

World Milk Day Celebration at IDA House



The Indian Dairy Association (IDA) in association with IDA North Zone and Western UP Chapter of IDA celebrated World Milk Day on June 1, 2025 at IDA Head Office. The Chief Guest of the function was Dr. Raghavendra Bhatta, DDG (Animal Science), ICAR, New Delhi.

Dr. Raghavendra Bhatta is a doctorate in veterinary science with a specialisation in Animal Nutrition from Veterinary College, Bangalore. He had an excellent academic career bagging gold medals both in master's and doctorate programmes. During his tenure as the Director, ICAR-NIANP, he developed many state-of-the-art infrastructure facilities at NIANP, such as the Centre for Laboratory Animal Research, and the Centre for Climate Resilient Animal Adaptation Studies. Recognising the contribution, the institute was bestowed with the Sardar Patel Outstanding Institute Award in 2021. He is the recipient of several research awards.

Dr. Bimlesh Mann, ADG (E.P. & H.S.), ICAR was the Special Guest. She is also a CEC member of IDA and Editor, Indian Journal of Dairy Science. Dr. S.K. Bhalla, Ex-COO, Mother Dairy was the Guest of Honour. Shri Pankaj Kumar Sharma, Ex-CRO, Mother Dairy and SEC Member of Western UP Chapter of IDA was invited for a Special address on the occasion.

Some of the prominent personalities attended the event were: Shri Ram Chandra Choudhary, Chairman, Ajmer Milk Union; Shri Ramesh K. Chugh, Vice Chairman, IDA (NZ); Shri V.K. Tewari, ZEC member of IDA (NZ); Dr. A.K. Tripathi, Chairman, Western UP Chapter of IDA; Shri I.K. Narang, Former Assistant Commissioner (DD), Gol; Shri T.T. Reddy, Secretary, Western UP Chapter of

IDA; Shri Ashok Rao, Vice Chairman, IDA (NZ); Shri Sanjay Raina and Shri Mathura Prasad from Mother Dairy; Shri B.B. Garg, Ex Quality Control Manager, DMS; Dr. Karun Chandalia, Chairman, IDA Rajasthan Chapter; Shri Vivek Sharma, Benny Impex Pvt. Ltd.; Shri Amit Berma, NCDFl; Shri Munish Pandey, Everest Instruments Pvt. Ltd.; Shri Gyan Mutreja, IDA(NZ) ZEC Member; Dr Inderjit Singh, Chairman, Punjab State Chapter of IDA; and many more.

The program started with the ceremonial lighting of lamp on the auspicious occasion. Shri Ram Chandra Choudhary presented a bouquet to the Chief Guest Dr. Raghavendra Bhatta. Other dignitaries Dr. Bimlesh Mann, Dr. S.K. Bhalla and Shri Pankaj Kumar Sharma were also felicitated with a bouquet.



In his Welcome address, **Shri Hariom Gulati**, Secretary General, IDA welcomed the Chief Guest and all other dignitaries attended the World Milk Day event. Speaking about the World Milk Day, he said, it was initiated by FAO in 2001. We used to organize this event to give a tribute to the immense contributions made the Indian dairy sector for the livelihood of small and marginal dairy farmer as well as nutritional security of the country besides empowering rural women connected with dairy sector.

Dr. R.S. Sodhi, President-IDA delivered the Keynote address virtually from Anand, extending a warm



welcome and expressing gratitude to Dr. Raghavendra Bhatta, DDG (Animal Science), ICAR, for joining the event as Chief Guest. He also welcomed all participants for their presence on this significant occasion.

Dr. Sodhi highlighted India's remarkable progress in the dairy sector. From contributing just 6% to global milk production five decades ago, India now contributes 25%, making it the largest milk producer in the world. Over the last decade alone, India has increased its milk output by an amount equivalent to the entire annual milk production of the United States. Projections suggest that in the next ten years, India may add another 185 million metric tonnes (MMT) of milk-equal to the current milk production of the European Union and New Zealand combined.

Dr. Sodhi emphasized the four foundational pillars of India's dairy success:

Small and Marginal Farmers: Over 80 million smallholders with 2-3 animals have adopted dairying as a livelihood. Their commitment and investment in livestock maintenance have been crucial.

Dairy Industry: Beginning with cooperatives and the establishment of the National Dairy Development Board (NDDB), the "Anand Pattern" was replicated across states. The private sector also followed suit, complementing the cooperative model.

Research and Education Institutions: Academic and research bodies have played a key role in enhancing milk production while adapting to India's low-input, low-output system.

Government Support: The Government of India has safeguarded the sector from cheap imports, ensuring sustainability and profitability for dairy farmers.

Dr. Sodhi reiterated that milk is both a nutrition source and a tool for economic empowerment, especially in rural India. India is perhaps the happiest nation celebrating World Milk Day, given its leadership in the sector. The per capita milk availability has increased from 111 grams/day in 1973 to 471 grams/day today.

Urban households spend an average of Rs. 17.50/day on milk and milk products-out of a total daily food expenditure of Rs. 87-underlining dairy's importance in everyday nutrition.

While speaking on the challenges, Dr. Sodhi apprised the participants about some of the important challenges as under:

Feed and Fodder Shortage: The sector faces a 30-35% shortage. Efficient utilization of available resources is critical to reducing production costs without burdening consumers.

Natural vs. Synthetic Products: Dr. Sodhi stressed the need to educate consumers about the value of natural dairy products, which offer essential nutrients at a quarter of the cost of plant-based alternatives-many of which contain synthetic additives.

