

Lifetime Achievement Award

Shri R.G. Chandramogan

The IDA's Lifetime Achievement Award is being conferred on Shri R.G. Chandramogan, Chairman of Hatsun Agro Product Ltd. (HAP). From a little ice-candy unit that he set up in 1970 with an investment of Rs.13,000, Shri Chandramogan has grown HAP into India's largest private dairy enterprise with net sales of Rs. 7,247 crore in the year ended March 31, 2023.

HAP is unique among private sector dairy concerns: Not only does it procure its entire milk (an average of 35 lakh litres per day) directly from about 4.5 lakh farmers, but more than 90% of the company's revenue comes from the sale of branded consumer products. These include 'Arokya' pouch milk, 'Hatsun' curd, 'Arun' and 'Ibaco' ice-cream, 'HAP' and 'Havia' chocolates, and 'Santosa' cattle feed.

It makes HAP a truly B2F-B2C (business-to-farmer and business-to consumer) company!

Shri Chandramogan's company, apart from not engaging any bulk vendors for milk procurement, has also eliminated an additional layer of super-stockists/clearing and forwarding in its distribution value chain. All its products are today marketed through a network of 3,700-plus exclusive 'HAP Daily' distribution franchisee-cum-retail stores. HAP ensures product quality not just through village-level active bulk coolers and chilling centres for the raw milk procured from farmers; the company also transports all packed milk and curd from its plants in refrigerated trucks, as opposed to mere insulated tankers.

Shri Chandramogan's commitment to the welfare of dairy farmers - which he has shown is also good business and a win-win for both sides - has not been limited to direct collection of their milk. HAP was India's first ever dairy concern to make payments to all its farmers directly into their bank accounts. It moved to a 100% cashless payment mode by October 2015, more than a year before the Narendra Modi government's historic "demonetisation" decision that gave a massive push for digitisation of transactions in the Indian economy. HAP has also pioneered a new approach to raising farmer incomes- lowering their cost of producing milk, whether



through promoting the cultivation of high-yielding proteinaceous napier-bajra fodder hybrids (to reduce reliance on expensive compound feed and concentrates) or tagging-based data-driven artificial insemination of animals (the company did over 4.4 lakh of these in 2022-23).

IDA is privileged to bestow Shri R.G. Chandramogan its award recognising his outstanding contribution to India's dairy industry and touching the lives of lakhs of farmers, consumers, employees, trade partners and investors.



Shri Ajay Kumar Khosla

Shri Ajay Kumar Khosla has been chosen as the recipient for IDA Patronship-2024, in recognition of outstanding services rendered by him in furthering the cause of Indian Dairy Association (IDA) and the growth of the Indian Dairy Industry.

Shri Khosla's journey in the dairy industry spans close to five decades, during which he has exemplified dedication, innovation, and leadership in every endeavour. From his early days at the Punjab Dairy Development Corporation to his pivotal roles at Mother Dairy Delhi & NDDDB Dairy Services, Shri Khosla's commitment to serving the dairy farmers, consumers and for the objectives of IDA has been unwavering. He belongs to rare category of professionals who have seen the sector in its infancy and have been responsible for steering it to where it stands today - the world's largest.

As COO & Director of Mother Dairy, he was instrumental in taking Mother Dairy from a one product one location organization to a Multiproduct multi-location organization weaving in customer centricity, manufacturing excellence, technology in its DNA and ensuring consistent availability of quality milk to consumers. His foresight sensed the evolving consumer behaviour ahead of time and led to the launch of Mother Dairy Ice creams which are a hallmark of taste and innovation. Cultured products and probiotic range was introduced in Delhi and NCR much ahead of time and received phenomenal response. He nurtured Bulk Vended Milk, the most unique operation across the world that saves use of 700,000 kgs of plastic every year. A firm believer in business processes, TQM, quality management systems and automation, under his leadership, Mother Dairy became the first Dairy Company in India to deploy SAP and implemented SCADA system in its manufacturing operations.

As Executive Director at NDDDB Dairy Services, he was the driving force in setting up five large milk producer companies and success of the model has now spread to over ten states covering 130 districts and 22000 villages. 22 MPO are collecting 36 Lakh litres of milk per day from its members. His efforts in instituting farmer-owned organizations and setting up of state-of-the-art frozen semen stations stand as a testament to his dedication to empowering dairy farmers especially small holders and women, driving positive change at the grassroot level.



