

IDA North Zone Celebrates World Milk Day at IDA House



The Indian Dairy Association North Zone celebrated World Milk Day on June 1, 2024 at IDA HQ. The Chief Guest of the function was Padma Bhushan Dr. R.S. Paroda, former Director General of the Indian Council of Agricultural Research (ICAR) and Secretary of the Department of Agricultural Research and Education (DARE), Government of India. Dr. Paroda is well-known for modernization and strengthening of the Indian National Agricultural Research System (NARS). Recognizing his enormous contributions in the field of agricultural research, Government of India had bestowed on him the prestigious Padma Bhushan Award in 1998. He is recipient of several awards and recognitions, namely Rafi Ahmad Kidwai Prize, ICAR Team Research Award, FICCI Award, Om Prakash Bhasin Award, BP Pal Gold Medal, Norman E. Borlaug Award and many more. He is an accomplished scientist, research administrator, and development practitioner who shared his insights on the dairy sector.

Shri A.K. Khosla, Vice President, IDA was the Guest of Honour and Dr. Rahul Saxena, Chairman, IDA (NZ) chaired the function. Dr. G.S. Rajorhia, former President IDA also graced the occasion. Many distinguished members of dairy industry Dr. S.K. Kanawjia, Shri B.B. Garg, Shri K.L. Arora, Dr. B.S. Beniwal, Dr. A.K. Tripathi and many more also participated in the program, enhancing its significance.

The program started with a bouquet presentation by Shri A.K. Khosla and Dr. Rahul Saxena to Dr. Paroda. He was also presented a memento with a shawl by Shri S.S. Mann, a renowned industrialist and former Chairman, IDA (NZ).

In his Welcome address, Dr. Rahul Saxena spoke about IDA and its activities. He also gave a brief introduction of Dr. Paroda.

Dr. R.S. Paroda, in his address, spoke about the current status of the Indian dairy industry, its future, and its importance in the national GDP. In his address, Dr.

Paroda spoke about the status of dairy industry in comparison to agriculture sector of country. Dairy sector is growing at the rate of approx. 6% much more than that of agricultural sector which is around 2% only. Even landless farmers are contributing by keeping 2-3 milch cattle. But the major issue would be low yield of milch animal in the country which is on an average 2-3 kg per animal. It has to be tripled in years to come as demand of milk shall be much more than total production. Major issues, which needed

immediate attention are converting unorganized sector into organized; increasing efficiency and productivity; increasing use of technology; and improving quality for increasing export of milk and milk products.

Dr. Paroda called upon all the dairy professionals to find solution for large number of non-descript animals; running programs for developing indigenous breeds; improving quality and quantity of human resource; working for making availability of good quality of semen. Dr. Paroda also questioned the policy of treating dairying as commercial activity. He was of the view that dairying should be treated at par with agriculture. In the end, Dr. Paroda called upon IDA to collaborate with NARS for furthering the cause.

Shri A.K. Khosla spoke about importance of dairy industry in country and its bright future. Dr. G.S. Rajorhia, emphasized that all laws which are aimed at ensuring quality of milk and milk products should be implemented in all respect. Dr. Rajorhia called upon consumers to rely more on milk and milk products from organized sector than same from unorganized one as many of them adopt tactics which are only marketing gimmicks.

The program was streamed live on YouTube, and all

North Zone social Media Platform where it was watched by a large audience.

IDA Haryana State Chapter Organizes World Milk Day

IDA Haryana State Chapter (HSC) organized World Milk Day 2024 on **"Milk: Health Benefits, Nutrition & Wellbeing"** at Shradhanand Anathalaya, Karnal for the benefits of about 160 participants including students, children, women, staffs and guests.

Dr. Parveen Kamboj, former Principal Scientist and Member, IDA (NZ) Haryana State Chapter welcomed all guests, participants, students and staffs of Shradhanand Anathalaya, Karnal and started the proceedings of World Milk Day with chanting of Gayatri Mantra and prayers. He gave the introductory remarks on the significance of World Milk Day and role of milk constituents in life. Dr. A.K. Roy, former Principal Scientist, NDRI, Karnal apprised the audience on significance of milk and milk products in keeping good health. Dr. Mahender Singh, former Head, Animal Physiology Division, NDRI, Karnal and Vice-Chairman, IDA HSC enlightened the audience with nutritional quality of milk for keeping good health and well-being.

