

World Milk Day 2023 Organized at IDA House

World Milk Day is celebrated on 1st June each year to recognize the importance of milk as a global food.

Indian Dairy Association (IDA) at its Headquarters, New Delhi also celebrated the **World Milk Day 2023** wherein prominent dairy professionals from Delhi/NCR took part in it. The topics discussed during the event were sustainability in the dairy industry, economic development of dairy farmers, and dairying for nutrition and a means of livelihood. Shri A.K. Khosla, Vice President, IDA chaired the event. He gave a comprehensive slide presentation to the participants to apprise them with the status of Indian dairy industry vis-à-vis World milk production.

The presentation also focused on what India has achieved so far and what it needs to achieve in the years to come. It was informed that the India's milk production is growing at the rate of 6% whereas the global growth rate is around 2%. In volume terms, we reached around 222 million tonnes in 2021-22 from 146.3 million tonnes in the year 2014-15.

This 222 million tonnes makes up about 24% of the total milk produced worldwide (931 MMT), while it was 6% of world milk production way back in 1973. It was projected that the country will reach more than 628 MMT in 25 years from now *i.e.* by 2047.



It was also informed that the proportion of the retail price that the Indian farmer receives for their milk, known as the farmer's share of consumer price, is roughly 63% (average of private and cooperative sector) which is higher than the average developed nations like- Australia (28%), the USA (47%) and Russia (44%). There are many cooperatives where the farmer's share is much higher than the nation's 63% and will be in the range of 70-75%. The average per capita availability of milk worldwide is 308 grams, whereas for India it is 444 grams in 2022.

In India, five states - Rajasthan, Uttar Pradesh, Madhya Pradesh, Gujarat, and Andhra Pradesh - produce around 53% of the nation's milk. Additionally, we can see that



the production of milk in the various states is regionally balanced.

One might wonder how India achieved such astounding success in the dairy industry. It all started with Operation Flood in 1970, which focussed on achieving self-sufficiency in milk production, which now we call *Atma Nirbharta*. One of the reasons for this success includes the farmer's owned supply chain which is considered as one of the most efficient supply chains starting from regional then moving to district and then to state in the form of cooperatives. Other reasons for success are detailed planning, long term investment in infrastructure rather than focusing on short-term benefits like subsidies. Around 80 million families are getting employment directly from the dairy sector, majority of whom are small and marginal farmers, and landless households. India succeeded in the dairy sector by creating the most efficient milk supply chain in the world by ensuring an efficient and quick transfer of milk from farmers to procurement centres to processing facilities. We have also moved from conventional milk testing to Electronic Milk Tester (EMT) for Fat and SNF analysis.

India strives for total improvement by boosting production, putting in place quality measures, and maximizing cost-effectiveness. It is anticipated that India's share would rise from its present 24% in 2022 to 45% in 2047 by adopting this 360-degree improvement strategy. While milk production in India is expected to reach 628 MMT by 2047, the demand for milk and dairy products is also expected to increase from 218 MMT to 517 MMT which leaves 111 MMT of milk as surplus for export.

Though India is quite successful in increasing milk production to achieve self-sufficiency, there are some challenges it has to face, which include the younger generations reluctant to continue in the dairy industry, lower productivity, free trade agreement (FTA) and a shortfall in animal feed and fodder at grassroots level. 70% of the expenses incurred by a farmer is for the animal feed and fodder only.

During the World Milk Day programme, some of the participants gave their views. Shri Ish Narang, Secretary, IDA (North Zone) talked about the achievement of India in the dairy sector which has exceeded the ICMR recommendation of per capita milk availability and for that, we should be proud of it. At the same time, he also highlighted the challenges in the Indian dairy industry. These challenges were: (1) Varying consumption among different strata, as higher income strata consume more milk whereas lower income strata consume less milk. He also put emphasis on how India can achieve a balance of consumption between different strata. (2) On adulteration, we need to make more efforts for quality improvement in the milk so that India can export more in

the international market.

Shri T.T. Reddy, Secretary-cum-Treasurer, IDA Western UP Local Chapter was of the view that we need to focus for the environment and for that all stakeholders which include policy makers, industry research institution and farmers should work together for reduction in the carbon footprint.

Shri Praveen Sharma was of the view that consumers be made aware of the higher purity and quality of packed milk over raw unpacked milk. He also pointed out that the new generation is not interested in the dairy sector only because they don't know how the dairy industry is important for India and its farmers and for that, we should take the responsibility of educating them. He said that what we have discussed in the room should go beyond the room and be implemented in practice and for that we all should make efforts.

Shri A.K. Khosla also added that the dairy industry bounced back very quickly post-Covid and the direct transfer of payment to farmers' account was a blessings for small and marginal farmers. The dairy industry is all about earning a livelihood with dignity for the farmers.

