

national milk day – a report

IDA (HQ) Celebrated National Milk Day



ON 26th NOVEMBER 2019, Indian Dairy Association celebrated National Milk Day on the 98th Anniversary of the Milkman of India and Father of the White Revolution – Padma Vibhushan Dr. Verghese Kurien.

President, Indian Dairy Association, Dr. G.S. Rajorhia greeted the members on the occasion of National Milk Day. While celebrating the National Milk Day, Dr. Rajorhia expressed satisfaction over the outcome of the milk survey placed in public domain by the Food Safety and Standards Authority of India (FSSAI). However, he cautioned the industry that survey has reported the presence of some antibiotics and Aflatoxin M1 in milk samples. During a recent meeting of FSSAI, this issue was discussed and a working group has been formed to develop standards for cattle feed and fodders. FSSAI will write to all the cattle feed manufacturers and other concerned to remain cautious in future. FSSAI have written to the Ministry of Health and Family Welfare to get the cattle feeds incorporated in the FSS Act. During his recent trip to Assam and Ludhiana Punjab, he has been assured that many farmer members are interested to join IDA, which is an encouraging news for all of us.

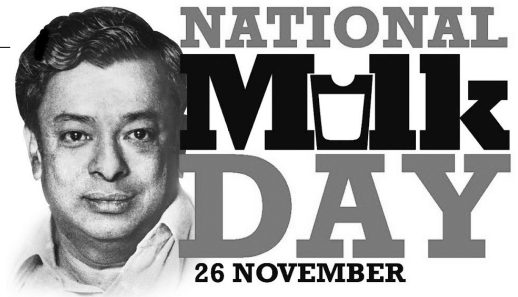
Prof. (Dr.) R.N. Kohli, Editor, NAVS(I) said that he is a great admirer of Dr. Kurien. Although Dr. Kurien was technically not fit for the job, he was asked to do since he was having Degree of Mechanical Engineer. However, Dr. Kurien utilized his ability to not only organize the dairy sector but created a model like Amul replicated over the whole country and also in some of the developing countries.

Mr. Sangram Chaudhary, Managing Director, Mother Dairy raised the issue of school milk programme. He requested the President-IDA to take up this issue with the Govt. of India for initiating school milk programme in all the states. Currently, this programme is

implemented in some of the states that also for few days in a week. Citing the example of Gujarat state, Mr. Chaudhary informed the members that 35 lakh children are being given milk every day in state under school milk programme. We should also make efforts to replicate this in other states. Children should get the milk in the school on daily basis. He also raised a very important issue of challenges faced by the industry under RCEP. He said, “How long we will get protection from the Govt.? We will have to pay attention towards quality to boost export.” We have to live with crossbred but continue to promote indigenous breeds. Mr. Chaudhary lauded the great contribution made by Dr. Kurien to the dairy sector which has impacted socio-economic status of the dairy farmers in a big way.

Mr. A.K. Khosla, Vice President-IDA, while supporting the concept of school milk programme said that if this programme is implemented at national level in each and every state with the support of Govt. of India, then the problem of lean and flush season of dairy sector will not remain as an issue. Second advantage of the school milk programme could be that nutritional need of the children can be taken care of. Milk producer will also be benefitted by higher price of their produce throughout the year. Price of SMP will also remain stable. Mr. Khosla also remembered the great work done by Dr. Kurien in creating basic infrastructure for the dairy sector.

Dr. Omveer Singh, Managing Director, NDDB Dairy Services raised the issue of cost of milk production. He said that rising cost of fodder, no rain, high rain and maintenance of unproductive animals are the various issues, which have not been focused, so far. Cost of milk production is rising day by day. Milk producers are not getting appropriate price for their produce. Dr. Singh also said that few years back, farmers were able to sell their



unproductive animals, however nowadays, due to the new laws, one cannot sell his/her animals in an open market. Even transportation of animals from one state to other is also a big issue. Lots of permission / sanctions are needed to do the same, nowadays.

Dr. Sushil Kumar, former Director, NDRI and Chairman, Scientific Committee of FSSAI said that 70% milk production has been contributed by the small and landless farmers of the country. 75% milk is handled by the unorganized sector and credit goes to all household ladies who have the habit of boiling the milk, even if it is pasteurized. Unfolding a report assessed by him, Dr. Kumar said that no farmer goes for suicide having milch animal at his door. So every farmer must be supported to keep one or two milch animal at his home.

Dr. Ram Chandra Chaudhury, Chairman, Ajmer Milk Union raised the issue of male calf. He said there should not be a ban on trading of animals. He also enquired about the availability of sex semen. Dr. Omveer Singh assured that in the next 6 months sex semen will be easily available as they are working on this project for the last few years. While remembering Dr. Kurien, Dr. Ram Chandra Chaudhury said that 70 million farmers are getting their livelihood in the dairy sector. He also sought help of the President-IDA in creating National Milk Grid under the National Dairy Development Board, which was operational during Operation Flood. He said that through National Milk Grid, milk can be supplied evenly in every states.