Dr. S.K. Kanawjia, former Emeritus Scientist and Chairman, IDA HSC also welcomed the experts, participants, students and children on this occasion and apprised the gathering with the objective of World Milk Day. He elaborated the importance of milk and dairy products in meeting the daily nutritional and health requirements. He enlightened the gathering with the role of milk and milk products for maintaining good physical and brain health. Milk has been known as nature's most complete food for millennia, playing currently an important role in the diet of over 6 billion people in the world. India with total milk

production of 236 MMT (FAO Dairy Market Review, 2023) ranks No.1 in the world. Milk and milk products are nutrient-dense foods, supplying energy and high-quality protein with a range of essential micronutrients (especially calcium, magnesium, potassium, zinc, and phosphorus) in an easily absorbed form. Dairy products are rich in nutrients that are essential for good bone health, including calcium, protein, vitamin D, potassium, and phosphorus. Calcium also has been shown to be beneficial in reducing cholesterol absorption, and in controlling body weight and blood pressure.

Speaking on the event, Dr. Kanawjia said that the basic purpose of celebrating World Milk Day is to raise awareness about the global importance of milk and dairy products. It emphasizes the crucial role of dairy in promoting nutrition and good health. The day underscores the dairy industry's commitment to sustainability practices. It celebrates how dairy supports the livelihoods of millions worldwide. World Milk Day fosters appreciation for the contributions of milk to society and the economy. It encourages global participation and engagement in promoting dairy's value. World Milk Day promotes awareness of milk's global importance, its role in nutrition, health, sustainability, livelihoods, and its societal and economic contributions.

At the end flavoured milk, sweets and snacks were served to all participants participated in the event.



IDA Punjab State Chapter Hosts a Seminar in Association with GADVASU



The Indian Dairy Association, Punjab State Chapter (PSC) in collaboration with the College of Dairy and Food Science Technology at Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) successfully hosted a Seminar on **"Unveiling the Benefits of Fermented Dairy Products"** to celebrate World Milk Day 2024. The Seminar provided a comprehensive platform for experts, industry professionals, and students to delve into the advancements and benefits of fermented dairy products.

The lighting of the ceremonial lamp by the dignitaries marked the official inauguration of the seminar. This symbolic act was followed by a formal Welcome address by Dr. S. Inderjit Singh Sra, Chairman, IDA PSC. He acknowledged the presence of the distinguished guests and emphasized the need to recognize the importance of fermented dairy products alongside traditional dairy items like milk, paneer, and ghee.

Dr. R.S. Sethi, Dean of the College of Dairy and Food Science Technology, provided an overview of the seminar. He discussed the significance and benefits of dairy products, citing recommendations from the Indian Council of Medical Research (ICMR) on protein intake. Dr. Sethi highlighted the role of dairy in addressing India's protein deficit and the health benefits of fermented foods, such as improved gut health, enhanced immunity, and reduced lactose intolerance.

Shri Rahul Saxena, Chairman, IDA (North Zone), delivered the opening remarks. Reflecting on his previous visits to universities, he mentioned the historical connection between Ayurveda and fermented milk products. He stressed the importance of producing fermented products as part of dairy operations to ensure profitability and shared his experience in developing standardized procedures for fermented products during his tenure in Rajasthan.

Shri S. Kuldeep Singh Jassowal, Director of the Dairy Development Department, Punjab Government, addressed the gathering. He spoke about the collaborative efforts of the PDDDB, the university, and IDA in supporting dairy farmers and enhancing the dairy industry.

The Keynote address was delivered by Dr. Inderjeet Singh, Vice Chancellor of GADVASU. Dr. Singh began his address by highlighting the economic and cultural significance of milk in Indian diets, from its use in tea, curd, and lassi to its role in traditional dishes. He pointed out the potential for fermented dairy products to be marketed as healthier alternatives to processed foods and carbonated drinks, which have high glycemic indices and are less beneficial for health.

Dr. Singh shared insights on various traditional Indian fermented dairy products, such as raabri, a cooling summer dish made from lassi, bajra, and jowar. He also mentioned carbonated lassi, a popular beverage in Hoshiarpur, and suggested its potential for state-wide commercialization.

Emphasizing the economic value of milk, Dr. Singh noted that dairy products have a much



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larger economic impact compared to grains and other agricultural outputs combined.

Highlighting the significance of value addition, Dr. Singh spoke about GADVASU's state-of-the-art dairy farm and the increased profit margins achieved after the university started its own processing unit. This, he said, served as a testament to the power of value addition and fermented dairy products. He also mentioned the ICAR report, which indicates a 1:13 economic benefit ratio for research and agriculture, underscoring the importance of continued investment in agricultural and animal husbandry research.