Export Potential: With rising milk production, India must go beyond its domestic market. Current dairy exports stand at USD 275 million, primarily comprising ghee and butter (60%), skimmed milk powder (27%), and paneer. Export destinations include the USA, UAE, neighbouring countries, and Singapore. In Order to manage the growing supply and ensure fair farmer pricing, India should aim to export 10-12% of its milk production, following global examples such as New Zealand (95%) and USA (35%). Challenges also include export restrictions to major markets like China and Russia, and the need to enhance quality, packaging, and compliance with international protocols.

Dr. Sodhi expressed gratitude to all stakeholders-research institutions, cooperatives, private players, and government bodies-for their contributions in areas such as product innovation, vaccination, breeding, and genetic improvement. Their sustained efforts have enabled India to retain its top position in global milk production.

Dr. Bimlesh Mann, ADG (E.P. & H.S.), ICAR addressed the gathering as the Special Guest on the occasion. She highlighted the theme of the World Milk Day 2025 i.e. "Let's Celebrate with the Power of Dairy." Dairy

plays a vital role in sustainable food systems through its contributions to nutrition, environment, economy, and culture. Nutritionally, dairy provides high-quality protein and bioavailable nutrients such as calcium, vitamin B12, iodine, magnesium, and potassium, and is linked to a reduced risk of osteoporosis, cardiovascular disease, type 2 diabetes, and colorectal cancer. Its unique food matrix enhances health benefits beyond individual nutrients. According to the ICMR-NIN 2024 guidelines, dairy intake should be 250-300 ml for children, 300-400 ml for adolescents, 300 ml for adults, 500 ml for pregnant women, 500-600 ml for lactating mothers, and 400-500 ml for the elderly. Dairy options include milk, curd, paneer, and buttermilk, with preference for low-fat, unsweetened, and pasteurized forms. Protein requirements should ideally be met through natural food sources, and protein supplements are not recommended for the general population unless prescribed by a healthcare professional.

Environmentally, innovations like improved feed and manure management reduce emissions, while dairy supports circular agriculture by utilizing inedible biomass and promoting soil health, biodiversity, and carbon sequestration. Economically, dairy is a critical source of livelihood for millions, especially in rural and low-income areas, and supports food security. Culturally, dairy is deeply rooted in traditional diets and food practices, and replacing it may risk disrupting dietary diversity and heritage.

Dr. Mann concluded by recognizing the critical role of dairy not only in livelihood and nutritional security but also in health security.

Dr. S.K. Bhalla, Ex-COO, Mother Dairy, in his address as the Guest of Honour, placed strong emphasis on the importance of ethics in the industry. He highlighted a concerning trend wherein the quality of products is being compromised in an effort to control prices.

Dr. Bhalla firmly stated that analog products should not be marketed or sold as dairy. He pointed out the lack of proper representation for the dairy sector in regulatory and industry bodies such as the FSSAI (Food Safety and Standards Authority of India) and CII (Confederation of Indian Industry). He stressed the need for proactive efforts to ensure that the dairy industry's voice is heard in these important forums.

In this context, Dr. Bhalla requested Dr. Sodhi to take up the matter with FSSAI and CII to seek appropriate representation and action. Furthermore, he advocated for greater public awareness and education about analog products, which are often misleadingly sold under the guise of genuine dairy item.

Dr. Raghavendra Bhatta, DDG (Animal Science), ICAR,

addressed the gathering as **Chief Guest** and termed the dairy sector as a *sunrise sector*, contributing 30% to agriculture GDP and 5% to national GDP. Valued at Rs.12 lakh crore, the industry is poised to touch Rs.40 lakh crore by 2047. He attributed this growth to institutional support and the successful Anand Pattern cooperative model. Emphasizing the need to boost exports amidst rising milk production, Dr. Bhatta stressed achieving FMD-free status by 2030 and declaring disease-free zones to enable global trade. He highlighted innovations like *GauChip* and *MaheshChip*, developed under the Rashtriya Gokul Mission, to boost genetic improvement and self-reliance. He also informed that the LSD vaccine would be available within three months. Addressing sectoral challenges such as high processing costs, inadequate feed and fodder, and insufficient infrastructure, Dr. Bhatta recommended conserving indigenous breeds, raising R&D funding by 1%, offering low-cost AI services, increasing procurement prices, lowering GST on dairy products, expanding the cold chain, and restructuring dairy schemes with clear, time-bound targets.

Shri Pankaj Kumar Sharma, Ex-Chief Risk Officer of Mother Dairy, delivered a Special address on the integration of Environmental, Social, and Governance (ESG) compliance in the Indian dairy sector. Emphasizing its strategic value, he outlined how ESG alignment can help Indian exporters navigate global challenges, seize emerging opportunities, and enhance market access. He stressed the importance of adhering to international standards such as ISO 22000 (Food Safety), ISO 14001 (Environmental Management), and Codex Alimentarius guidelines. Quality assurance through regular contaminant testing, organic certifications, and robust regulatory documentation is vital. Additionally, strict compliance with labelling and packaging norms of importing countries was underscored. Shri Sharma highlighted growing global focus on the Dairy Sustainability Framework (DSF), which monitors key sustainability metrics like animal care, greenhouse gas emissions, biodiversity, rural economy, and water quality—now covering 30% of global milk production. He concluded by urging the Indian dairy industry to adopt ESG and sustainability frameworks not just as compliance tools, but as essential strategies for long-term global success.