His two-decade long association with the Indian Dairy Association has benefitted the industry immensely. As Vice President of IDA, Shri Khosla spearheaded crucial reforms, including the much-needed amendments to the Association's constitution and moving away from cumbersome paper ballot to the electronic voting, which also required updating the pan India members' database for the successful implementation of E-Voting.

During his previous tenure as Vice President of IDA, Shri Khosla demonstrated his prowess in streamlining business processes and contributing to the development of industry standards, notably as a member of the Task Force Group for the development of standards on Milk and Milk Products of FSSAI.

An alumnus of National Dairy Research Institute - Karnal (Haryana), Shri Khosla completed his B. Tech. (Dairy Technology) in 1973.

The Patronship is a fitting tribute to Shri Ajay Kumar Khosla, for his exemplary role in the development of the dairy industry and his numerous contributions to its progress.

Patronship

Dr. Cadaba Srinivas Prasad

Dr. Cadaba Srinivas Prasad has been chosen as the recipient for IDA Patronship-2024, in recognition of outstanding services rendered by him in furthering the cause of Indian Dairy Association (IDA) and the growth of the Indian Dairy Industry.

Dr. Cadaba Srinivas Prasad was born on 20th May 1952 at Bengaluru. After completing his early education in Bengaluru, he moved to National Dairy Research Institute, Karnal where he did his M.Sc. (Dairying-Animal Nutrition) and Ph.D. (Animal Nutrition). He underwent advanced training at Natural Research Institute, UK and Senior management training from National Academy of Agricultural Research Management, Hyderabad.

In a career spanning 36 years, he held several key positions as Assistant Director General, ICAR, New Delhi; Vice Chancellor, Maharashtra Animal & Fishery Science University, Nagpur; and Director, National Institute of Animal Nutrition and Physiology, Bangalore.

His major research contribution has been development of area-specific mineral mixture based on the deficiency in different agro-eco zones which was widely acclaimed by livestock farmers; Enhancing micronutrient bioavailability; Bypass protein requirement for cattle; Improving the utilization of poor quality roughages; Adaptation and mitigation strategies of climate change impact on livestock.

His contribution in the field of Animal Science is unparalleled. Owing to his novel ideas and passion for path breaking research, he has the unique distinction of receiving ICAR Interdisciplinary Team Research Award three times. Besides, he has been credited with several prestigious awards such as Compound Livestock Feed Manufacturers Association (CLFMA) award, Prof. D. Anjaneya Prasad Life time achievement award, ANSI Lifetime achievement award and KARUNA award for outstanding contribution to National Progress.

He has published several research papers in reputed journals. Authored 6 books including Springer and CABI publication and edited 12 books/manuals. He has 4 Patents granted, 4 Technologies commercialized for his research work.

He has been recognized with Fellow of National Academy of Agricultural Sciences (FNAAS); Fellow of the Indian Dairy Association; Fellow of Animal Nutrition Association; Fellow of National Academy of Dairy



Science; Fellow of the Animal Nutrition Society of India; Honorary Fellowship of Karnataka Science & Technology Academy.

Dr. Prasad has travelled extensively to UK, The Netherlands, Australia, Sri Lanka, Bangkok, Ethiopia, Vienna, Syria, Germany, USA; Seoul, S. Korea; and was the Visiting Professor, University of Gottingen, Germany. Dr. Prasad has held several important positions in many professional societies. He has been associated with Indian Dairy Association since four decades and actively engaged in its growth and development through participation in organizing regional and national seminars besides holding several key positions in IDA (South Zone).

The Patronship is a fitting tribute to Dr. C.S. Prasad, for his exemplary role in the development and growth of dairy science and the dairy industry.



Dr. K.S. Ramachandra

Dr. Koodli Subbarao Ramachandra has been chosen as the recipient of IDA Fellowship-2024, in recognition of outstanding services rendered by him in furthering the cause of Indian Dairy Association (IDA) and the growth of the Indian Dairy Industry.