The technical session commenced with a presentation by Dr. G. S. Rajorhia, former President of IDA, on **"Enabling the Diversification of Fermented Milk Products for Hungry Markets."** Dr. Rajorhia began with a brief history of the Indian Dairy Science Association (IDSA) and its evolution into the Indian Dairy Association (IDA). He discussed the Compound Annual Growth Rate (CAGR) of the dairy industry at 6%, with a consumption growth of 4%, predicting a surplus that would support further diversification of products. Dr. Rajorhia highlighted the importance of quality and safety in dairy products, and the role of science and technology in protecting consumer health. He emphasized the need for rearing high-quality livestock with good genetic merit to ensure a consistent supply of quality milk.

Dr. Kiran Bains, Dean of the College of Community Science, PAU, gave a presentation on **"Fermented Dairy Products: Impact on Gut Microbiota."** She started by discussing the per capita availability of milk in various states and expressed concern over the lack of data on milk consumption per capita. Dr. Bains elaborated on the human gut microbiome, explaining the concepts of eubiosis (a balanced gut microbiome) and dysbiosis (an imbalanced gut microbiome). She shared intriguing research on how gut microbiota can influence a person's tendency to be obese or thin, highlighting the importance of fermented foods in maintaining gut health. Dr. Bains also mentioned the benefits of non-dairy fermented foods, such as pickles, and their role in supporting gut microbiota.

Dr. Ramit Mahajan, Professor of Gastrology at DMCH Ludhiana, delivered an insightful talk on **"Understanding Gut Health: Its Crucial Role in Immune Function and Mental Well-being."** He referred to the gut as the "second brain" and discussed the extensive communication network between the gut and the brain. Dr. Mahajan explained that the gut microbiota changes along the digestive tract, adapting to different microenvironments. He emphasized the role of gut microbiota in enhancing immunity and stress tolerance, and discussed the therapeutic potential of probiotics in

treating various diseases. He also highlighted the importance of feeding colostrum to new-borns to promote the growth of beneficial gut bacteria.

Shri Aman Jain, representing Jain Chemico, India Channel Partner of Bioprox (France), spoke about the **"Benefits of Fermented Products on Daily Life and Health."** He emphasized the diverse range of fermented dairy products and their positive effects on health and nutrition. He highlighted Bioprox's unique blend of cultures designed to meet different flavour and customer requirements across the globe.

Shri Satyendra Prasad, DGM, Verka Mega Dairy, gave his presentation on **"Fermented Dairy Products - Present Status and Future Scope."** He provided a comprehensive overview of the history of fermented dairy products, the current market status, and future projections. He discussed the importance of processing and packaging innovations in ensuring the quality and safety of fermented dairy products. He also shared Verka's future plans for expanding their range of fermented dairy products and increasing their market share.

The technical session concluded with a lively question-and-answer session, allowing the audience to engage directly with the speakers and gain deeper insights into the topics discussed.

Dr. P.K. Singh, Organizing Secretary, delivered the vote of thanks, expressing gratitude to all speakers, dignitaries, and participants for their contributions and engagement. The seminar concluded with a sumptuous lunch at the University Guest House, providing an opportunity for attendees to network and discuss the day's proceedings in a more informal setting.

Key Takeaways from the Event

Collaborative Efforts: The event highlighted the importance of collaboration between academia, industry, and government to drive advancements in the dairy sector.

Fermented Dairy Products: The seminar underscored the health benefits of fermented dairy products, including improved gut health, enhanced immunity, and reduced lactose intolerance.

Economic Value: The discussions emphasized the economic value of dairy products and the potential for fermented dairy products to offer healthier alternatives to processed foods and carbonated drinks.

Innovation and Quality: Speakers stressed the need for innovation, quality control, and standardization in the production of fermented dairy products to meet growing consumer demand.

IDA (West Zone) Celebrates World Milk Day at Juhu Beach



Indian Dairy Association (West Zone) organized World Milk Day celebrations at Juhu Beach, Mumbai on June 1, 2024. The purpose was to reach out to the general public and inform them about the goodness of milk and the role of dairy in nutrition, health and rural economy.

The programme started early morning at 7.00 am and was attended by about 300 morning walkers representing different classes of the society. Shri Anil Hatekar, MD, Mahananda Dairy and Treasurer of the Zone, anchored the program and welcomed all the

attendees. A four-page Dairy Information Brochure was distributed to the attendees, which gave brief information about IDA and also brief on Indian dairy sector and information on health and nutritional aspects.

Dr. J.B. Prajapati, Chairman, IDA (WZ) informed the audience that IDA is working since 1948 and helping the milk producers, dairy processors and consumers since last 75 years. First June is celebrated as World Milk Day since 2001 as proposed by FAO of United Nations. India is celebrating National Milk Day since 2014 on 26th November, which is the birthday of Dr V. Kurien. He also informed about the unique small holder model of Indian dairying and how it provides livelihood to over 80 million farmers. He stressed on the role of dairy for nutrition, health and livelihood.