All dignitaries including the Chief Guest Dr. Raghavendra Bhatta; Dr. Bimlesh Mann; Dr. S.K. Bhalla and Shri Pankaj Kumar Sharma were felicitated with a shawl and a memento on the occasion.

During the open session, Shri I.K. Narang, Former Assistant Commissioner (DD), raised concerns regarding

...continue on Page 56

...continue from Page 52

milk adulteration, emphasizing that the IDA should take a proactive role in addressing the issue. His concern was endorsed by Shri V.K. Tewari.

Shri Ram Chandra Choudhary, Chairman, Ajmer Milk Union, called for a minimum 12-year sentence for milk adulteration and urged that the dairy sector be granted industry or agriculture status. He advocated for a National Milk Grid, support price for dairy products, free sex-sorted semen for farmers, loans @ 4% like agriculture farmer, and removal of 28% GST on molasses. He also recommended allocating 5% of the Association's budget for consumer awareness campaigns.

The event concluded with a Vote of Thanks delivered by the Secretary General of IDA.

NIANP and IDA SZ Jointly Celebrates World Milk Day



The Indian Dairy Association (South Zone) in collaboration with ICAR-National Institute of Animal Nutrition and Physiology (NIANP), Bengaluru, celebrated World Milk Day on 6th June, 2025 with great enthusiasm and a sense of national commitment. Based on the World Milk Day 2025 theme the celebration was complemented by a National Symposium on "**Dairying for Nutrition & Livelihood Security**", bringing together eminent personalities, scientists, industry experts, policymakers and students from across the country in a common forum to recognize and reinforce the vital role of the dairy sector in ensuring nutrition, income generation, and rural development.

It brought together thought leaders, policymakers, in a common forum to recognize and reinforce the vital role of the dairy sector in ensuring nutrition, income generation, and rural development.

The event was graced by the presence of distinguished guests, like, Shri B Shivaswamy, Managing Director, Karnataka Milk Federation (KMF) and Captain G R Gopinath, Managing Director, Deccan Charters Pvt. Ltd. The event was presided over by Dr. Artabandhu Sahoo, Director, ICAR-NIANP, Bengaluru and Dr. Satish Kulkarni, Chairman, Indian Dairy Association (South Zone). The program was coordinated by Dr. Kajal Sankar Roy, Principal Scientist, ICAR-NIANP and Dr. S Subash, Senior Scientist, NDRI(SRS) Bengaluru.

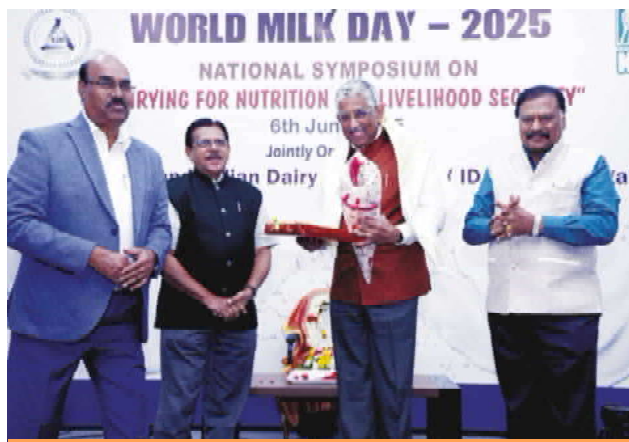
The event commenced with the traditional invocation, then paying a heartfelt homage to Dr. S. Ayappan, Former Director General, ICAR & Secretary DARE; New Delhi; and Dr. E Madhavan, Former Regional Director, NDDB, Bangalore for their sudden demise; and lighting of the lamp. The Organizing Secretary Dr. Kajal Sankar Roy delivered the welcome address, highlighting the theme and objectives of the World Milk Day celebration and the National Symposium. The Guest of Honour Shri B. Shivaswamy, in his address, underscored the pivotal

role of dairy cooperatives in empowering rural farmers, increasing milk production, and contributing to national nutrition. Another Guest of Honour Captain G.R. Gopinath, with his unique entrepreneurial perspective, encouraged innovations in rural dairy logistics, marketing, and technology adoption for greater efficiency and profitability. Dr. Artabandhu Sahoo, Director, ICAR-NIANP, emphasized research contributions in the field of animal nutrition and physiology and highlighted the growing potential of non-bovine milk in health and nutrition. Dr. Satish Kulkarni, Chairman, IDA (SZ) shed light on the role of the IDA and stressed the need for continuous research, consumer education, and strong farm-to-market linkages in the dairy sector.

Three technical sessions were held wherein renowned experts delivered insightful talks on diverse aspects of dairying:

In **Technical Session I:** Padma Shri Dr. V Mohan deliberated on "*Role of Milk and Dairy Products in Diabetes and Metabolic Disorders*". Dr. Mohan explained the critical role that dairy can play in managing metabolic disorders. He highlighted recent findings on the benefits of milk-derived bioactive compounds in controlling glycemic indices. Dr. Artabandhu Sahoo, Director, ICAR-NIANP talked on "*Non-bovine Milk: A Nutraceutical Adjuvant*". Dr. Sahoo emphasized the therapeutic potential of non-bovine milk (such as goat and camel milk), advocating for its wider use as a health-promoting alternative in nutraceutical and functional food sectors.