IDA (East Zone) Organized a Seminar on World Milk Day at Kolkata



On the occasion of World Milk Day, IDA (East Zone) organized a Seminar on "**Nutrition Building through Dairying**" on 1st June, 2023 at Grand Tulip, Kolkata.

Hon'ble Minister Shri Swapan Debnath, Animal Resource Development, Govt. West Bengal inaugurated the Seminar. He shared the World Milk Day message of Hon'ble Chief Minister, Government of West Bengal at the Seminar. In his inaugural address, Shri Debnath stressed that the existing players in the dairy field should adopt the villages for development and conduct such

WORLD MILK DAY

programs in villages so that rural farmers and other stakeholders can continue to get economic and ecological benefits in a sustainable way. He requested the Convenor of the Seminar to share IDA's recommendations on this Seminar for time bound implementation of the programme in achieving the self-sufficiency in the milk production in the state.



He also informed that the present Government is also taking lot of steps for converting unorganised sector into organised sector. Hon'ble Minister also recognised the sponsors for their involvement in Dairy Development activities.

On behalf of IDA (EZ), Dr. D.C. Sen in his welcome address informed the august participants about the importance of World Milk Day and the theme of the Seminar. Dr. Sabyasachi Roy, Team Leader, NDDDB Kolkata while delivering Keynote address informed that sustainable benefits can reach the farmers only if new technologies and methods are implemented on time bound basis. While thanking the Hon'ble Minister, IDA (EZ) and other participants, Dr. Raja Rathinam, Convenor of the Seminar assured them that the recommendations of the Seminar will be implemented with follow-up action to benefit the farmers, consumers and other stakeholders.

Shri Kuldeep Sharma, Suruchi Consultant & IDA Fellow chaired the Panel discussion. In his opening remarks, he complemented the state of West Bengal on rearing the largest population of cattle in the country. He also highlighted the 12th position of West Bengal in milk production and first position

in Horticulture. He shared his concern about the malnutrition issues in the state despite being a state with high potential of dairying, fruits and vegetables and cereals. Interestingly the districts showing highest milk production were also at the top for population of wasted and stunted children under 5 years of age. He concluded by inviting all stakeholders to come together and work on two objectives. The first objective is to improve the per capita availability of milk to at least match the WHO requirements and second is to make state amongst top seven states in the country in the next five years.

Prof. (Dr.) Subrata Kumar Bag, WBUAFS; Dr. Padam Veer Singh from NDDDB; Shri Narayan Mazumdar from M/S Red Cow Dairy Ltd.; and Dr. Rituraj Borah from NDDDB explained the ways and means to achieve theme of the Seminar. During interaction, it was further decided to take the opinions of IDA members within a month to draw a Road map on time bound basis in pursuing with the concerned authorities while converting the unorganised sector into organised. Government Officials, Industrialists, Experts, Academicians, Members of IDA, farmers, Consumers and media persons participated in the program.

IDA (West Zone) Celebrated World Milk Day

The World Milk Day celebration on 1st June 2023 began at Juhu beach Mumbai at 6.30 am. The program was



organized by IDA (West zone) to increase awareness about nutritional benefits of consumption of milk. There was gathering of morning walkers and other citizens which was addressed by our team on "Think Milk and Drink Milk". Brief talks were given on production and consumption data and benefits by Shri Arun Patil, Vice President, IDA; Dr. J V Parekh, Vice Chairman IDA (WZ); Shri Shyju Sidharthan, Vice Chairman IDA (WZ) and team from Lactalis (Prabhat).

Lactalis team also came with kits for detection of adulteration in milk and demonstrated simple tests to detect common adulterants in milk as an effort towards social awareness towards safe milk. Although it was a working day, nevertheless around 500 to 600 people attend this programme. As kind gesture and to promote the event, Gokul Dairy and Lactalis distributed flavoured milk bottles.

IDA (South Zone) Organized World Milk Day

The IDA (South Zone) in association with Alumni Association, SRS of ICAR-NDRI and SRS of ICAR-NDRI, Bengaluru organized World Milk Day on June 1, 2023 at SRS of ICAR-NDRI, Bengaluru. Dr. Baldev Raj Gulati, Director, ICAR-NIVEDI, Chief Guest of the program addressed the participants.