Dr. J.V. Parekh, Vice Chairman, IDA (WZ); Shri Arun Patil, Vice President, IDA; and Shri A.K. Singh, Business Head, Warna Dairy also addressed the gathering. The program was supported

by Warna Dairy, who came with their team of 50 members and distributed flavoured milk to the audience. The program was also attended by the members of Doctors-365 group and appreciated the contribution of milk in human health. Some of the questions from the audience were also attended which removed some confusions about milk in diabetes and nutrition. IDA (WZ) members conveyed thanks to Dr. J.V. Parekh and Warna team led by Shri A.K. Singh for the management of the activities at the beach.

IDA (SZ) Organizes World Milk Day and National Seminar on 'Quality Compliance'

The IDA (South Zone) in association with SRS, ICAR-National Dairy Research Institute (NDRI), Bureau of Indian Standards (BIS) and Food Safety and Standards Authority of India (FSSAI), Bengaluru celebrated World Milk Day on June 3, 2024 at SRS, ICAR-NDRI, Bengaluru. During the occasion, one day National Seminar on 'Quality Compliance' was also organized. About 114 registered delegates, which included faculty from SRS,

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ICAR-NDRI and ICAR-NIANP, Officials from BIS and FSSAI, Karnataka Milk Federation, Dodla Dairy and MILMA, Incubates, Students and Media representatives participated in the National Seminar.

During the Inaugural Session, Dr. Arindam Dhali, Head, SRS of ICAR-NDRI, in his address, mentioned that though India is a leading milk producing country in the world, its dairy export is <1% of the total dairy trade. He stressed that quality compliance is an important factor that can boost-up the export and thus strengthen the economy of the country. Guest of Honour, Shri C. Kumaresan, Assistant Director, FSSAI, Bengaluru briefed the house that the FSSAI, a regulatory body, functions for the improvement of quality and safety of foods including milk for the benefit of the consumers. Guest of Honour, Shri G. Venkatanarayanan, Scientist-E & MSCO (South), BIS, Chennai, in his address informed the role of BIS in the quality assurance programmes. Further, he pointed that BIS along with NDDDB initiated a Confirmatory Assessment Scheme (CAS) in December 2021, which is a comprehensive certification process for the dairies. He reported that many dairies have adopted the system and urged that the other dairies to get such a certification. Dr. Satish Kulkarni, Chairman, IDA (SZ), in his Presidential address, mentioned that food and dairy professionals lack knowledge on the legal and regulatory aspects and at the same time, legal professionals do not have much idea on the food system. He observed that while food regulations are important for quality and safety compliance, discussions mediated through associations like IDA between the regulators and FBOs help to resolve any confusion and conflict regarding the adherence to the regulations. Dr. K.S. Roy, Treasurer, IDA (SZ) welcomed the dignitaries and gathering. Dr. S. Subash, Secretary, IDA (SZ) and Organizing Secretary presented Vote of Thanks.

During the technical Session, Dr. Subba Rao, M Gavaravarapu, Scientist F & Head, NICHE, ICMR-NIN, Hyderabad, highlighted the recent 17 Dietary Guidelines published by NIN for the wellbeing of the consumers and also deliberated on the dietary guidelines, do's and don'ts and safety precautions to be followed in the preparation, storage and consumption of foods.

Dr. K.A. Anu Appaiah,

Former Senior Principal Scientist, CSIR- CFTRI, Mysuru, highlighted the inadequate procedures followed in sampling for microbiological aspects. He informed the house on the limits set by Indian and Global Regulators by taking examples of AFM1 in milk and pesticide residues. Dr. B. Surendra Nath, Former Principal Scientist, SRS of ICAR-NDRI, Bengaluru, discussed the role of milk and milk products in nutrition and health, importance of assuring quality, and safety of these important dietary constituents. He elaborated in detail on the emerging food regulations, standard setting process, one nation one commodity and one regulator.

Shri K Vijaya Veeran, Scientist-E /Director & Head, Bureau of Indian Standards, Bengaluru, deliberated on the overview of the BIS functions on the core standardization activities and BIS App. He made a detailed discussion on Conformity Assessment Scheme for the dairies. Shri Manu, H.A, Technical Officer, FSSAI, Bengaluru, made a presentation on "**FSSAI Role in Quality and Safety Compliance**" and highlighted the role of FSSAI in ensuring that milk and milk products available in the market are safe, wholesome, and of good quality, thereby safeguarding public health and interests.