Dr. Ramachandra, born on 21st February 1955, is a distinguished Animal Nutritionist renowned for his extensive experience as a researcher, planner, and policy implementation expert. After graduating from Bangalore University in 1972, he embarked on a professional journey dedicated to the dairy sector. He obtained his Indian Dairy Diploma from NDRI, Bangalore in 1974, followed by a Master's degree in Animal Husbandry from Allahabad Agricultural Institute in 1976. His academic pursuits culminated in a doctorate degree in Animal Nutrition from the prestigious NDRI, Karnal.

With a career spanning over 40 years, Dr. Ramachandra has emerged as a notable professional specializing in animal nutrition. He commenced his journey at the Karnataka Dairy Development Corporation in 1976, gaining invaluable experience in dairy cooperatives at the grassroots level. Subsequently, he transitioned into a scientific researcher role, joining the Indian Council of Agricultural Research (ICAR) in 1978. Dr. Ramachandra held scientific positions at IGFRI Jhansi, NDRI Southern Campus, Bengaluru and NIANP Bengaluru.

Dr. Ramachandra's innovative research, extensive knowledge, and unwavering commitment have significantly advanced the dairy sector. His research contributions encompass areas such as rumen degradable and by-pass protein for dairy cows, and micronutrient availability in the soil-plant-animal chain across diverse agro-climatic regions of the country. He pioneered the development of a comprehensive national database on livestock feed resources, earning acclaim from researchers, policymakers, and the private sector. He is the recipient of ICAR Team Research Award for the year 2002.

A significant milestone in Dr. Ramachandra's career was his appointment as a Technical Expert, Animal Husbandry and Fisheries in the rank of Additional Secretary to the Government of India at The National Rainfed Area Authority, where he served from 2007 to 2015. In this role, he provided crucial technical and policy support to the Central ministries and State governments for



integrated and holistic development in rainfed areas, with a special focus on dairy and animal husbandry.

Dr. Ramachandra's expertise extends to his involvement as an expert member of several high-powered committees constituted by the government of India. As an expert member in animal husbandry, he played a pivotal role in preparing the 12th Five-year Plan document and the mid-term evaluation of the 11th Five-year Plan for agriculture and allied sectors. His insights and contributions were instrumental in shaping key policies and strategies for the development of the agricultural sector, including animal husbandry. Notably, his leadership as the Nodal Officer facilitated the successful implementation of a special drought mitigation package in the Bundelkhand region of Uttar Pradesh and Madhya Pradesh, addressing challenges faced by the region's livestock and dairy sector. Dr. Ramachandra has also represented the country as subject matter specialist in FAO sponsored International consultative workshops held at Brazil in 2010 and in Thailand during 2015.

Dr. Ramachandra is actively engaged with various professional associations across the country. During his tenure as CEC Member of the IDA from 2010 to 2021, he has significantly contributed to the growth and development of the Indian dairy sector, shaping initiatives and fostering collaboration within the industry.

Dr. K.S. Ramachandra's multifaceted career and unwavering dedication to animal husbandry and dairy development have left an indelible mark on the industry, establishing him as a respected figure and a driving force for positive change and advancement. This Fellowship is a fitting tribute to Dr. Ramachandra for his exemplary role and contributions to IDA and to the Indian Dairy Industry.

Fellowship

Shri Adityakumar Premchand Jain

Shri Adityakumar Premchand Jain has been chosen as the recipient of IDA Fellowship-2024, in recognition of outstanding services rendered by him in furthering the cause of Indian Dairy Association (IDA) and the growth of the Indian Dairy Industry.

Shri Aditya P Jain is a Dairy Technologist with Masters in Dairy Chemistry from the SMC College of Dairy Science, Anand who has demonstrated excellence in academics by being first-class-first with distinction throughout his graduation and post-graduation.

His first assignment was with Vidya Dairy, Anand during 1996 - 2021 as Quality Control Officer where he was instrumental in operationalizing the Quality Assurance activities and was also closely involved in ISO 9001 and HACCP certification of Vidya Dairy as well as the launch of new products such as Emmental cheese, Mozzarella cheese, frozen diced Paneer, Ice-cream, etc.