Mr. S.K. Bhalla, Consultant, Mother Dairy informed that during the National Milk Survey, antibiotics and Aflatoxin M1 were found in milk because of bad practices of compounded cattle feeding. There is problem of storage of silage. Fusarium and Aspergillus, along with Penicillium and Mucor, are common molds that cause problems. These silages have the highest potential for molding. He also raised the issue of excessive use of antibiotics in order to control mastitis and FMD. We can follow good farm practices to minimize the use of antibiotics to control these diseases. He also advocated that Food Safety Training and Certification (FoSTaC) should be made compulsory for each and every dairy/other food product plants.

While paying respect to Dr. Kurien, Dr. Rajorhia

said that Amul model, created by the legend dairyman — Dr. Kurien, is the most creative farmer cooperative leadership model in the global food system. His work has been applauded the world over for not only changing the dairy value chain in India but also throughout the developing and developed world. This movement has given economic freedom to the farmers and empowerment to women dairy farmers as they are largely involved with the dairy sector.

The dairy industry owes to Dr. Kurien the values of integrity, dedication and commitment, the values he lived by and expected others to imbibe in letter and spirit. The greatest tribute the nation ought to pay him is to instill and reinforce these core values in the entire gamut of cooperative governance for the economic and social upliftment of the farmers, especially the small and marginal.

While concluding the event, Dr. Rajorhia said that industry is not reacting to the FoSTaC course positively and we have already approached Mr. Pawan Kumar Agarwal, CEO, FSSAI in this regard. He also thanked the participants and assured them that issues raised during this auspicious day will be taken up with Shri Giriraj Singh, Hon'ble Cabinet Minister for Animal Husbandry, Dairying and Fisheries, Govt. of India and Secretary, Animal Husbandry and Dairying, Govt. of India, Shri Atul Chaturvedi.

Among the participants were Mr. S.S. Mann, Chairman, IDA (North Zone); Mr. K.L. Arora, MAXCARE Marketing & Technical Services; Mr. Parveen Sharma, Scientific and Digital Systems; Mr. Manish Pandey, Everest Instruments; Dr. G.C. Das; Ms. Aparna Bhargava, M.M. India Pvt. Ltd.; Mr. Sarabjeet Singh, NCDFI; and Mr. Avinash Ranjan and Mr. S.M. Louis from Indian Immunological Ltd. who also shared their views on the occasion.

National Milk Day Celebrated at PUSA, New Delhi

THE UNION MINISTER FOR FISHERIES, ANIMAL HUSBANDRY & DAIRYING, Shri Giriraj Singh addressed entrepreneurs, dairy farmers, academia and media on the occasion of National

Milk Day 2019 at Pusa in New Delhi. Addressing the august gathering Shri Singh thanked Prime Minister Shri Narendra Modi for protecting interest of 10 crore farmers

national milk day – a report



value-added products is estimated to increase to 40% by 2023-24.

Addressing the gathering, Minister of State for Animal Husbandry, Dairy and Fisheries, Shri Sanjeev Kumar Balyan said that the 6.5% growth rate is still low due to the base effect but this will change as the ministry is ensuring that all policies and schemes are being formulated for improving the quality of livestock and quantity of milk. Shri Balyan thanked PM Modi

by not joining Regional Comprehensive Economic Partnership (RCEP). He said that Prime Minister has always given the prime importance to the betterment of “Gaon Gareeb Kisaan” and RCEP was not in favour of farmers. Shri Singh further added that PM Modi had said that he cannot turn away from the needs of India's farmers.

Shri Giriraj Singh stated that milk production has increased significantly from 137.7 million tonnes in 2013-14 to 187.75 million tonnes in 2018-19, thereby indicating an increase by 36.35%. Similarly, the per capita availability of milk increased from 307 grams in 2013-14 to 394 grams in 2018-19. Annual growth rate of Milk Production during the period 2009-14 was 4.2%, which has increased to 6.4% during 2014-19. The annual growth rate of world milk production has increased by 1.2% during 2014-19. The Union Minister added that India is the ray of hope of the global dairy industry with opportunities galore for the entrepreneurs globally. Since last 20 years, India continues to be the largest producer of milk in the world. This phenomenal increase is due to several measures initiated by the Union Government to increase the productivity of livestock.

Shri Singh also said that Livestock sector contributes significantly towards livelihoods and security net for the landless and marginal farmers. About 70 million rural households are engaged in dairying in India with 80% of total cow population. During the last 15 years, dairy cooperatives have converted about 20% of milk procured into traditional and value added products that offers about 20% higher revenue. This share of

for setting up a separate Ministry for Fisheries, Animal Husbandry & Dairying so that emphasis can be laid on their development. He said that resources of the Government are limited and private sector should also support the initiatives of the Government. Shri Balyan also said that there is a perception in the minds of the people about milk adulteration and it needs to be changed.