Dr. Satish Kulkarni and Dr. Arindam Dhali chaired and co-chaired the Plenary Session, respectively. Dr. Laxmana



Naik, Rapporteur of the Technical Sessions and Senior Scientist, SRS, ICAR-NDRI, Bengaluru, presented the proceedings of the technical sessions highlighting the summary of each presentation. The meeting ended with thanks giving by Dr. Satish Kumar, Senior Scientist, SRS, ICAR-NDRI, Bengaluru. Dr. Monika Sharma, Senior Scientist, SRS, ICAR-NDRI, Bengaluru anchored the programme.

World Milk Day to World Food Safety Day Celebrations 2024



The joint celebration of World Milk Day and World Food Safety Day 2024, organized by IDA Kerala State Chapter (KSC) in collaboration with Jaitra Students Union, Verghese Kurien Institute of Dairy and Food Technology, Mannuthy, Thrissur and AFSTI Thrissur Chapter, concluded on a high note after a week of engaging events aimed at promoting awareness and education.

The programmes kicked off on June 1, 2024 with an Inaugural ceremony wherein Dr. P. Sudheer Babu, Registrar of Kerala Veterinary and Animal Sciences

University (KVASU) inaugurated the event and unveiled the event schedule. Dr. A.K. Beena, Associate Dean of VKIDFT, led the audience in reciting the 'Milk Day Oath,' emphasizing the commitment to promoting milk's nutritional benefits and quality. Dr. S.N. Rajakumar, Dean of VKIDFT, delivered a Presidential address highlighting the importance of food safety in public health, followed by felicitations from Dr. C.T. Sathian, Executive member of IDA (SZ). Dr. Aparna Sudhakaran V, Secretary of IDA KSC, expressed gratitude in the Vote of Thanks, acknowledging all collaborators and participants.

In the Inaugural session Dr. Beena R.L, Assistant Professor and IDA Life Member was felicitated for her recent patent achievement. A pivotal event on the first day was a National Seminar featuring two sessions. The first session held on **"Dairy Dynamics - Current Challenges and Industry Resilience,"** was led by Sri K.C.

James, Managing Director of MRCMPU, discussing industry responses to challenges like market shifts and technological advancements. The second session took place on **"India's Food Safety Ecosystem - FSSAI's Legacy, Consumer Rights and Career Avenues."** During the session Smt. Swathi, Central Food Safety Officer at FSSAI, Cochin, explored regulatory frameworks and career opportunities in food safety.

June 2nd saw an educational program at ALPS School, Kalathode, coinciding with **"Praveshnolstavam - School Reopening Day."** A lively Flash mob and informative



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skit engaged students, followed by a fun game promoting hygiene and quality in dairy and food products.

On June 4th, a quiz competition on '**Dairy and Food Safety**' at VKIDFT tested students' knowledge, with Dr. Ammu Kishor moderating the event. Winners included Aslah & Akhil (20 batch) in first place, Afsana Rukiyyah & Bismina, and Amit Singh & Bipin Kumar (22 batch) in second and third respectively.

June 5th featured outreach at Mannuthy Square with a flash mob, skit, and awareness talk on food safety, garnering positive feedback and media coverage. Bethlehem Convent Higher Secondary School hosted another impactful session later that day.

World Food Safety Day on June 7th concluded the celebrations with awareness programs and a session for Food Business Operators in Thrissur, emphasizing the importance of adherence to food safety standards.

Online competitions in photography, labelling, and videography showcased creative entries. Winners included Vishnu N.T. (20 batch) in photography, John Abraham Varghese in labelling, and Fathima Zakker (22 batch) in videography. An online survey on food consumption habits highlighted gaps in public awareness, such as misconceptions about food product contents and safety measures. Respondents expressed a strong desire for more education on food safety.

The valedictory session on June 8th, with Sr. Byju Joseph, Assistant Commissioner of Food Safety- Thrissur as Chief Guest, Dr. P.I. Geeverghese, National Vice President of AFSTI delivered Keynote address and Dr. S.N. Rajakumar, Chairman of IDA KSC, presiding, acknowledged achievements and reinforced commitments to food safety education.

In summary, the 2024 celebrations of World Milk Day and World Food Safety Day in Kerala exemplified a community-driven effort to promote dairy excellence and food safety. Through diverse events and initiatives, participants and attendees were educated and inspired to prioritize food safety in their daily lives, ensuring healthier communities and continued progress in the field of food safety awareness.

College of Food and Dairy Technology, Koduveli in Association with IDA Tamil Nadu Chapter Hosted World Milk Day

The College of Food and Dairy Technology, Koduveli, a distinguished constituent of the Tamil Nadu Veterinary and Animal Sciences University (TANUVAS),



in association with the Indian Dairy Association, Tamil Nadu Chapter, hosted the World Milk Day 2024 celebrations in Meiyur village, located in the Thiruvallur district and highlighted the importance of dairy farming and milk production to the local community.