Shri Jain joined National Dairy Development Board (NDDB) as Assistant Executive in July 2001 and has contributed significantly to the work related to the Codex Alimentarius Commission, International Dairy Federation (IDF) and national food standards and policy/technical matters relevant to dairy sector including 'Creation of nationwide database on milk quality parameters' project of NDDB, setting-up '*Centre for Analysis and Learning on Livestock and Food (CALF)*' at Anand and the '*Food Safety Programme*' of the Ministry of Health and Family Welfare, Government of India.

He has been involved with the work on food safety and development of food regulations relevant to dairy sector at domestic and international level for over 20 years, during which he has contributed to several important and useful national standards as well as Codex Standards, Guidelines and Codes of practices. He played a pivotal role in harmonization of India's food standards relevant to dairy sector with those in Codex Alimentarius during 2012-2017 and has recently facilitated the same for Bangladesh in 2023.

He also spearheaded formulation of the nutrition meal for school going children of the age of 3-6 years, related process and equipment line which is today operational at Bhandara Milk Union, as well as a multi-product manufacturing line for small entrepreneurs. He was one of the key members of the team which successfully organized the International Dairy Federation's (IDF's) World Dairy Summit 2022 in India and is also a member



of the Science and Programme Coordination Committee (SPCC) of the IDF.

Shri Jain is currently undertaking multiple new and innovative interventions in his role in NDDB as Deputy General Manager, Product and Process Development.

The Fellowship is a fitting tribute to Shri Adityakumar Premchand Jain, for his exemplary role in the development of the dairy industry and his numerous contributions to its progress.



Shri Ramesh Kumar Chugh

Shri Ramesh Kumar Chugh has been chosen as the recipient of IDA Fellowship-2024, in recognition of outstanding services rendered by him in furthering the cause of Indian Dairy Association (IDA) and the growth of the Indian Dairy Industry.

Graduated in Dairy Technology during 1974-1978 from National Dairy Research Institute (NDRI) Karnal, Shri Chugh did his Post Graduation in Dairy Engineering during 1979-1982 also from NDRI, Karnal. A rare combination of Dairy Technology and Dairy Engineering made a great foundation towards his journey in the field of Dairying.

Shri Chugh started his career as Dairy Supervisor and joined M/S Dainy Dairy and Food Engineers Saharanpur in 1982 as Erection and Commissioning Engineer and later on promoted as its Senior Project Engineer. During this period, he successfully handled number of complete Dairy Projects starting from planning, design, erection and commissioning. He has also worked with German Engineers for the design, erection and commissioning of WEIGEND Design Evaporator.

In the Year 1985, he joined Haryana Dairy Development Cooperative Federation (HDDCF) as Dairy Engineer and was promoted to the level of General Manager and Chief General Manager. As a Chief General Manager, he played a major role in formulating and implementing policies which turned HDDCF from loss making organisation to profit making organisation. He remained Member of the FAD committee of Indian Standard Institute to represent HDDCF for formulating and updating of standards of Dairy equipment and Dairy products, etc. during 1999-2015.

Shri Chugh passed Examination of Certified Energy Auditor and Energy Manager conducted by Bureau of Energy Efficiency in 2005.

He was selected as sponsored delegate by Govt. of Italy to attend Dairy conference and Dairy Food Equipment Exhibition at PARMA (Italy) in the year 2007.

Presently Shri Chugh is the Vice Chairman of IDA (North Zone). He is also a Joint Secretary and Founder Life Member of NDRI Graduate Association since its inception year *i.e.* 2007.

Shri Chugh is also the Vice President and Founder Life Member of Indian Dairy Engineers Association (IDEA) since its inception year *i.e.* 2003.



Shri Chugh has worked as Managing Director of Reliable Dairy and Food Consultants after retirement in 2015 and has extended Technical Consultancy to Cooperative and Private Entrepreneurs in the field of Dairy and Food to set up new plants/expansion and renovation of existing plants.

Shri Ramesh Kumar Chugh has been actively associated with various activities of IDA. This Fellowship is a fitting tribute to Shri Chugh for his exemplary role and contributions to IDA and to the Indian Dairy Industry.

Fellowship

Dr. Rahul Saxena



Dr. Rahul Saxena has been chosen as the recipient of IDA Fellowship-2024, in recognition of outstanding services rendered by him in furthering the cause of Indian Dairy Association (IDA) and the growth of the Indian Dairy Industry.