In **Technical Session II:** Dr. T.K. Datta, Vice Chancellor,



sex-sorted semen can transform herd composition and farm profitability. Shri Vishvas V. Chitale, Director, Chitale Dairy, Pune, talked on "*RFID and Traceability: Augmenting Milk Trade Beyond India*". Shri Chitale presented how smart tracking systems like RFID can ensure transparency, quality assurance, and global competitiveness in India's milk exports.

In **Technical Session III**: Dr. Pankaj Kaushal, Director, IGFR, Jhansi, presented his talk on "*Dairying in India: Fodder Availability and Its Contribution*". Dr. Kaushal highlighted the challenges and opportunities related to fodder production, stressing its importance for dairy sustainability and animal health. Dr. Eknath B Chakurkar,



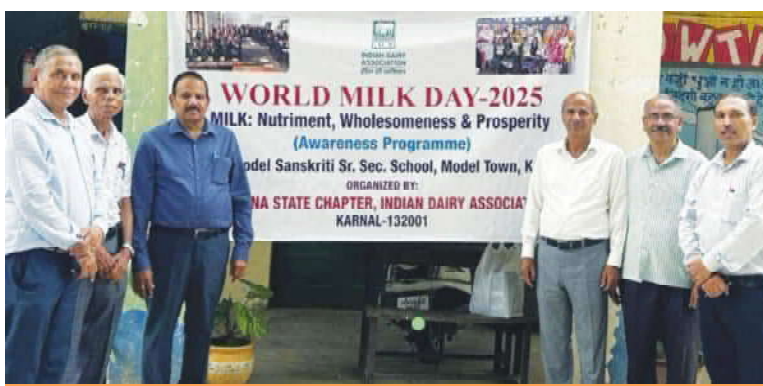
WBUAFS, Kolkata deliberated on "*Data-Driven Animal Farming: Optimizing Productivity Performances and Resource Utilization*". He presented the potential of big data and precision farming tools in revolutionizing dairy productivity and environmental sustainability. Dr. Kumaresan, National Fellow, SRS-NDRI, Bengaluru talked on "*Reproduction in Dairy Animals: Prospects and Perspectives of Sex-Sorted Semen*". He provided updates on advances in reproductive biotechnology and how

Director, ICAR-CIARI, Port Blair deliberated on "*Prospects of Dairy in Island Regions of India*". Dr. Chakurkar shared unique insights into dairy development in the island ecosystems of India and proposed strategies for overcoming logistical and environmental constraints.

The event highlighted the need for continued innovation, collaboration, and policy support to empower India's dairy ecosystem.

IDA Haryana State Chapter Celebrates World Milk Day

IDA-Haryana State Chapter (HSC) organized World Milk Day 2025 programme celebration at Govt. Model Sanskriti Sr. Sec. School, Model Town, Karnal. The theme for World Milk Day 2025 was "**Let's Celebrate the Power of Dairy.**" This year's focus is on showcasing how dairy is contributing in building stronger communities, promoting healthier lives, and supporting sustainable futures.





The Global Dairy Platform is encouraging organizations worldwide to share stories and initiatives that highlight dairy's positive impact.

Speaking on the occasion, Dr. S.K. Kanawjia, Former Principal Scientist (NDRI) and Chairman, IDA-HSC accentuated that World Milk Day was established by the Food and Agriculture Organization (FAO) of the United Nations in 2001. The goal was to recognize the value of milk as a global food and to draw attention to the dairy sector's impact on health, nutrition, and the economy. India continues to lead the world in milk production. In the fiscal year 2023-24, India's milk production reached a record 239.3 million tonnes, a 4% increase from the previous year. India has maintained its position as the world's leading milk producer since 1998, currently contributing around 25% to the global milk supply. India is not only the largest producer but also one of the top consumers of milk.

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. Milk and Dairy 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.

Dr. Parveen Kamboj, former Principal Scientist and Member, IDA- HSC welcomed all guests, participants, students and staffs of the school and gave the introductory remarks on the significance of World Milk Day and role of milk and milk products in life. Dr. A.K. Roy, former Principal Scientist, NDRI, apprised the audience on significance of milk and milk products in keeping good health. Dr. Mahender Singh, former Head, Animal Physiology Division, NDRI and Vice-Chairman, IDA-HSC enlightened the audience with nutritional quality of milk for keeping good health and well-being. Prof. Bhatia, Haryana Agriculture University elaborated the importance of milk and dairy products in meeting the daily nutritional and

health requirements. Shri Devender Kumar, personnel officer of the school welcomed the experts, participants, staffs and students on this occasion and apprised the gathering with the activities of the school.

Flavoured milk, chocolates and snacks were served to all participants participated on the occasion.

JMF Celebrates World Milk Day in Association with Jharkhand Local Chapter of IDA

Jharkhand Milk Federation (JMF) in association with Jharkhand Local Chapter (JLC) of IDA had celebrated the World Milk Day at the premises of Medha Dairy Plant, Hotwar on 01 June, 2025.

Shri Pavan Kumar Marwaha, Chairman, IDA-JLC & General Manager, JMF; and Shri Jaidev Biswas,





Vice-Chairman, IDA-JLC and Managing Director, JMF chaired the event. The theme of the World Milk Day 2025 was on "Let's Celebrate the Power of Dairy". The theme outlines the multi-dimensional power of milk products that includes nutrition, employment, sustainable development and strengthening of rural economy. This is not limited with only the nutritional value of Milk, but also percolate down and maintain equilibrium among farmers, consumers and environment through Dairy business.