Minister of State for Animal Husbandry, Dairying and Fisheries and Micro, Small and Medium Enterprises, Shri Pratap Chandra Sarangi said that technology should be harnessed properly for improvement of the sector. He said that breed improvement can be done with innovative ways. He also said that policies should be made favourably to ensure both quality and quantity of domestic production, consumption and exports can be improved.

The Secretary, Department of Animal Husbandry and Dairying emphasized that Government has initiated a number of dairy development schemes in order to meet enhanced demand of milk through domestic sources by laying special emphasis on raising milk production through improved productivity and health of our dairy animals. In this direction a new scheme has been launched by the Prime Minister called “National Animal Disease Control Programme (NADCP)” with an allocation of ₹13343 crores for complete control of Foot and Mouth Disease (FMD) and Brucellosis in the country. Nationwide Artificial Insemination Programme for enhancing AI coverage was also launched by the Prime Minister along with Start-up challenges. The department is also working on convergence of schemes with the schemes of other departments and ministries so as to double farmers' income.



IDA (East Zone)

IN COMMEMORATION OF Dr. Verghese Kurien, the “Father of White Revolution” Indian Dairy Association (East Zone) celebrated the National Milk Day on 26th November 2019 at the premises of NDDDB, Kolkata. Meeting was started offering garlands to the portrait of Dr. Kurien followed by a famous Tagore’s song.

Dr. D.C. Sen, Vice Chairman, IDA (EZ), informed the explained the august gathering that since Shri Sudhir Kumar Singh, Chairman, IDA (EZ) could not be present on the occasion, he had sent his heartfelt good wishes for the grand success of this event and entrusted the responsibility on me for organizing the ceremony effectively.

The meeting was presided by Shri Ashok Ghosh, Ex. Deputy Milk Commissioner (Haringhata Dairy), Govt. of West Bengal. Shri Ghosh recollected that when he was student, once Dr. Kurien came as their external examiner and advised them about many facets of life including the dairy development of India. Shri T.C. Choudhury, Ex. Bacteriologist, Central Dairy, Kolkata, recalled that in 1954 as student he had an opportunity to meet with Dr. Kurien and listened his vision on developments of technology and how to safe guard the interest of poor farmers through co-operative movement. Shri Smarajit Chakrabarty, Ex. Manager (Marketing), West Bengal Co-operative Milk Producers’ Federation Ltd., narrated the many successful events of Dr. Kurien and he wrote a booklet on his life in Bengali.

Shri S. Dalai, Ex. Additional Milk Commissioner, Govt. of West Bengal and Ex. Chief General Manager,



Mother Dairy, Culcutta, briefly talked about Dr. Kurien's keen interest on hygienic production of milk and to bring a check on the rampant adulteration in milk, both of which are very pertinent in today’s perspective also. Dr. Udaybhnu Gangopadhyay, Ex. Chief General Manager, Mother Dairy, Calcutta stressed on the need to work more at village levels and to develop a few model villages of milk production for fulfilling the dream of Dr. Kurien. In view of the current scenario, Shri Sabyasachi Roy, Manager (CS), NDDDB, Salt Lake City, Kolkata, emphasized the need of production of organic milk, rice, fruits and vegetables including honey for the coming days. Help and co-operation received from the NDDDB, Kolkata wing for organizing this ceremony were thankfully acknowledged. The program was concluded with vote of thank to the chair.

IDA (South Zone)



THE IDA SOUTH ZONE in collaboration with ICAR-NIANP and KMF, Bangalore organised National Milk Day. ICAR-NIANP hosted the function and one day technical seminar for progressive dairy farmers was organised on the theme “Quality Milk Production”. More than 400 dairy farmers participated in the event. Shri B.C. Sateesh, Managing Director, KMF and Chief Guest inaugurated the function. Dr. Raghavendra Bhatta, Director, ICAR-NIANP was the Guest of Honor. Shri C.P. Charles, Chairman of IDA (South Zone) presided over the function and Dr. N.K.S. Gowda, Secretary coordinated the event.

national milk day – a report

Ten exhibition stalls were displayed and eight lectures were presented by eminent speakers on different aspects of dairy production and quality milk production. Dr. D.N. Hegde, Director, Animal Husbandry, KMF delivered the plenary lecture highlighting the various measures taken by the Federation for clean milk production and to provide quality milk to the consumers.