Dr. Rahul Saxena is a Dairy Technologist from NDRI. He has done 2 Year Postgraduate Programme

in Rural Management (PRM) from IRMA and Master of Science in Quality Management from BITS Pilani.

Dr. Saxena has a long working experience of about 40 years from shop floor to Chief Executive level of largest milk union of North India. After serving various Milk Unions/Plants of Rajasthan at various levels, he retired as Managing Director, Jaipur Dairy.

During his long career span, apart from production, he has worked in Personnel & Administration; HR; UHT Processing; Quality Management System; IT and Project Planning & Monitoring. Dr. Saxena has been involved in various stages of dairy plant installation & commissioning. When he joined Jaipur Dairy Plant in July 1981, its commissioning was under progress. He got involved in the installation and commissioning of the plant. Later in 1997, he worked as team member of expansion team for in house expansion of Jaipur Dairy plant capacity from 1.50 LLPD to 2.50 LLPD. In 2007, he became coordinator representative from Jaipur Dairy in the Perspective Plan 2005 for expanding the Jaipur Dairy capacity to 5 LLPD, executed by NDDDB. Lastly during the year 2017-19, Dr. Saxena worked as Project Manager of a new 10 LLPD dairy plant project of Jaipur Dairy. He was involved from planning to execution of this project, executed by NDDDB worth Rs. 200 crore.

Dr. Rahul Saxena, has been a Life Member of Indian Dairy Association (IDA) since late 80's and has been amongst office bearer of Rajasthan State Chapter since its inception, *i.e.* 2005. He is the Chairman of Rajasthan State Chapter, since 2020. He has made the Chapter quite vibrant and one of the most active and self-

dependent State Chapter of IDA. Most of the dairy professionals, still remember the 48th Dairy Industry Conference, which was held at Jaipur in February 2020, wherein Dr. Saxena worked as its Secretary General.

Apart from authoring few papers, published by IRMA, IDA and attending various seminars, workshops in country, Dr. Saxena has also attended Overseas Training and Exposure Visit program at GOTAFE, Australia. Recently, he has been conferred Honorary Doctorate in Food & Dairy Industry by World Human Rights Protection Commission.

Dr. Rahul Saxena has been actively associated with various activities of IDA. This Fellowship is a fitting tribute to Dr. Saxena for his exemplary role and contributions to IDA and to the Indian Dairy Industry.

(Due to some health related issue, Dr. Rahul Saxena could not attend the 50th DIC.)



Best Women Dairy Farmer Award

Smt. Leema Roslein S



Smt. Leema Roslein S has been selected by Indian Dairy Association (South Zone) as the recipient of the Best Woman Dairy Farmer Award-2024, in recognition of her contribution to the growth and development of the Indian dairy sector.

Forty year old Smt. Leema Roslein hails from Parisakkal village in Palakkad District of Kerala State and has been active member of the Parasikkal dairy cooperative society for the last 10 years. Smt. Leema Roslein is an experienced dairy farmer who is maintaining a herd of 85 animals and has poured an impressive 1,82,830 litres of milk and has earned Rs. 73,55,339 during the previous year.

Smt. Leema Roslein S has been a role-model for women dairy farmers of her area showcasing how scientific feeding and management and cultivation of green fodder could improve milk production and reduce cost of production. She is also the recipient of many awards and recognitions.

The Best Women Dairy Farmer Award bestowed on her is a fitting tribute to Smt. Leema Roslein S for her outstanding contribution in furthering the cause of dairying in Chittur block, Palakkad District of Kerala State and the Indian dairy industry as well.

Smt. Seema Devi



Smt. Seema Devi belongs to Kaimbo Village of Ranchi district of Jharkhand State. She has studied up to 9th Class.

She started her dairy activities along with her Late Husband. Initially, she bought one crossbred jersey cow and started pouring 15 litre of milk to Medha Dairy under Jharkhand Milk Union.

In spite of suffering from Cancer, she continued her dairy activities and as on date, she is keeping 18 cows and pouring milk around 39395 litres annually to Medha Dairy. In lieu of the same, she is getting Rs. 12,55,525 annually.

She serves as an inspiration for many women in her state and with her untiring efforts, she has earned respect in the society.

Due to her economic independence, she is able to provide good education to her children. Her elder daughter is studying in BHU, Varanasi and son is preparing for Medical in Kota, Rajasthan.