Shri Marwaha, in his speech, stated the importance of Dairy in today's perspective of nutrition and employment. He advised dairy farmers to get associated with JMF and improve their livelihood while getting opportunity to contribute and uplift their family.

Underlining the importance of cooperation in the White

Revolution, Shri Jaidev Biswas, MD, JMF congratulated the JMF Employees and, shared that JMF has crossed the figures of 2.50 Lakh litres per day in milk procurement, which is a matter of joy for the milk producers and the state.

Speaking on this occasion, Shri Biswas has appealed the consumers to consume only packaged dairy products which is manufactured and processed as per the quality parameters of the FSSAI. The JMF is the only Dairy Cooperative in the state which is working in the field of dairy development and playing a pivotal role in socio-economic development of the dairy farmers in Jharkhand.

On this occasion, the Father of White Revolution Dr. Verghese Kurien was remembered and was given floral tributes to his portrait. All the Group Heads & staff were present on this occasion.

Punjab State Chapter of IDA Celebrates World Milk Day

On the occasion of World Milk Day, the IDA Punjab State Chapter (PSC), in collaboration with Baani Milk Producer Company Limited and key stakeholders, organized an impactful seminar on "**Nutritional Excellence in Dairy Farming - Safeguarding Milk Quality**", focusing on the crucial role of nutrition in dairy farming and its link to milk quality.

The event was graced by Sh. R.K. Chugh, Vice Chairman, IDA (NZ), as the Chief Guest. Team Punjab State Chapter led by Dr. Inderjeet Singh Sra, Chairman, IDA PSC; Dr. Navdeep Dham, Secretary, IDA PSC; and CEO of Baani Milk Producer Company Limited, Shri Kuldeep Singh Jassowal; Director PDDDB Shri Ashok Rauni (Rtd. Dy. Director Dairy) and Shri Hunar Brar, Co-Founder Apni Kheti graced the event.

Additionally, the event was further enriched by the esteemed presence of Shri Bhupinder Singh, Chairman, Baani Milk Producer Company Limited, along with distinguished board members.





In his opening remarks, Dr. Dham highlighted that ensuring milk quality begins at the farm, but its importance extends to national and global levels. With India's growing potential in dairy exports, quality must become a national priority. He also reiterated chapter's commitment to fostering collaborative efforts among Punjab's dairy ecosystem from grassroots dairy farmers to institutional stakeholders.

He shared that recent initiatives to grow the IDA PSC, are bearing fruit, with a steady rise in membership, especially from field-level dairy professionals.

Shri Inderjeet Singh Sra, in his address, highlighted the significance of World Milk Day and the pivotal role of IDA in uniting stakeholders for the betterment of the dairy sector. His words set the tone for the importance of continued collaboration and farmer-centric initiatives.

Shri R.K. Chugh, in his Keynote address, appreciated the efforts of the Punjab State Chapter and called the event a grand success. He acknowledged the leadership and team spirit shown by both the Chairman and Secretary of IDA Punjab State Chapter and encouraged continuous knowledge-sharing platforms for farmers and professionals alike.

Shri Kuldeep Singh Jassowal, Director, PDDDB, enlightened the audience about various government schemes supporting dairy farmers and urged them to take full advantage of these initiatives to enhance productivity and profitability.

Amongst the renowned experts Dr. C.B. Singh, NDDDB Dairy Services; Dr. Vimlesh Sharma, Kemin Industries; Shri Vivek Sharma, Adventa deliberated during the technical sessions.

A special mention to the women dairy farmers who travelled from the various districts of Punjab to participate and engage enthusiastically with the speakers-their presence was truly inspiring.

In recognition of the dedication and hard work of the BAANI team, an appreciation memento has been

presented to its employees for their outstanding contributions. This honour acknowledges their efforts in financial management, ensuring timely payments to farmer members, as well as their significant role in the digitalization of milk collection, route optimization for cost-efficient transportation, and precise data management of BAANI members within the Information Technology department.

Shri Punit Sharma, Deputy General Manager - Finance, and Shri Hitendra Sharma, Deputy General Manager - IT, received appreciation awards on behalf of their respective teams for their exemplary commitment and contributions.

Additionally, Shri Mukesh Kumar, is recognized for his invaluable backend support in managing all correspondence activities and facilitating seamless coordination with stakeholders of the IDA PSC.

The event ended with a note that let's continue to work together to raise the standards of milk quality, nutrition, and farmer empowerment in India's growth story.

Bihar State Chapter of IDA Celebrates World Milk Day

On the occasion of World Milk Day, Bihar State Chapter of IDA organized a special talk in its office conference room. The event gathered all the IDA members as well as special invitees including some of the important personalities of event management group.

The event was presided over by Shri Dharmendra Kumar Srivastava, Chairman, IDA Bihar State Chapter. In his address, he highlighted the importance of dairy development in eastern India, particularly the significant progress made by Bihar's dairy industry in recent years. Shri Sudhir Kumar Singh, Chairman, IDA (East Zone) was present online and gave information about World Milk Day and expressed his best wishes for the special occasion.



Shri Srivastava also discussed the critical need for the dairy sector to adopt cutting-edge environmental technologies, particularly focusing on the importance of installing modern and efficient Sewage Treatment Plants (STPs) and Effluent Treatment Plants (ETPs). He emphasised the need for the industry to ensure environmentally sustainable wastewater disposal systems in line with global environmental standards.