Dr. Satish Kulkarni, Chairman, IDA (SZ) was the Guest of Honour and Dr. Bandla Srinivas, President, Alumni Association & Head (Acting), SRS, NDRI presided over the program. The dignitaries highlighted the contribution dairy sector in providing nutritional as well as livelihood security to our population. A technical session on '**Economic Losses Caused Due to Lumpy Skin Disease in Dairy Animals**' by Dr. B.S. Gulati and '**Entrepreneurial Journey**' by Mr. Sujit Hukkerikar, Founder and Director, ADIS Technologies was organized during the occasion. Dr. P.K. Shrivastava, Dairy Consultant Chaired the technical session. Dr. S. Subash, Secretary, IDA (SZ),

welcomed the dignitaries and participants. Dr. M.A. Kataktalware, Secretary, Alumni Association presented vote of thanks. Dr. Monika Sharma, Treasurer, Alumni Association anchored the programme. About 85 participants attended the programme including faculty, staff, students, alumni and IDA (SZ) members.

IDA (NZ) and Haryana State Chapter Organized World Milk Day



Dairy plays a significant part in numerous aspects of Indian society, including cuisine, religion, culture, and the economy. Indian has the largest dairy herd with over 300 million bovines, producing over 221 million tonnes of milk. India ranks first in milk production in the world. In 2021, World Milk Day was established by the Food and Agriculture Organization of the United Nations to recognize the importance of milk as global food, and to celebrate the dairy sector. Each year since, the benefits of milk and dairy products have been actively promoted around the world, including how dairy supports the livelihoods of people. In 2023, Word Milk Day, the focus was on showcasing how dairy is reducing its environmental footprint, while also providing nutritious foods and livelihoods.

...continue on page 40





To this effect, IDA (North Zone) and Haryana State Chapter (HSC) of IDA organized World Milk Day 2023 on Clean Milk Production and role of milk in enhancing the health of people. The activities covered under clean milk production such as Feeding, Housing, Animal Health, Cleanliness of Milking Equipment, Practices of Hygienic Milking, Cooling, etc. Dairy farmers are committed to ensure food sovereignty and provide everyday milk and milk products that are good, safe and quite affordable.

Dr. S.K. Kanawjia, Ex-Emeritus Scientist (Dairy Technology) & Chairman, HSC of IDA welcomed the experts, participants and dairy farmers on this occasion and apprised the gathering with the objective of World Milk Day, elaborated the importance of milk and dairy products in meeting the daily nutritional and health requirements. He also spoke on how to make dairying a profitable venture. The farmers were given lectures on clean milk production, mastitis management and antibiotic adverse effect in milk producing cows by

Dr. Mahendra Singh, Emeritus Professor & Vice Chairman, HSC of IDA. Dr. Parveen Kamboj, Member, HSC of IDA discussed the various approaches need to be taken up to keep the animal healthy and also judicious application of antibiotics and other medicines to produce safe milk.

Shri Ajay Sharma, Treasurer of IDA (NZ) shared his experience of processing of milk and dairy products, also elaborated the significance of value addition of milk. Mineral mixture and deworming tablets were distributed to farmers actively involved in clean milk production.

Ch. Satvir Singh, Ex-Sarpanch of Village Kailash thanked the IDA HSC for organizing the program and all the farmers for their active participation to make the program a success.

The programme was organized under the valuable guidance of the Hon'ble Chairman, IDA (NZ), Shri Sukhbir Singh Mann. IDA (NZ) also extended the financial support for organizing this programme.

IDA Kerala Chapter and VKIDFT Organized World Milk Day 2023





As part of World Milk Day Celebrations 2023, IDA Kerala State Chapter (KSC) joined hands with Verghese Kurien Institute of Dairy and Food Technology Mannuthy (VKIDFT). The programmes were organized by Dr. Aparna Sudhakaran V, Secretary, IDA KSC and Faculty of the Dairy Engineering Department, VKIDFT. The programme commenced at 10 am with flag hoisting by Dr. S.N. Rajakumar, Chairman, IDA KSC, which was followed by honouring the sculpture of Dr. Verghese Kurien by him, Dr. P.I. Geevarghese, Former Vice Chairman, IDA (South Zone) and representatives from faculty and students.

A flash mob was then presented by students of the 2020 batch. The flash mob by Students union also presented at different places of Thrissur district as part of the World Milk Day celebrations. It was followed by a "Dairy Quiz" which was open to all the staff and students gathered for the programme.

Er. Jithin Mohan, Teaching Assistant, VKIDFT Mannuthy acted as the quiz master. The faculty as well as students of the college actively participated in the dairy quiz and the gathering was served with flavoured milk. A photography competition on the theme "Dairy product with smile" and a craft making competition (craft from milk packets) was also conducted as part of the celebrations.

