. Chairman

stressed the necessity of awareness amongst consumer about the benefit of taking milk in any form and its impact on economy. This will not only make our Society healthy but also help to create a huge market for the milk producers.

The program was also addressed by Shri Sanjay Kumar, Chairman, VPMU. He emphasized to produce good quality milk at village level. He stressed to create awareness amongst milk producers for maintaining hygienic condition at milk collection centre as well as cattle shelter. Being a Chairman of Union he assured all cooperation for procuring a good quality of milk and asked Managing Director, VPMU to see that awareness program is conducted at village level and at regular interval.



Shri Munindra Prasad, Life Member IDA and DGM, VPMU thanked the dignitaries' sitting on dais and the participants.

World Milk Day Celebration at SGIDT, Patna

Milk is wholesome food for all age group human beings. Milk is an important food for everyone and must be part of our balanced diet on daily basis. World Milk Day celebration has brought an effective revolution



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Karnataka Milk Federation

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To create awareness among general public and school going children, Karnataka milk Federation (KMF) and district milk unions/units celebrates “World Milk Day” on June 1, every year by conducting special programs across the state.

This year, KMF celebrated “World Milk Day” at its central office. The function was inaugurated and graced by Director (Marketing) Shri M.T. Kulkarni; Director Finance Shri Ramesh Konnur; Director (AH) Shir Dr. D.N. Hegde; Managing Director, Bangalore Milk Union, Shri G.T. Gopal; Director Mother Dairy, Shri B.V. Sathya Narayana and Special Guest Smt. Vijayalakhmi Reddy and food cooking expert along with Smt. Uma Naveen.

KMF distributed flavored milks and cookies to more than 500 disabled children at Samarthanam trust for disabled, Bengaluru. Head of the institution Mr. G. Mahantesh also participated in the event and made the World Milk Day celebration more meaningful.

KMF also organized “Cheese recipe contest” for the employees of the federation and milk unions at KMF

complex wherein the participants were instructed to prepare the dishes using Nandini Cheese as main ingredients. In the cooking competition, out of the total of 22 teams, 3 teams were selected for 1st, 2nd and 3rd prize.

Swaayam Ksheer Producer Company Ltd.

UNDP initiated project, Swaayam Ksheer Producer Company Ltd. celebrated World Milk Day on June 1, 2019 in collaboration with Purvanchal University Jaunpur to raise awareness on the importance of milk and milk products among the consumers and the economic importance of milk among the farmer members.

While inaugurating the program, Dr. Raja Ram Yadav, Vice-chancellor, Purvanchal University informed that although we are the highest milk producer in the world but we need to make continuous improvement on the quality of milk and milk products through individual and combined efforts. To increase the income of local farmers, remunerative price for the milk is to be given to the milk producers as per the local conditions. He assured to help the local farmers and consumers in implementing the quality theme of the program.

Shri Sujith Kumar Jaiswal, Registrar, Purvanchal University requested the local farmer members and the consumers to join the theme of World Milk Day by producing quality milk locally and consumers should take only quality milk and milk products of milk produced locally so that the needs of both ends are met with an ultimate destination of progress. Dr. Manoj Mishra, Dean, Faculty of Social sciences & Humanity informed that cow milk is not only a good food but also medicine in some form or the other with historical evidences. Dr. Raja Rathinam, Managing Director informed that Swaayam Ksheer Producer Company is working for the local farmers and he explained the importance of World Milk Day. Professors, farmers, consumers, students and local representative participated in the program and took oath for producing and consuming only quality milk and milk products for the overall benefits of the society.