The Best Women Dairy Farmer Award bestowed on her is a fitting tribute to Smt. Seema Devi for her outstanding contribution in furthering the cause of dairying in the Ranchi district of Jharkhand State and the Indian dairy industry as well.

Best Women Dairy Farmer Award

Smt. Nitaben Dipakbhai Loh

Smt. Nitaben Dipakbhai Loh has been selected by Indian Dairy Association (West Zone) as the recipient of the Best Woman Dairy Farmer Award-2024, in recognition of her contribution to the growth and development of the Indian dairy sector.

The 43-year-old Smt. Nitaben Dipakbhai Loh is from a Serene and Tranquil village Sagrosana of Palanpur Taluka in Banaskantha district. She has been a committee member of her District Cooperative Societies where she has been pouring milk for the last 22 years. With sheer determination and unwavering dedication, she has not only transformed her family's modest dairy farm into a thriving enterprise but has also become a beacon of inspiration for women across the nation.

Smt. Nitaben Dipakbhai Loh with efficient farm management, supports the dairying activities of other members of her DCS. At the helm of her dairy farm, she employs innovative techniques and modern practices to optimize productivity while ensuring the well-being of her livestock. From implementing efficient feeding strategies to adopting state-of-the-art milking technologies, she leaves no stone unturned in her quest for excellence. This has brought her to having a herd size of 146 milch animals on her farm with a pouring of more than 3 lakh litres of milk during the calendar year of 2023, which brought her revenues to the tune of Rs. 1.36 crore.

She is a role model for women dairy farmers across the country. She has shared best practices and important technical and scientific methodologies with her DCS members and to the visitors, so that each one who comes in contact with her learns something new and gets further benefitted from dairy farming. During the calendar year of 2023 more than 2000 visitors visited her farm from across the country. She actively engages with fellow farmers, hosting workshops and training sessions to disseminate best practices and encourage sustainable farming methods to all. Her contribution to the field can also be clearly seen from the various awards and accolades she has received. She was awarded first rank of district of 2022-23 for the highest amount of milk pourer to the union, "Get Sahakar thi Samrudhhi" award from Shri Amit Shah in 2021-22 along with award from



District Collector for Mahila Shastktikaran Sanman in 2021-22.

The Best Women Dairy Farmer Award bestowed on her is a fitting tribute to Smt. Nitaben Dipakbhai Loh for her outstanding contribution in furthering the cause of dairying in Palanpur Taluka in Banaskantha district of Gujarat State and the Indian dairy industry as well.



Best Women Dairy Farmer Award

Smt. Kuldip Kaur

Smt. Kuldip Kaur has been selected by Indian Dairy Association (North Zone) as the recipient of the Best Woman Dairy Farmer Award-2024, in recognition of her contribution to the growth and development of the Indian dairy sector.

Smt. Kuldip Kaur hails from village Bahadarpur of Ropar district of Punjab State. She started her dairy farm with 10 cows in the year 2007. Today, she operates a high-tech dairy farm. This remarkable transformation is a testament to her courage, dedication, hard work, and focused approach towards adopting advanced technology.

Smt. Kuldip Kaur is an experienced dairy farmer who is maintaining a herd of 182 animals and has poured an impressive 2,92,910 litres of milk to Verka Mohali Dairy of the Ropar District Coop. Milk Producer Union and has earned Rs. 1.15 Cr during the previous year.

Smt. Kuldip Kaur has been a role-model for women dairy farmers as her dairy farm is equipped with a milking parlour, biogas plant, TMR machine, cattle feed manufacturing unit, and silo pits. In addition to these modern facilities, Smt. Kuldip Kaur's dairy farm features automatic processing units for value addition to the milk produced on the farm.

Her contribution to society is remarkable, as she provides free gas from her biogas plant to nearly every kitchen in the village at no cost. She serves as an inspiration for many women in her state and is a guiding force for the upcoming generation.

The Best Women Dairy Farmer Award bestowed on her is a fitting tribute to Smt. Kuldip Kaur for her outstanding contribution in furthering the cause of dairying in village Bahadarpur of Ropar district of Punjab State and the Indian dairy industry as well.



(The award was received by the family member of Smt. Kuldip Kaur on her behalf.)