He introduced TADOX® (Tertiary Advanced Oxidation Technology) as a decentralized wastewater treatment solution, which provides a highly efficient, eco-friendly method to treat wastewater and ensure safe disposal. He said that implementation of such technologies is essential to maintain both product quality and environmental compliance. Shri Sonu Jha and Shri Om Jha, CMD, Dharmaraj Infotech Pvt. Ltd., Boring Road, Patna were invited on the occasion.

The dialogue concluded with an interactive session where members and guests exchanged views and reaffirmed their commitment to promote sustainable practices in the dairy industry.

The event was attended by Ms. Meera Singh, Shri P.K. Sinha, Shri Avnish Kumar, Dr. Ravi Ranjan, Shri Maheshwar Prasad, Shri Ishan Shubham, Shri Mukesh Kumar, Shri Suresh Kumar, Shri R.N. Jha and Dr. Suryamani Kumar.

IDA West Zone Celebrates World Milk Day with Series of Events

The IDA (West Zone) celebrated World Milk Day 2025 on 1st June with two significant public outreach events held in Mumbai. The focus was to create awareness about the nutritional importance of milk and dairy products, dispel prevailing myths, and engage directly with health-conscious citizens and informed consumers.

Event 1: Morning Awareness Program at Juhu Beach, Andheri (West), Mumbai

The day began with an early morning session at Juhu Beach, drawing participation from regular walkers, fitness enthusiasts, yoga groups, and senior citizens. Over 200+ individuals took part in this interactive awareness event.

Some of the dignitaries present during the morning

awareness programme were: Dr. J.B. Prajapati, Chairman, IDA (WZ); Dr. J.V. Parekh, Vice Chairman, IDA (WZ); Shri Madhav Patgaonkar, Secretary, IDA (WZ); Shri Anil Hatekar, Treasurer, IDA (WZ) and MD, Mahananda Dairy; Shri Arun Patil, Vice President, IDA.

The dignitaries addressed the audience on: Nutritional value of milk and dairy products; Importance of dairy in balanced diets; and Health benefits and myth-busting regarding milk consumption.

The session was dynamic and interactive, with a number of public queries answered on the spot. Dairy cooperatives such as Warana and Gokul provided their products to the attendees, which added significant value to the event. Their contributions were deeply appreciated.





Event 2: Consumer Awareness Program at Jeshthalaya Hall, Borivali (West), Mumbai in collaboration with Mumbai Grahak Panchayat

The second program was conducted in association with Mumbai Grahak Panchayat, targeting consumers and senior citizen groups in Borivali. The event was held at Jeshthalaya Hall and was well-attended by informed and active residents of the locality.

The program was warmly opened by Shri Pankaj Kulkarni, Life Member of IDA and Active Member of Mumbai Grahak Sanstha (Borivali Branch), who welcomed the dignitaries and set the context of the discussion.

Some of the dignitaries present during the evening programme were: Dr. J.B. Prajapati; Dr. J.V. Parekh; Shri Madhav Patgaonkar; Shri Anil Hatekar; Shri Arun Patil; Shri Rajesh Lele, CEC Member; Dr. Suhasini Sant, President, Mumbai Grahak Panchayat (Borivali Branch); and Shri Rajendra Rane, Senior Representative, MGP.

Shri Madhav Patgaonkar spoke on "An overview of the association's vision, initiatives, and role in promoting the dairy industry," while Dr. J.V. Parekh deliberated on "Milk and its Constituents & Importance." It was an insight into the nutritional make up of milk and its essential role in human health.

Dr. J.B. Prajapati spoke on Milk, Health, and Myths. A fact-based discussion took place addressing common misconceptions and the health benefits of milk.

Shri Rajesh Lele spoke on "Antibiotics in Milk & Quality for Cheese and Infant Food ". He explained the importance of milk purity and the implications for special-use products.

Dr. Anil Hatekar deliberated on "Farmer to Dairy Plant: Value Chain Insights." A walkthrough of the journey of

milk from farmers to consumers, highlighting safety, hygiene, and cooperative systems.

Shri Arun Patil spoke on "Dairy Processing, New Products & Modern Technology." The topic covered innovations and value addition in the dairy industry through processing and tech adoption.

The State Co-operative Federation - Mahanand Dairy supported the program and offered dairy products to attendees, further enhancing engagement and goodwill.

Event 3: Educating Consumer the Nutritional Value of Milk & Milk Products in Association with Consumer Guidance Society of India (CGSI) at Mahim (West)



The third event was held in association with the CGSI at Mahim (West). A special highlight of the program was the distribution of 150 cups of lassi by Gokul Dairy. Displayed Standees were explaining the nutritional value of milk & milk products.

All events served as meaningful platforms to engage directly with citizens, promote scientifically sound messages on milk consumption, and showcase the

commitment of Indian dairy cooperatives and professionals.

The IDA (West Zone) expresses its sincere gratitude to all participating organisations, dairy partners, speakers, and consumers who made World Milk Day 2025 a memorable one.

Tamil Nadu Chapter of IDA in Collaboration with Madras Veterinary College celebrates World Milk Day

World Milk Day is commemorated every year on 1st June to highlight the importance of milk as a global food and to raise awareness about its nutritional value. This year theme echoed the vital role of dairy in health, nutrition, and sustainable livelihoods.

To mark this occasion, the IDA Tamil Nadu State Chapter (TSC), in collaboration with the Department of Dairy Science, Madras Veterinary College (MVC), Chennai, organized a series of engaging competitions during June 4 to 7 for college students across Tamil Nadu. These activities aimed to promote awareness, creativity, and technical knowledge related to dairy science among young minds.