The event was inaugurated by Tmt. S. Lavanya Sarathbabu, President of the Meiyur Panchayat Union, who underscored the community's support for such initiatives. The Presidential address was delivered by Dr. N. Kumaravelu, Dean of the CFDT, emphasizing the importance of dairy technology education and its impact on rural development. Further, Shri K.S. Kanna, Chairman, IDA Tamil Nadu Chapter; Dr. R. Anil Kumar, Director of Distance Education at TANUVAS; and Dr. P. Balaboopathi, General Manager (Planning), TCMPP Limited, Chennai also addressed the attendees, highlighting the collaborative efforts needed to enhance the dairy sector in Tamil Nadu.

The celebration featured a variety of engaging and educational activities aimed at promoting dairy farming practices and celebrating the significance of milk in daily life. The events included - Livestock health camp, drawing competition for school students, judging of dairy cows and calves, guest lectures and short video film on clean milk production.

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The livestock health camp provided deworming medication to improve livestock health and productivity. This initiative leads to the enhanced disease prevention, increased milk yield, and educating farmers on animal health management, significantly benefiting the local farming community. The drawing competition was held under the theme focusing on World Milk Day. This competition encouraged young artists to express their understanding and appreciation of dairy role in nutrition creatively. Students participated enthusiastically, showcased their talent by highlighting the importance of milk in daily life. Winners received cash prizes, in recognition of their creativity and effort. Judging of Dairy Cows and Calves competition is an evaluative segment where the best cows and calves were judged based on specific criteria. The owners of the winning animals received practical rewards such as milk cans, mineral mixtures and livestock feed for their dedication and efforts in dairy farming. Also, prize was awarded for the Best Cattle farm maintenance. An educational session was conducted mainly focusing on clean milk production aimed to spread awareness about the importance of maintaining cleanliness and hygiene in milk production. The session featured an informative lectures complemented by a short video film both designed to educate and inspire dairy farmers.

The meticulous arrangements for the program were made by Dr. P. Geetha and Dr. N Karpooora Sundara Pandian, Assistant Professors, CFDT. The celebrations witnessed significant participation from both school students and dairy farmers. The involvement of a large number of community members, along with their livestock, highlighted the event's success in fostering a sense of community and shared purpose.

NDRI Celebrates World Milk Day 2024

ICAR-National Dairy Research Institute (NDRI), Karnal celebrated World Milk Day 2024 with great enthusiasm at its campus on June 1, 2024. The event brought together experts and students to recognize the vital role of milk and dairy products in promoting health, nutrition, and sustainable agriculture. This year's theme, "**The Vital Role Dairy Plays in Delivering Quality Nutrition to Nourish the World,**" encouraged awareness of the significant contributions of the dairy sector to the world. A seminar on "**Bovine & non-bovine milk and human health**" was organized on this occasion at ICAR-NDRI that highlighted the importance of milk and milk products for the human being.

In his Presidential address, Dr. Dheer Singh, Director and Vice-Chancellor of ICAR-NDRI stated that milk and milk products are good for health and are being consumed by the whole world as a complete and nutritious food. He said that India's annual milk production is 230.58 million metric tonnes (MMT) with a per capita availability of 459 g/day, surpassing the global average of 322 g/day. The dairy and animal husbandry sector contributes 4.5 percent to India's GDP, with the dairy sector alone contributing 24 percent to the agricultural sector, valued at around Rs 10 lakh crore, the highest in the world. Dr. Singh said that dairying remains a cornerstone of India's economy, directly involving about 450 million people, mostly small and marginal farmers. He also highlighted the crucial role of the dairy industry in promoting public health and economic development.

On World Milk day, he emphasized that there is a need to explore the health benefits of non-bovine milk of animals such as goats, sheep, camels, Donkey, Yaks, etc. which possess numerous therapeutic properties which are considered good for human health. He further said that Non-bovine milk contains a large amount of functionally active lipids, lactose, immunoglobulin, various peptides, nucleotides, oligosaccharides and



metabolites. Their milk also has some unique microbial properties, which needs to be exploited for improving human health. He further added that characterization of milk constituents of non-bovine milk needs to be taken up on priority at national level as this will go a long way in the diversification of milk for the development of healthier and nutritious products and also be a source of income to farmers rearing these animals. He also said that milk of these non-bovine species contain essential nutrients, including calcium, protein, and vitamins, which support bone health, muscle growth, cardiovascular health, and gut health through probiotics in fermented milk products. Dr. Singh reaffirmed the institute's commitment to advancing dairy research and innovation for sustainable and efficient dairy production.