IDA (West Zone)

INDIAN DAIRY ASSOCIATION (WEST ZONE) organized 'Milk for Health' program on Sunday, 24th November 2019 at Juhu Beach, Mumbai, from 0630 to 1000 hrs. The health conscious morning walkers, yoga practitioners and school children on the beach were informed about the importance of milk in their diets and the demonstrations on how to check the common milk adulterants were also held for the benefit of the public. There was a huge response and around 450 people attended the program and asked many questions about the milk and milk products. Mostly the queries were regarding how safe is pouched milk, should one consume fresh milk from *Tabela*, Health effects of A1 milk, should one prefer only A2 milk, where to get A2 milk, which type of milk is good for health, why there is no supply of milk in glass bottles, should one drink milk at all after seeing VEGAN clips? Dr. Shekhar Badhe and the students of Bombay Veterinary College arranged the milk adulteration checking whereas Shri Arun Patil, Chairman, Shri K

Shyju, Vice Chairman, Shri Rajesh Lele, Secretary and Shri Madhav Patgaonkar, Treasurer took the questions of the public. Malganga Dairy, Nighoj had sponsored 480 bottles of flavoured milk on the occasion.

IDA (West Zone) also celebrated birth anniversary of 'Dr. Verghese Kurien', Father of White Revolution and Architect of Indian dairy development on 26th November 2019 at IDA (WZ) office. Office bearers of IDA (WZ) paid a floral tribute to Dr. Kurien and shared their memories with the visionary leader. AGBM of IDA (WZ) was also held in the afternoon.

IDA Bihar State Chapter

ON THE EVE of birth anniversary of Dr. Verghese Kurien, Bihar State Chapter of IDA celebrated National Milk Day on 26th November 2019 in its newly set up office at 16, Mangalam Enclave, Baily Road, Patna.

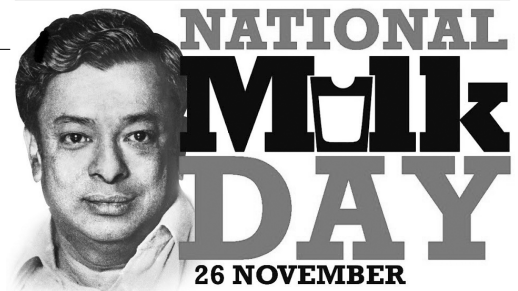
Dr. Verghese Kurien contributed a lot in starting dairy cooperative movement



in Bihar. It is due to his great efforts that dairy cooperatives in Bihar have successfully increased its milk collection from 500 litre per day since its inception to around 20 lakh litre per day as on date.

Shri Sudhir Kumar Singh, Chairman, Indian Dairy Association (East Zone) and Bihar State Chapter who is presently serving as Managing Director, Jharkhand Milk Federation, Ranchi sent his good wishes for the event and paid tribute to the great soul through his message.

The Chief Guest on the occasion, Shri Dharmendra Kumar Srivastava, Vice Chairman, IDA(EZ) and Managing Director, Mithila Milk Union, Samastipur along with Shri Sanjeev Sinha, Secretary, IDA(EZ); Shri Rupesh Raj, Treasurer, IDA(EZ); ZEC members: Shri Sushil Kumar, Smt. Meera Singh and Dr. Sanjeev Kumar were also present on the occasion.



Among the Life Members Shri Ratneshwar Jha, Shri S.R. Mandal, Shri Arvind Kumar, Smt. Amita Sinha and others paid tribute to Dr. Kurien by flowering on his statue.

On this great day a newly set up office of Indian Dairy Association, Bihar State Chapter was inaugurated by Shri Dharmendra Kumar Srivastava. The new office consists of a Conference Hall, an Office and a Guest Room with other amenities meant for IDA members.

The event was conducted by Shri Sanjeev Sinha, Secretary, IDA(EZ) who welcomed the members present there and informed them about the needs of setting up of a separate office of IDA, Bihar State Chapter.

Shri Dharmendra Kumar Srivastava, Vice Chairman, IDA (EZ) lauded the role of Dr. Kurien in expanding dairy industry in Bihar. He showed his confidence on the management of IDA for keeping Dr. Kurien's legacy alive. He expressed his gratitude towards the Great soul who showed a path of progress which made the farmers associated with the dairy industry self dependent. The Vice Chairman also promised to follow the path of the great soul. Shri Srivastava suggested the members to start a campaign for Bharat Ratna Award to Dr. Kurien and raise the demand at the appropriate forum of IDA. He also congratulated members of IDA from Bihar State for the newly set up office of IDA and briefed the members on how Bihar State Chapter increased its strength in recent years and moved from a single room office at Patna Dairy Project premises to an independent office.

On the occasion, all remembered Dr. Kurien by sharing their pleasant memories.

IDA Kerala State Chapter

AS PART OF National Milk Day celebrations IDA-Kerala Chapter (IDA-KC) organized a one-day training programme and a state level quiz competition in a befitting manner in commemoration with Dr. Verghese Kurien's birth anniversary.

