

## Obituary

### Shri Animesh Banerjee



(12.03.1935 - 16.12.2019)

The Indian Dairy Association (IDA) is deeply grieved on the demise of Shri Animesh Banerjee, former President and Patron of IDA on 16 December, 2019 in Bengaluru.

Shri Animesh Banerjee was associated with the dairy sector for more than five decades. He was a Chemical Engineer by profession and started his career with dairy sector as a Design-cum-Project Engineer with a multinational British Company dealing with establishment of dairying and food processing plants globally.

Subsequently, Shri Banerjee joined the National Dairy Development Board (NDDB), at its initial stage, under the leadership of Dr. V. Kurien. He retired from the post of Executive Director, NDDB, New Delhi. He was associated with the establishment of several milk processing factories as well as cooperative institutions dealing with agro-based commodities. He was responsible for establishment of around 100 dairy/allied food processing units.

While in NDDB, Shri Banerjee was associated with the planning and implementation of the world's largest dairy development programme *i.e.* Operation Flood Programme. He was responsible for dealing with several multilateral agencies *viz.* World Bank, FAO and the other United Nations Agencies in connection with the policy issues related to the implementation of the various programmes of the NDDB.

Shri Banerjee's association with IDA had been long and his contributions to it immense. He led IDA as its President for over three consecutive terms between 1994 to 2007. He was bestowed IDA's Patronship Award during 45<sup>th</sup> Dairy Industry Conference at Mumbai. During his tenure as President-IDA, Shri Banerjee initiated several resurrection activities including the refurbishment of IDA House. Amongst his initiatives is the removal of several functional limitations in IDA and creation of its globally-recognized image. Thus, IDA not only became a powerful apex national body but also succeeded in making a strong presence in the international dairy arena.

Shri Banerjee was a regular contributor as a thought leader on policy issues related to agribusiness. He was a member of the Indian National Committee of the International Dairy Federation, and Chairman of the Editorial Board of the *Indian Journal of Dairy Science* and *Indian Dairyman*.

He was the Chairman of the Dairy Sub-group of the 9th, 10th & 11th Five Year Plans of the Government of India. He also chaired the Milk Panel, under Technology Vision-2020, Mission Projects on Agro-food Processing, TIFAC, Government of India. He was a former member in the Board of Management of the Agricultural and Processed Food Products Export Development Authority (APEDA), Govt. of India.

Shri Banerjee is survived by two daughters, son-in-laws and grandchildren. IDA, along with the entire dairying fraternity, pray to the Almighty to grant peace to the departed soul and to his family members to bear this irreparable loss.

May his soul rest in eternal peace!

# Obituary

## Shri Job Elias TK



The Indian Dairy Association (IDA) is deeply grieved on the demise of Shri Job Elias TK, a Life Member of IDA on 23 August, 2019 in Pune, Maharashtra.

Mr. Job Elias TK started his career from Mother Dairy, Delhi after completing M.Sc. Dairy Microbiology from NDRI, Karnal, Haryana. Later, he was sent on deputation to Punjab Milk Union as Manager, Quality Control at Punjab Milk Union, Sangrur. He worked there for almost a decade. After his fathers' demise, he moved to Katraj Dairy, Pune, Maharashtra so that he could be closer to home. He eventually moved to Vasudhara Milk Union, Boisar, Maharashtra and eventually retired from there. He acquired vast knowledge during his tenure which helped him become a well-known Food Auditor and a Consultant in the Dairy Sector. He was a recognized Auditor cum Trainer for Food Safety & Standards Authority of India (FSSAI).

Mr. Job Elias TK is survived by his wife who is a retired professor from BVCOE, Pune as well as a daughter, son & grandchildren. IDA, along with the entire dairying fraternity, pray to the Almighty to grant peace to the departed soul and to his family members to bear this irreparable loss.

May his soul rest in eternal peace!

### Tariff for Space Booking in *Indian Dairyman*

#### RATE CARD

Position	Rate per insertion	
	Rs.	US\$
<b>Outside Back Cover</b> (Four Colours)*	18,000	600
<b>Inside Front Cover</b> (Four Colours)	14,400	540
<b>Inside Back Cover</b> (Four Colours)	14,400	540
<b>Inside Front / Back Cover Facing</b> (Four Colours)	10,800	480
<b>Full Page (Right Hand Page)</b> (Four Colours)	10,800	480
<b>Double Spread</b> (Four Colours)	16,800	600
<b>Full Page (Left Hand Page)</b> (Four Colours)	9,600	420
<b>Full Page</b> (Black & White)	4,560	240
<b>Half Page</b> (Black & White)	2,400	120

**Discount:** A discount of 20% shall be applicable for a minimum order of 12 consecutive insertions on advance payment basis along with release order. **In case of space booking through Agent, 20% share of discount to agent @ 15% and to the advertiser @ 5%.**

#### MECHANICAL DETAILS

Position	Sizes are height x width		
	Print CMS	Trim CMS	Bleed CMS
Back Cover (Colour)	24.5x18.5	28x21.5	29x22.5
Front /Back Inside Cover (Colour)	24.5x18.5	28x21.5	29x22.5
Double Spread (Colour/Black & White)	24.5x37	28x43	29x44
Full Page (Colour/Black & White)	24.5x18.5	28x21.5	29x22.5
Half Page Horizontal (Black & White)	12x18.5	14x21.5	14.5x22.5

**Artwork:** The ad material may be sent in CD or through E-mail at [ida.adv@gmail.com](mailto:ida.adv@gmail.com) in PDF and JPG OR CDR and JPG format only. All four colour scan should be saved as CMYK not RGB. Processing charges would be borne by the advertiser as per actuals. Double Spread material must be supplied in single pdf.

Gutter allowance of 10mm for both sides for Double Spread.

**Image resolution:** 600 dpi minimum.

**Contact:** Mr. Narendra Kumar Pandey, Sr. Executive-Publications  
**Email:** [ida.adv@gmail.com](mailto:ida.adv@gmail.com) **Ph.:** 91-11-26179783 (Direct) / 26170781

\* For Fifth colour, extra charges will be levied.