Dr. Manish Kumar Chatli, Director of the Central Institute for Research on Goats and Dr. Artabandhu Sahoo, Director of ICAR-NRC on Camel, were present as Guest of Honour on this event. Dr. Chatli highlighted the importance of goat milk as an "Ausadhi". He said about the immunomodulatory activity of goat milk and its potential to reduce parasitemia index, specifically during malaria and dengue. He also said that the proteins in goat milk possess inhibitory effect against hypertension, cardiovascular disease and synthesizes essential amino acids in human body. Dr. Sahoo told that camel milk's properties that may support gut health and improve symptoms associated with autism, suggesting new dietary interventions and therapeutic approaches. He further said that camel milk contains various compounds that help to improve our immunity against infectious diseases. Among these immunity boosting compounds, protein fractions such as lactoferrin and immunoglobulins are the major contributors to this activity by exhibiting anti-inflammatory, anti-oxidant and anti-viral properties.

Dr. Ashish Kumar Singh, Joint Director (Academic) and Dr. Rajan Sharma, Joint Director (Research), ICAR-NDRI said that while research has shown positive health implications of consuming milk from both bovine and non-bovine sources, further in-depth research is required to understand the cellular mechanisms behind these benefits. Dairy Technology Division organised this event under the guidance of Dr. Deep Narayan Yadav, Head, Dairy Technology. Dr. B.D. Phansal, Joint Director (Administration), Heads of various Divisions, Staff of NDRI and Model Dairy Plant, and all the students attended this event. The celebration also witnessed the launch of a new product, Besan Pinni by the Director, NDRI and other dignitaries at MDP, Karnal.

Dr. Dheer Singh informed the gathering that this Besan Pinni has been prepared from channa and ghee as major ingredients, which provides good amount of protein and energy to the consumers.

INDIAN DAIRYMAN

College of Dairy Science, Kamdhenu University, Amreli Celebrates World Milk Day

World Milk Day celebration provides an opportunity to promote various activities related to milk and the dairy industry. India is the largest milk producing country. A significant proportion of milk produced in India is used for the manufacture of traditional dairy products. Traditional dairy products have potential to enhance the profitability of Indian dairy farmers.



On the occasion of World Milk Day students of College of Dairy Science, Kamdhenu University, Amreli were sensitized about the role of Traditional Dairy Products in Indian dairying sector. Students prepared product samples (gulabjamun, kalajamun and flavoured milk) and evaluated it for organoleptic quality. On the occasion of World Milk Day, Dr. V.M. Ramani, Principal and Dean, College of Dairy Science, Amreli congratulated students for active participation in the celebration.

SKPCL Organizes World Milk Day at Nizamabad Village, Telangana



International Organisation UNDP's initiated project Swaayam Ksheer Producer Company (SKPCL) organised World Milk Day on 1st June 2024 at Nizamabad Village, Telangana State. While welcoming the

Progressive farmers, Consumers, Government officials and Non-Government officials, Dr. Raja Rathinam, Managing Director, SKPCL spoke on the importance of World Milk Day in providing quality milk and milk products to the consumers. He also added that in view of this, "Road Map for Organic Dairy Farming" is being selected by SKPCL as a theme for this year. The Chief Guest, Mrs. Shanta Sheela Nair (IAS), Former Secretary, Govt. of India and Vice Chairman, Planning Commission, Govt. of Tamil Nadu informed that Organic Agricultural Products are having more nutritional value to the consumers especially elders in boosting their immunity systems. She also stressed that the Government should support further to implement Organic Dairy Farming especially at small, marginal and landless farmers level

through Producer Organisations. The Guest of Honour, Shri Adhar Sinha (IAS), Additional Chief Secretary, Department of Animal Husbandry and Dairying, Government of Telangana, in his message stressed that manure management at small, marginal and landless farmers will help to increase the economic conditions of farmers along with environmental protection. This scheme will not only take care of human health but also will take care of agricultural soil in due course of time. He appreciated the efforts. Many experts delivered speech on the importance of the scheme. The farmers took an oath to introduce this scheme with more infrastructure support from the Government. Shri Pappa Rao, the Progressive farmer conveyed a Vote of Thanks to all the participants. ■

'Indian dairy sector has to become more cost competitive'

Dr. R.S. Sodhi interacts with Agriculture Today

Dr. R.S. Sodhi, President, Indian Dairy Association recently interacted with *Agriculture Today* on the current dairy situation and its future prospects. Excerpts of the interview in question and answer form is reproduced herewith:

Is the Indian Dairy completely living up to its potential?