One Day Training Programme

The one day training programme on "Preparation of

Fermented Dairy Products" was successfully conducted with the collective effort of Dairy Microbiology Department (CDST, Mannuthy) and IDA-KC for selected 10 women entrepreneurs. The programme was inaugurated by Dr. S.N. Rajakumar, Chairman, IDA-KC followed by briefing of the programme by Dr. A.K. Beena, Vice Chairman, IDA-KC. Dr. Aparna Sudhakaran, V, Secretary, IDA-KC, delivered Vote of thanks. The preparation of various fermented dairy products including Curd, Set Curd, Yoghurt, Shrikhand, Misti Dahi, Lassi, Curd Pudding were demonstrated to the trainees by PG Dairy Microbiology students with active involvement of the trainees.

All Kerala Quiz Competition

IDA-KC and CDST Students' Union 2019-20 organized an All Kerala Level Quiz Competition for the UG and PG students across the state. Fifty students from various colleges across the state participated in the event which was led by Quiz Master Mridul M .Mahesh, Founder of I-Quiz, coordinator of Quiz Society of India and IQ-Factory, Kerala content head. The preliminary round was conducted with all the entries and 6 teams, each of 2 participants were shortlisted to appear for the finals. After the quiz competition, Dr. S.N. Rajakumar addressed the gathering and distributed the cash prize



national milk day – a report

and memento to the winners of the competition. Dr. A.K. Beena and Dr. Aparna Sudhakaran distributed the cash prize and memento for 1st runners and 2nd runners up. Dr. S.N. Rajakumar honoured the quiz master with a token of gratitude.

GADVASU and IDA (Punjab Chapter)

NATIONAL MILK DAY was celebrated at Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana to commemorate the birth anniversary of Dr. Verghese Kurien, father of White Revolution in India. The occasion was celebrated with a glittering function and a national seminar on the theme “Milk — Nectar of Life” which was attended by approx. 200 delegates from dairy industry, Dairy Department Punjab, students and faculties of the university. The function was jointly organized by the College of Dairy Science & Technology in association with Punjab Chapter of Indian Dairy Association at Silver Jubilee auditorium of GADVASU. Experts from dairy industry, academia and Govt. Dairy Department delivered their talks covering various contemporary issues and challenges faced by dairy sector in Punjab. Speaking on the occasion Dr. Naveen Dham, DGM of Bani Milk Producers Company talked about “Concept of New Generation Cooperatives and Bani’s experience in this regards”. Discussing about the strength and concerns of dairy sector in Punjab Dr. Inderpreet Kaur, Dairy Economist stressed on the need of species wise separate milk collection and processing for better price realization while, Dr. P.K. Singh, Assistant Professor of Dairy Technology, GADVASU emphasized the importance of quality awareness, skilled manpower and traceability at farm level into food safety of dairy based foods.



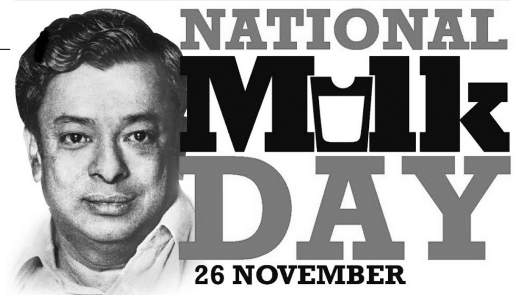
Dr. G.S. Rajorhia, President, Indian Dairy Association, New Delhi was the Chief Guest while Dr. S.K. Uppal, Dean College of Dairy Science & Technology was Guest of Honor. The function started with the inaugural remarks and welcome address of Chairman IDA (Punjab Chapter), Dr. B.M. Mahajan. On this occasion the association also honored S. Inderjit Singh, Director, Dairy Development Department, Punjab, for his efforts in establishing the IDA Punjab Chapter and bringing all the stake holders at one platform. Dr. A.S. Nanda, Vice Chancellor, GADVASU congratulated the organizers for celebrations of National Milk Day. The function was coordinated by Dr. Amandeep Sharma, General Secretary and Treasurer IDA (Punjab Chapter). He also extended vote of thanks to all delegates and sponsors for making this event successful.

IDA (Eastern UP Local Chapter), BHU and Eastern Region Chapter of the National Dairy Science Academy (India)



ON THE OCCASION of National Milk Day on 26th November 2019, a one day National Seminar was jointly organized by Department of Dairy Science and Food Technology, Institute of Agricultural Sciences, Banaras Hindu University; IDA (Eastern UP Local Chapter) and Eastern Region Chapter of the National Dairy Science Academy (India) on the theme “Campaign for Clean and Safe Milk for Everyone” in the Kamdhenu Hall to commemorate the birth anniversary of Dr. V. Kurien. More than 100 participants including entrepreneurs, students, faculty members and farmers had participated in this seminar.

On this event, the Head of the Department Prof Dinesh Chandra Rai welcomed the guest and discussed the issue of clean and safe milk as well as to promote the use of milk and milk products. Prof. Rai said that India is



the largest milk producer in the world and there is a need to carry out an intensive and continuous nationwide campaign to ensure the availability of clean and safe milk and milk products to the consumers.

