

Obituary

Shri Umesh Chandra Verma



1952-2026

The Indian Dairy Association (IDA) is deeply grieved at the demise of Shri Umesh Chandra Verma, former Assistant General Manager, Deshratan Dr. Rajendra Prasad Dugdh Utpadak Sakhari Sangh Ltd., Barauni Dairy, Bihar, who left for his heavenly abode on 1 March 2026. He was a Senior Life Member of IDA from the Eastern Zone.

Born on 30 June 1952 in Bihar, Shri Verma received his early education in the state and earned his B.Sc. (Dairy Technology) degree in 1974 from ICAR-National Dairy Research Institute, Karnal.

Shri Verma served in various organisations, including PDDC, Raniwara, and held several senior-level positions in the Bihar State Cooperative Milk Producers' Federation Limited. He superannuated from Barauni Dairy.

He is survived by his family, colleagues, and a large community of the dairy fraternity. His demise has been deeply mourned by the Bihar dairy fraternity.

The Indian Dairy Association conveys its heartfelt condolences and pays rich tributes to late Shri Umesh Chandra Verma, praying for eternal peace to the departed soul.

May God grant strength to his family members to bear this profound loss.

Tariff for Space Booking in *Indian Dairyman*

RATE CARD

| Position | Rate per insertion | |
|---|--------------------|------|
| | Rs. | US\$ |
| Back Cover | 33000 | 850 |
| Inside Front and | 19800 | 675 |
| Back Inside Front Cover Facing (First Page) | 17600 | 600 |
| First Facing Page | 27500 | 800 |
| 2nd Facing Page | 23100 | 700 |
| Content Facing Page | 15400 | 540 |
| Inside Back Cover Facing | 13000 | 525 |
| First Bunch of Ad | 12000 | 500 |
| After President's Desk | | |
| Facing Page Colour | 18400 | 600 |
| Inside Colour Right Page Ad | 11800 | 480 |
| Inside Colour Left Page Ad | 10500 | 420 |
| Half Page Colour | 5400 | 210 |
| Half Page B&W | 2800 | 120 |
| Full Page B&W | 5400 | 240 |

Discount: Discount is applicable for a minimum order of 12 consecutive insertions on advance payment basis along with release order. **In case of space booking through Ad Agency, share of discount to the agent will be @15%. In no case, the total discount will exceed 20%.**

Any fixed position demand under bulk booking will have 10% discount only.

MECHANICAL DETAILS

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

Artwork: The ad material may be sent through E-mail: ida.adv@gmail.com in PDF /CDR along with JPG format for proofing. All four colour scan should be saved as CMYK not RGB. Processing charges would be borne by the advertiser as per actuals. Facing Page ad material may be supplied in single PDF / CDR / JPG.

Gutter allowance of 10mm for both sides for Double Spread. **Image resolution:** 600 dpi minimum.

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

*** For Fifth colour, extra charges will be levied. Note: Discount varies from one advertisement to the other. To know the detail about discount as well as the availability of ad spaces, please contact us through email / phone.**