Indian dairy farmers are definitely harnessing the best potential of the sector. The dairy sector in India is owned by 80 million farmer families, out of whom 70 % are landless and marginal. Among all the rural livelihood avenues, dairy has shown exemplary performance despite the inherent constraints of low productivity, less automation etc. Our milk production in the last fifty years has been growing consistently at a CAGR of 4.8%. Every 25 years our milk production multiplies by three times and in last fifty years our milk production increased by ten times. In spite of the population multiplying by 2.5 times, the per capita availability has increased by 4 times. Our Dairy Model is that of low input and low output and on this unique model, we have built the world's most efficient dairy supply chain where 70-80% of profits goes back to the farmers. So naturally, our farmers are happy. The consumers are also happy as they are getting quality food at affordable price at their



convenience. As these two main stakeholders are happy, this industry has become envy of the world. This is the only industry which Indians can feel proud as this our own creation. Green revolution was a borrowed concept. The white revolution on the other hand, was developed by our farmers and policy makers. But still, there is a lot to achieve. The scope of revenue generation from dairy segment will increase as consumption of protein and fats in increasing and we need to keep pace with it.

What are the aspects that need to be taken care of to keep pace with the growing dairy sector?

Our production is bound to grow and so is our population. If India needs to continue to grow at the same pace, we have to increase the domestic consumption and increase exports. We cannot continue to increase the price of milk and expect the consumers to buy at that rate. We have to make it more affordable. Similarly, we should work towards exporting 110 mt per annum in next 25 years. Indian dairy sector has to become more cost competitive. This can only be achieved by reducing the unit cost of production. Currently our feed conversion ratio is very low and our aim should be to increase it. This can be achieved by getting better breed of animals

and resort to better feeding practices. Farmers' income should increase not by increasing price but by increasing productivity.

Why was cooperative model such a big hit in dairy? Do you believe that even today cooperative model is the best model?

It is the best model. The reason being farmers own the whole supply chain from production to marketing. They make it more efficient without wastages. By creating a very efficient supply chain, they have created benchmarks for industry to follow. Nowhere in world does farmers get 70-80% of the returns. This model can be replicated in any country where the dairy is in the hand of small holders.

In terms of sustainability where do you find Indian Dairy?

In India, milk production is of low input low output model, where we feed animals whatever that is left after human consumption; the emission per liter of milk is 2-3 times higher than the other dairy based economies. But our per capita emission of GHGs is only one by tenth of these countries. Nevertheless, we need to improve. One way of doing this as I have mentioned is to increase productivity. This will bring down per litre emission. But in my perspective, Indian dairy sector is sustainable. We feed animals whatever roughage is left in the field, otherwise we would have to burned it. The roughage is thereby used for creating a nutritious superfood meant to feed 1.4 billion people. The dung is used as organic manure or converted into biogas. How can we say that it is not sustainable? We have to learn to differentiate. The emissions here are part of earning livelihood and not a part of leading a luxury life. I believe sustainability starts when stomachs are full.

Value addition is a big area in dairy sector and how has Indian Dairy adjusted to it?

India's value addition in dairy is much better than the rest of the world. India is a country of lower middle class. They look for value delivery than value addition. If milk costing Rs. 50 is converted into curd and packed in fancy packaging and sold for Rs. 150, there will be few takers in India. If the same curd is packed in a modest plastic bag and sold for Rs. 60-65, it is called as value delivery. Value addition has been misinterpreted.

What are the challenges ahead of Dairy sector?

The current biggest challenge is that of productivity. Also, there is the important task of motivating the next generation farmers to continue in milk production. Without their help, we cannot sustain our current

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If India needs to continue to grow at the same pace, we have to increase the domestic consumption and increase exports

dairy production, let alone increasing productivity. So far, we have been fairly successful in not including our dairy in free trade or bilateral agreements.

Other major challenges include dearth of feed and fodder, increasing number of dry animals, animal health etc. We have to realise the market demand and work towards fulfilling it. For example, now there is a general consensus that animal fat such as ghee is good for health. There is a renewed demand for milk with more fat. In such a scenario, we need to encourage buffalo milk production, as we know the fat content in buffalo milk is double that present in cow's milk.

What are your suggestions to the newly formed government?

I would say to continue the existing policies of encouraging local milk production as it forms the keystone of our rich dairy heritage. The sector needs more funds and it will be in good interest of the dairy segment, if the budgetary allocations be made on par with that of agriculture. Another important area that I would like to bring to the focus is the tax levied on ghee. Today ghee is taxed at 12%, whereas imported edible oil is kept at 5%. It doesn't make any sense to tax something produced by the farmer high, whereas an import commodity low. Besides, ghee is a healthy alternative to palm oils. I would request the government to examine this matter and to make tax on ghee on par with that of other edible oils.

Courtesy : Agriculture Today