In the inaugural session of this one-day national seminar, the Chief Guest Mr. Sanjay Pratap Singh (Designated Officer of Food Safety and Drug Administration) discussed in detail the standards related to food safety in milk production and distribution.

In this seminar, Prof. A.P. Singh, Dean, Faculty of Agriculture discussed about the achievements of the faculty and the Institute. Prof. Ramesh Chand, Director, Institute of Agricultural Sciences had given a Presidential address and motivated farmers and milk entrepreneurs to adopt standards related to milk safety.

A Quiz competition was also organized in this seminar. During the technical session, Shri Sanjay Pratap Singh highlighted the standards of food safety standards related to milk and milk products. Dr. Govind Yadav, Food Safety Officer gave detailed information on the standards for clean and safe milk. Mr. Sonal Shukla, Business Manager draws attention to the opportunities of entrepreneurship in the field of animal husbandry and dairy science. Mr. Paritosh Tripathi Chief Executive Officer, Atal Incubation Center discussed the entrepreneurship opportunities and key points related to start-ups. Dr. Arvind proposed a vote of thanks to the guests and speakers. Dr. Tarun Verma, Co-convenor of this seminar, administered the oath to all the distinguished people and participants for the production and use of clean and safe milk.

Milk pouches were distributed free of cost to the poor and deprived people on the occasion.

GCMMF organised motorbike rally

MILK CITY ANAND celebrated 98th birth anniversary of India's milkman — Dr. Verghese Kurien. His birth anniversary is also celebrated as National Milk Day. After traversing 2,500 km-long journey that had started from Varanasi, a group of 50 bikers reached Anand which had acted as Kerala-born Kurien's 'karmabhoomi' during his lifetime.

The purpose of the motorbike rally, which was the third edition introduced by the Gujarat Co-operative Milk Marketing Federation (GCMMF), was to meet people and visit places created and inspired by Dr. Kurien, who is credited for turning milk deficient India into world's largest milk producer.

The last leg of the rally was flagged off from Amul



Dairy and reached the campus of the National Dairy Development Board (NDDB) where the young bikers were given a grand welcome amidst the tunes of trumpets and drums.

NDDB Chairman Shri Dilip Rath while eulogizing Dr. Kurien's legacy recollected his contributions to strengthen economic status of millions of farmers and milk producers of India.

GCMMF's Managing Director Dr. R.S. Sodhi remembered the era when youth were so inspired by revolution of rural development brought by Dr. Kurien that they dreamt of walking in his footsteps by joining the Institute of Rural Management, Anand (IRMA) which was set up by Dr. Kurien.

Jharkhand Milk Federation



national milk day – a report

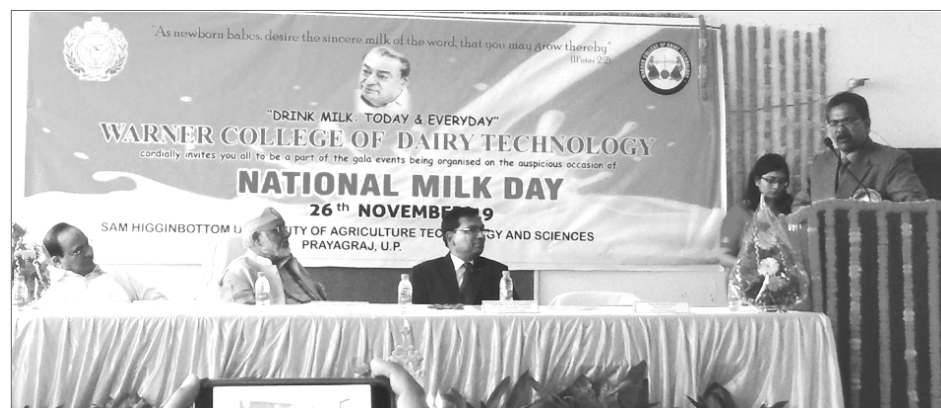
JHARKHAND MILK FEDERATION (JMF), Ranchi widely known as “Medha Dairy” which is the apex dairy organization of the State celebrated birthday of Dr. Verghese Kurien at its headquarters in Ranchi. The celebrations took place across all hubs of JMF, Deoghar, Koderma, Latehar and Lohardaga.

The programme was inaugurated by Shri Sudhir Kumar Singh, Managing Director of Jharkhand State Co-operative Milk Producers’ Federation Limited and Chairman of Indian Dairy Association (EZ) with lighting the ceremonial lamp followed by prayer and other activities. Shri Sudhir Kumar Singh enlightened the gathering with memories of his working with Dr. Kurien towards dairy development of the country as well as state of Bihar (undivided).