The official programme was held at 1:45 pm at the conference hall of VKIDFT Mannuthy. Ms. Aysha C.H, Treasurer, IDA KSC welcomed the gathering. Dr. S.N. Rajakumar chaired the event and delivered the Presidential address. It was followed by prize distribution to the winners of photography competition and craft making competition. Ms. Twinkle Joy secured First prize for the photography competition and Second prize was won by Er. Jithin Mohan. Ms. Asha Alphonse and Ms. Jiji Shaji secured First prize for craft making from milk pouches competition. The second prize was won by Ms. Sneha K and Ms. Aiswarya S.R and the Third prize was won by Dr. Neethu Lazar. Smt. Leelamma Mathew, the craft maker who created wonderful crafts out of milk

packets and Sri. Dilkumar C.N., owner of Aashirvad Farms, Puthukkad, Thrissur district were the Chief Guests of the day. Smt. Leelamma Mathew interacted with the gathering and narrated about her journey in craft making through a touching speech. Smt. Leelamma Mathew was honoured by Dr. S.N. Rajakumar .

An interactive session held by Shri Dilkumar C.N. who is a dairy farmer for more than three decades. It turned out to be a really informative session as he highlighted different problems faced by dairy farmers of the state and suggested solutions for the same. He also cleared all the concerns and queries raised by students regarding dairy farming. Shri Dilkumar C.N. was honoured by Dr. S.N. Rajakumar. Shri Sudheesh T (student representative) proposed the vote of thanks.

Milk is Nectar for Humans: Dr. Rameshwar Singh, VC, SGIDT



World Milk Day celebration at Sanjay Gandhi Institute of Dairy Technology (SGIDT), Patna under Bihar Animal Sciences University Patna was organized by SGIDT in association with Indian Dairy Association Bihar State Chapter, Patna.

On the occasion, Dr. Rameshwar Singh, Vice Chancellor,

WORLD MILK DAY

Bihar Animal Science University, in his Presidential address said, "Milk is the best of all food items, if any food item has to be taken to a higher level, then its commodification is essential, when it comes to food security and nutritional value milk is the only substance which can provide nutrients to the human and is nectar for mankind".

He further said that in marketing and processing of milk, we have been able to establish ourselves at the international level and for the past several decades we are at the top in milk production, but to maintain ourselves in the international market, we need to adopt recent technologies and make ourselves ready to compete in the global market. He informed the students about the use of robotics and automation in milk production and said that efforts should be made to adopt such technology for which the students and future dairy engineers would have to play an important role. Providing information about the fourth agricultural road map of Bihar, he said that very ambitious schemes are being brought for the dairy sector under the Krishi road map, which will lead to the overall development of this sector.

On this occasion, the Chairman, Bihar State Chapter, Indian Dairy Association Shri D.K. Srivastava was present as the Guest of Honour. Speaking on the occasion, he said that milk is a global food, which all human beings should make a part of their daily diet. This is one such food item which is the best diet for our mental and physical health. We stand in the first position in milk production, we are leaders in milk production, but we have to develop the ability to combat every challenge so that we can hold the position and lead the way to the country and the world in this field.

Managing Director of Patna Dairy Project Shri S.N. Thakur attended the function as Special Guest. In his speech, he said that it is a matter of great fortune that nectar in the form of milk is associated with our lives, milk stays with us in the journey from birth to death, which shows its significance. This is a sector which has never faced recession, but there is a need to connect people by making them aware by providing them assistance in this sector. Schemes like ETT and IVF are being run by the state and central government for free, and sex-sorted semen is being made available at cheap prices, which must reach to all the farmers and animal husbandry rearers. This sector is the most livelihood generating sector. He laid special emphasis on dairy processing minimizing the carbon footprints.

Dean of the Institute Dr. J.K. Prasad welcomed all the guests and said that India's contribution to milk production has been commendable. Dairy development and the cooperative movement has been the element in the country's progress. He further said that at present we need to focus on the availability of milk and adopting advanced techniques to boost it.

On this occasion, the college's annual magazine Dugdha Prabhat was released, as well as the winners of various competitions were awarded.

VRS Foods Ltd.

World Milk Day was celebrated at VRS Foods Ltd., Paras Dairy, Ghaziabad. The day was marked by a talk by Shri C.P. Charles, IDA CEC Member followed by a cake cutting ceremony. Executives from milk procurement, processing, quality assurance and sales departments of Paras Dairy attended the celebrations. Shri K.S. Kanna, Vice Chairman of IDA Tamil Nadu Chapter supported VRS Foods in organising WMD celebrations.



Department of Food Science and Nutrition, Mannar Thirumalai Naicker College, Pasumalai, Madurai

Department of Food Science and Nutrition, Mannar Thirumalai Naicker College, Pasumalai, Madurai organized a Webinar on World Milk Day 2023 on "**Recent trends and challenges in Dairy Industry**". Shri K.S. Kanna, Vice-Chairman, IDA Tamil Nadu Chapter had delivered a Special Lecture. He highlighted the value added dairy products like millet based Panner, Ice-creams and its promotion activities. This session was very well received by the undergraduate students of dairy technology.