A total of 75 students from various institutions including MVC, College of Food and Dairy Technology (CFDT), College of Fish Nutrition and Food Technology, Dr. Ambedkar Government Arts College (Chennai), Avinashilingam Institute for Home Science and Higher Education for Women (Coimbatore), NIFTEM-T (Thanjavur), and Gandhigram Rural Institute (Dindigul) participated enthusiastically in the events.

The celebrations featured the following competitions:

- **Banquet without Fire** (04.06.2025): 23 students showcased their culinary creativity using milk and dairy products.

- **Tamil and English Oratory Competitions** (04.06.2025): Ten students eloquently spoke on topics related to dairy, its benefits, and challenges.
- **Collage Making** (05.06.2025): Students expressed their artistic talents through visual storytelling themed around dairy.
- **e-Poster Presentation** (07.06.2025): 33 students presented informative and visually compelling posters on various dairy-related topics.

The valedictory function was graced by several distinguished personalities. Dr. T.R. Pugazhenth, Professor, Department of Dairy Science & Secretary, IDA TSC, welcomed the gathering. Dr. D. Baskaran, Professor and Head, Department of Dairy Science, delivered the Inaugural address.

Shri K.S. Kanna, Chairman, IDA TSC, delivered the felicitation address and emphasized the importance of student engagement in dairy sector initiatives. Shri M. Krishnan, Managing Director, New Quality Dairy, Chennai, shared valuable insights from his entrepreneurial journey in the dairy industry.

Dr. C. Soundararajan, Dean, MVC, presided over the event and distributed certificates and prizes to the winners of various competitions.

In a significant gesture towards academic support, scientific instruments including a Gerber Centrifuge and a Milk Analyzer were donated to the Department of Dairy Science by the IDA TSC and M/s Everest Equipment. A special mention was made for the FATSCAN analyzer sponsored by Shri Ajit Patel, Managing Director, Everest Instruments, and Member, Central Executive Committee, IDA, New Delhi.

Dr. Rita Narayanan, Professor, Department of Dairy Science, delivered the vote of thanks, marking the conclusion of a vibrant and insightful World Milk Day celebration.



IDA Kerala State Chapter in Association with VKIDFT Celebrates World Milk Day with Four Days of Festivity, Creativity and Dairy Pride

The IDA Kerala State Chapter (KSC) in association with Verghese Kurien Institute of Dairy and Food Technology (VKIDFT), Mannuthy, Thrissur jointly organized World Milk Programmes from 30 May - 2 June, 2025. The inaugural ceremony took place on June 30, 2025 wherein Dr. S.N. Rajakumar, Dean of VKIDFT and Chairman IDA KSC, officially released the program schedule and delivered a brief but inspiring address to the participants and audience.

Day 1 (30 May): Cartoon Making Competition

The first event challenged students with the thought-provoking theme: "A mirror that does not see the price of milk." The winners were **First Prize:** Devapriya (DT 23); **Second Prize:** Eva Rose Don (DT 24); and the **Third Prize:** Rohn V Thomas (DT 24).

Day 2 (31 May): 'Rangreza' - a Rangoli Competition, Scientific Short Story Writing Competition and Add It Up Competition

The day began with 'Rangreza' - a Rangoli Competition at Idanazhi, themed on "Indian Festivals." The winners were: **First Prize:** Nandana Narayan and Anusree (FT 23) and **Second Prize:** Jaseela and Swathy (PG)

Scientific Short Story Writing competition commenced on the theme "The Last Glass of Real Milk," The winners were: **First Prize:** Sreelakshmi S (21 Batch); **Second Prize:** Chinmay Sree (DT 23) and **Third Prize:** Akshay Ashokan (FT 23).

The day concluded with 'Add It Up', an ad-based performance inspired by the iconic Snickers commercial. Two teams performed humorous and creative skits from 4:30 to 5:00 PM. The winners were Ashmy, Anol, Anugraha, and Ameensha (23 batch)

Day 3 (June 1) - World Milk Day video release

VKIDFT marked World Milk Day with a digital tribute. A specially curated video celebrating milk's importance and showcasing event highlights was released at 9:00 AM on the official VKIDFT Instagram page and IDA -KC group, engaging a broader audience online.

Day 4: (June 2) - Dairy themed fashion show, Expert Talk, Experience sharing and Valedictory function

The final day began with a flag hoisting ceremony and a floral tribute to Dr. Verghese Kurien, led by Dean Dr. S. N. Rajakumar, alongside Dr. A. K. Beena, Dr. Jose Mathew, and other faculty. Dr. Beena A.K, Associate Dean then led the Milk Day Oath, followed by a presidential address and felicitations. An Open Quiz, hosted by Neeraja and Al Ameen (DT 23), engaged the audience with fun facts and rewarded correct answers with small gifts. The key highlight of the function was 'The Dairytale Runway', which saw 13 imaginative dairy-themed fashion entries. Fashion Show Winners were: **First Prize:** Devapriya and Gowri (DT 23); **Second Prize:** Krishna and Annu Mariya Jose (DT 23); and **Third Prize:** Ameensha, Krishna, and Ansuree (DT 23).

Expert talk: At 11:30 AM, Shri. Vishnu Suresh, Technical Officer, FSSAI (Cochin Branch), delivered an expert talk on food safety and milk quality, appreciated for its depth and relevance.