He also mentioned that as a country, India today is self-sufficient in production of milk. However, the country did not stop at this with utmost ease. It was painstaking great efforts by Dr. Verghese Kurien that made our country self-reliant in milk and milk product related needs. In 2014, all the dairy majors of the country, along with the Indian Dairy Association resolved to observe Dr. Kurien’s birthday — the 26th November, as National Milk Day.

Due to the efforts of Dr. Kurien along with millions of dairy farmers, today India stands number one in milk production for the last two decades. Dr. Kurien was a social entrepreneur whose ‘billion-litre idea’, Operation Flood is said to be the world’s largest dairy development programme. It was his efforts which helped in making dairy farming in the country the largest farmer owned & controlled self-sustaining industry and also the largest employment provider in the rural India.

Warner College of Dairy Technology, SHUATS, Prayagraj



WARNER COLLEGE OF DAIRY TECHNOLOGY, SHUATS, Prayagraj (Allahabad) celebrated National Milk Day with great enthusiasm and fanfare along with Vice chancellor, staff and students. Various competitions were held throughout the day with release of a souvenir on the occasion.

The Karimnagar Milk Producer Company Limited

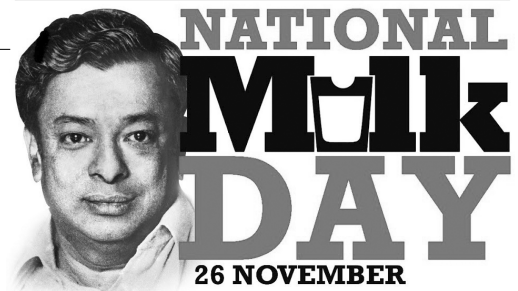


THE KARIMNAGAR MILK PRODUCER COMPANY LIMITED is making great strides in milk production and sales, thereby emerging as the No. 1 dairy in the State by replicating the dairy cooperative model of Dr. V. Kurien, said Karimnagar Dairy Chairman, Mr. Rajeshwara Rao. Participating in the birth anniversary of Dr. Kurien, which is celebrated as National Milk Day, he said that Karimnagar dairy is procuring and selling around 2 lakh litre per day.

We have now set the target to achieve procurement and sales of 5 lakh litres of milk per day in the next 2-3 years. For this, he is determined to expand their market base in Hyderabad and adjoining districts to achieve the target. Remembering the ‘Milkman of India’, he said that

they were following the footsteps of Dr. Kurien and have launched several welfare schemes for milk producers and their family members.

On this auspicious occasion, Mr. Rajeshwara Rao garlanded the statue of Dr. Kurien installed in the dairy premises. Dairy adviser, Managing Director and other directors of the The Karimnagar dairy were also present on the occasion.

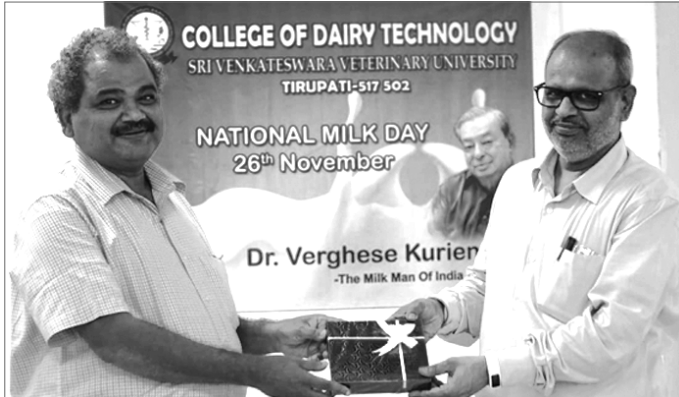


Vidya Dairy, Anand



VIDYA DAIRY, Anand Agricultural University, Anand also celebrated National Milk Day and birth anniversary of Dr. Verghese Kurien, on 26th November with full enthusiasm from students, staff and workers. Vidya Dairy welcomed bike rally and the bikers were received by them with full enthusiasm, dance and drum by the students, staff and workers. On the said occasion Dr. J.B. Prajapati, Chairman, Vidya Dairy and Shri D.R. Shah, Managing Director honoured all the bikers with bouquet and handkerchief.

College of Dairy Technology, Tirupati



THE NATIONAL MILK DAY commemorating the birth anniversary of Dr. Verghese Kurien was celebrated on 26th November, 2019 with great fervor and enthusiasm at College of Dairy Technology, SVVU, Tirupati. Speaking on the occasion Dr. Nageswara Rao, Associate Dean, College of Dairy Technology said that as the Chairman of National Dairy Development Board, Anand for almost 33 years since its inception in 1965 till his voluntary retirement in 1998, Dr. Kurien made significant contribution in replicating the Amul pattern of cooperative societies all over India and making India number one in milk production. During the occasion, Mr. Jayatheertha Chary, CEO, Shreeja Mahila Milk Producer Company Limited, Tirupati

presented a lecture on “Dr. Verghese Kurien — An International Leader and Role of Co-operatives in Women Empowerment”. Mr. Jayatheertha Chary shared many of Dr. Kurten’s achievements and various institutions such as IRMA, NCDFI, IDMC and Mother Dairy established by him for the development of dairy industry in India and the overall development of rural milk producer. An essay writing competition on the “Role of dairy cooperatives in women empowerment” was conducted for the students in the College and the winners were awarded prizes. The programmed was attended by teaching and non-teaching staff of the College of Dairy Technology, Tirupati.