Post-lunch, the Valedictory Function was honoured by the presence of dignitaries Dr.S.N Rajakumar, Dr. Sudheer Babu, Registrar Kerala Veterinary and Animal





Sciences University, Dr. P.I Geeverghese, Former IDA-KSC Chairman , followed by a moving speech from Mrs. Vidhu Rajeev, IDA Best Woman Farmer Award recipient for the year 2024 was felicitated in the function. Her message of resilience and dairy pride inspired all present. The felicitation was done by Dr. Jose Mathew, Associate Patron.

Dr. Divya KB, Assistant Professor VKIDFT and IDA life member were honoured for securing a patent. She shared her patent filing experience and brought academic insight to the fore, followed by a final screening of the Milk Day highlight video. Event coordinators Ms. Gloria, Teaching Assistant, Dairy Technology Department and Mr. Bharath, Teaching Assistant, Food Technology

Department were felicitated. Student coordinators Gokul, Gopika, and Nandana received special appreciation for their leadership and dedication. The day ended with a highlight video screening and a heartfelt vote of thanks by Ms. Nandana K., student coordinator.

IDA KSC extends its sincere gratitude to MILMA ERCMPU, the major sponsor, as well as to all the participants, faculty members, students, coordinators, judges, and supporters who contributed to the event's success. Event ended with a note that let us continue to uplift our dairy farmers, promote the goodness of milk, and nurture the future of India's dairy industry with commitment and pride.

IDA Telangana State Chapter Celebrates World Milk Day

The World Milk Day was celebrated by the IDA Telangana Local Chapter (TLC) in association with the Dairy Technology College - Kamareddy at College Campus on June 2, 2025. During the event, Technical Quiz was conducted and prizes were distributed to the winning students. The programme created awareness about the growth aspect of Indian dairy industry.

Dr. Ramesh Rathod - Dean of the college; Dr. Umapathi, Dr Swarnalatha, Sri K.Balakrishna Reddy, Secretary and Sri SVDBR Krishna Reddy, Executive Committee members of IDA TLC were present during the celebrations.



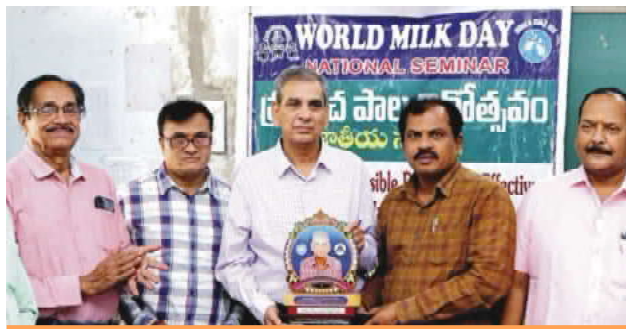
Vijaya Telanagna Dairy Celebrates World Milk Day

World Milk Day celebrations were observed at Vijaya Dairy premises at Hyderabad. On the occasion, Shri Gutha Amit Reddy, Chairman, Vijaya Telangana Dairy said that with triggered action on three key performance indicators i.e., improving milk quality, marketing and reducing the overheads on dairy operations, the organization is moving ahead.

Shri K. Chandrashekhar Reddy, IAS, Managing Director, Vijaya Telangana Dairy was also present on the occasion. On the occasion of International Year of Cooperatives, selfie stand was launched. New products such as Vijaya Curd in small packs of Rs.10/- as MRP, Vijaya Ghee packets and Shubhodayam UHT milk were launched. Later, Vijaya products were distributed at a local orphanage. IDA Telangana Local Chapter, Executive Committee Member Shri SVDBR Krishna Reddy; General Managers; Madhusudhan Rao; Mallikarjun Rao; Mallaiah; Kavitha and others were present during the event.



UNDP-Initiated SKPCL Hosts National Seminar on Natural Farming and Dairying on World Milk Day



On the occasion of World Milk Day, the UNDP-initiated project Swaayam Ksheer Producer Company (SKPCL) organized a National Seminar at Yedapally Block, Nizamabad, Telangana, focusing on the synergy between dairying and natural farming.

Dr. Raja Rathinam, while welcoming the dignitaries and farmers, emphasized on the urgent need to adopt the NDDDB dairy model and convert agricultural lands chemical-free through backyard manure within five years. Dr. B. Gopi, IAS, Director, Agriculture & Animal Husbandry Department, Government of Telangana, advocated for FPOs and cooperatives to align with the National Mission on Natural Farming. Supporting this, Shri P.V. Nagender, Director General, WALAMTARI, noted that dairying could effectively scale natural farming initiatives.

Highlighting challenges in marketing organic products, Dr. K.C. Gummagolmath, Director, MANAGE, called for consumer awareness initiatives, while Shri Rajiv Gandhi Hanumanthu, IAS, District Collector of Nizamabad, urged cooperatives to adopt villages through long-term farmer agreements. Several other

dignitaries including Shri Duttatreya (Tehsildar, Yedapally), Shri Mariappan (ex-NDDDB), Shri P.V. Reddy (SKPCL), scientists from ICAR-KVK, and officials from the Telangana Dairy Federation shared their perspectives. A highlight of the event was the conferment of the Dr. Verghese Kurien Sustainable Development Award on Dr. C. Kameshwar Rao, in recognition of his contributions to sustainable farming in Sikkim, inspired by Dr. Kurien's vision. The seminar concluded with a call for

increased subsidies for natural farming and village-level roadshows promoting dairy's vital role in creating a chemical-free, sustainable future.