SMC College of Dairy Science, Anand



SMC COLLEGE OF DAIRY SCIENCE, Anand Agricultural University, Anand celebrated birth anniversary of Dr. Verghese Kurien on National Milk Day with full enthusiasm from students and faculty.

This year, on this occasion, a poster, rangoli-making and elocution competitions were organised amongst the students of the college on the themes “National Milk Day”. The students took part wholeheartedly in the competition and total 17 posters and 14 rangoli were made by the students. The posters and rangoli were evaluated by able judges and three prizes were given for the same. Total seven students spoke about Dr. Kurien's valuable contributions to Indian dairy industry and paid true homage.

The day started with welcoming bike rally organized by Amul followed by attending Dr. V. Kurien Memorial

national milk day – a report

Lecture organized by IRMA. Bike rally reached Vidya Dairy at 3.00 pm and the bikers were received with full enthusiasm, dance and drum by the students. In the evening, guest lecture and elocution competition was organized at Dr. Radha Krishnan Auditorium of SMC College of Dairy Science. Dr. J.B. Prajapati, Principal & Dean of the college welcomed all the guests and reiterated the contributions of Dr. Kurien for the college in particular and for the nation in general. Dr. B.P. Shah, former Dean of the faculty was the Chief Guest of the function. While remembering Dr. Kurien, he narrated his contribution to bring Vidya dairy concept for hands on training of the students. Dr. A.G. Bhadania, retired Professor & Head, DE Department and Shri D.R. Shah, Managing Director, Vidya Dairy were the Guests of Honour. They shared their experiences with Dr. Kurien and discussed his vision, working style and integrity during establishment of AMUL, GCMMF, NDDB, IRMA and Vidya dairy.

Swaayam Ksheer Producer Company & National Convent School, Jaunpur

NATIONAL MILK DAY celebration was organised jointly by Swaayam Ksheer Producer Company initiated by UNDP under sustainable development goal of UNO and National Convent School in rural area of Jaunpur district of UP to bring awareness on the importance of milk to benefit the farmers and consumers on 26th November 2019. While inaugurating the program, Shri B.P. Saroj, Hon'ble Member of Parliament Machhali Shahar, UP informed the audience about the importance of milk in supporting the development of villages through quality milk production and nutritional building amongst the consumers. He also appreciated the efforts of Swaayam Ksheer Producer Company through cooperative movement. Smt. Radha Devi, Chairman informed the present difficulties in establishing cooperative movement and the contributions of Dr. Verghese Kurien in bringing up India as the largest milk producing country in the world. Dr. Raja Rathinam, Managing Director of



Swaayam Ksheer Producer Company focused the importance of regular consumption of quality milk and milk products to meet out the nutritional requirements of all age groups of people especially students. Many school children, farmers, leaders and public participated in the rally. Leaflets about Dr. Verghese Kurien, mementos with quality milk were distributed to all the participants.

Alumni Association, ICAR-NDRI (SRS) and SRS ICAR-NDRI

National Milk Day, along with Constitution Day was organized by Alumni Association, ICAR-NDRI (SRS), Bengaluru in association with Southern Regional Station, ICAR-NDRI to mark the 98th birth anniversary of late Dr. V. Kurien. Dr. R.P. Aneja, Former Managing Director, NDDB was the Guest of Honour. He himself being involved in shaping of Operation Flood, described how it was implemented by late Dr. Kurien. He recalled in detail the constraints and stiff opposition faced by late Dr. Kurien and associates in implementing the Operation Flood, which later made the country self-reliant in dairy production. He opined that even today cooperative system of the federation is strong enough to withstand forays of influential and rich multinational companies into Indian dairy industry. Justice Dr S.B.N. Prakash, Member of Panel of Arbitrators set up by Karnataka High Court and Adjunct Professor at National Law School, Bengaluru made an emphatic speech on Article 48 of Indian constitution which states that the State shall endeavour to organize agriculture and animal husbandry on modern and scientific lines and shall, in particular, take steps for preserving and improving the breeds, and prohibiting the slaughter of cows and calves and other milch and draught cattle. Dr. K.P. Ramesha, Head, SRS of ICAR-NDRI, Bengaluru stated that the NDRI-SRS is striving hard to work towards achieving the goal of developing and transferring appropriate technologies to the end users aimed towards enhanced milk production.

