

## IDA Celebrates World Milk Day at Head Office

World Milk Day 2026 was celebrated at the Indian Dairy Association (IDA) Head Office by IDA (North Zone) on June 1, 2026. IDA Zones and Chapters across the country also celebrated the occasion with great enthusiasm.

**Dr. Rahul Saxena**, Chairman, IDA North Zone, welcomed the distinguished Guests of Honour: Shri Raman Wadhwa from the Ministry of Rural Development (NRLM); Dr. Raghu Mallegowda, Executive Director, NDDDB Dairy Services; and Dr. Ashok Kumar Tripathi, Chairman, IDA Western UP Chapter. He also welcomed Dr. M.L. Madan, former Deputy Director General (Animal Science), ICAR; Shri Sudhir Kumar Singh, President, IDA; Dr. S.S. Mann, Vice President, IDA; Shri Ajay Kumar Khosla, Patron and former Vice President, IDA; and Dr. G.S. Rajorhia, former President, IDA.

He spoke about the tradition of celebrating World Milk Day, which was initiated in 2001 by FAO, and invited the dignitaries to participate in the ceremonial lamp lighting. The President, Vice President, and other senior members of the Association felicitated the Guests of Honour with bouquets and shawls.

The programme began with Shri Hariom Gulati, Secretary General, IDA requested the participants to introduce themselves briefly.

Dr. G.S. Rajorhia welcomed Dr. M.L. Madan and highlighted his distinguished achievements, including being conferred the Padma Shri, serving as Deputy Director General (Animal Sciences) at ICAR, and holding the position of Vice-Chancellor at two universities. He expressed his appreciation for Dr. Madan's presence and his longstanding association with and affection for the IDA.

**Dr. M.L. Madan**, in his brief remarks, thanked the organizers for the invitation and spoke about his close association with the IDA.

**Shri Sudhir Kumar Singh**, President, IDA, welcomed the distinguished guests and thanked them for participating

in the World Milk Day celebration. In his Keynote address, he recalled his early memories of powdered milk imported from the USA and noted that India was once a milk-deficient country, with per capita milk availability of only 132 grams per day. However, through the collective efforts of farmers, cooperatives, and the private sector, the situation has improved dramatically over the years.

He highlighted that India has been the world's largest milk-producing country since 1998. According to the latest data, the country produced 247.8 million metric tonnes of milk in 2024-25, with per capita availability reaching 485 grams per day. He emphasized that ongoing efforts by various stakeholders are focused on improving animal breeds and productivity, with the goal of increasing average milk yield from the current 2,080 kg per animal per year to 5,200 kg by 2047. Achieving this target could substantially boost milk production and further strengthen India's contribution to the global milk supply.

Shri Singh credited the visionary leadership of Dr. Verghese Kurien and the continued efforts of organizations such as NDDDB in developing the infrastructure required to handle millions of metric tonnes of milk. He also acknowledged the dedication of dairy farmers in producing quality milk. Concluding his address, he expressed confidence that India would continue to break milk production records and further consolidate its position as a global leader in milk production.

**Dr. S.S. Mann**, Vice President-IDA shared his thoughts on World Milk Day, emphasizing the importance of institutionalized policies and celebrating the significance of milk.

**Shri Ajay Kumar Khosla**, Patron and former Vice President of IDA, addressed the gathering, acknowledging notable attendees including former President and senior members. He highlighted the importance of celebrating World Milk Day, as it reflects





India's proud achievements and contributions to the dairy industry over several decades.

The discussion focused on India's position as the world's largest milk producer since 1998. He noted the dual challenge of being both the largest producer and consumer of milk, while exports account for less than 1% of total production. He highlighted a growth trend indicating that milk production has historically tripled approximately every 25 years and projected a significant increase by 2047, in alignment with India's *Amrit Kaal* vision.

Projections for 2047 estimate that milk production will reach around 660 million tonnes, while domestic consumption is expected to be about 550 million tonnes, leaving a surplus available for export. The share of exports is projected to increase to 10%. He stressed the need for the dairy industry to focus on quality, traceability, efficiency, cost reduction, and value addition to enhance international competitiveness and ensure the economic viability of dairy farming.

The importance of value addition was emphasized as a key factor in improving farmers' livelihoods, distinguishing India's dairy sector from those of many other countries. Major dairy initiatives, such as Operation Flood and the National Dairy Plan by NDDB, have driven phenomenal growth in the sector. Shri Khosla called for benchmarking quality standards and expanding India's presence in international markets. He praised brands such as Amul for their remarkable progress and extended his best wishes to all brands in the organized dairy sector and to all attendees on the occasion of World Milk Day.

**Dr. M.L. Madan** expressed gratitude for the invitation and reflects on their lifelong dedication to advancing India's dairy industry. Recalling a conversation with

Dr. Kurien at a World Dairy Conference in Canada, he highlighted the importance of India's dairy industry gaining global recognition and influence. Dr. Madan stressed on the need to create a distinctive brand for Indian dairy, specifically promoting buffalo milk, which is the majority milk produced in India but lacks branding and global recognition.

He emphasised more on branding buffalo milk to resonate worldwide due to its unique qualities. Dr. Madan shared insights from Dr. Kurien on caring for the people who work with dairy animals, emphasizing the importance of improving living standards of milk producers. He raised concerns about low milk consumption, persistent poverty, and child malnutrition in India despite abundant milk production, questioning where the benefits of dairy production are actually reaching.

Dr. Madan further highlighted the necessity of delivering dairy technologies through the farmer to effectively benefit the animals, suggesting a shift in approach to technology dissemination. The goal is to increase milk production averages per cow, with dairy professionals playing a crucial role in this delivery process. He underlined the importance of an efficient animal



## WORLD MILK DAY

functioning system supported by current advanced technologies.

Focusing on cutting-edge reproductive technologies like IVF and embryo transfer, Dr. Madan noted the Indian government's significant investment towards multiplying high-producing animals through the Gopala program. He cautioned against using inferior animals in such programs to avoid past mistakes made during early artificial insemination efforts. The success of these initiatives depends on rigorous technical standards, skilled manpower, and strong government commitment to advancing dairy productivity.

**Dr. G.S. Rajorhia**, former President, IDA, highlighted the significance of World Milk Day, first celebrated in 2001, and noted that India contributes nearly 25% of global milk production. He explained that the Food and Agriculture Organization (FAO) designated 1<sup>st</sup> June as World Milk Day to recognize milk's role in nutrition, livelihoods, and sustainability. India uniquely observes both World Milk Day and National Milk Day on 26<sup>th</sup> November, commemorating Dr. Verghese Kurien. Across the country, cooperatives, private dairies, dairy organizations, and agricultural universities mark the occasion through awareness programmes, health camps, and milk distribution activities.

He stated that World Milk Day symbolizes support for the nearly one billion livelihoods linked to the global dairy sector and the billions who consume dairy products daily. Despite challenges such as climate change, poverty, food and water insecurity, and public health concerns, the dairy sector remains vital for food security and zero hunger. He noted that livestock contributes 30.23% to the Gross Value Added (GVA) of agriculture and allied sectors and about 5.5% to the national economy, while dairy contributes around 5% to India's GDP and plays a key role in rural livelihoods, employment, and nutrition.

Dr. Rajorhia outlined major challenges facing the dairy sector, including low productivity, the need for genetic improvement of dairy animals, rising feed and fodder costs, and contamination from aflatoxins, antibiotic residues, and pesticides. He stressed that milk quality and safety are essential for consumer health and export growth, while adulteration continues to hinder progress.

He further emphasized the need to expand organized milk procurement and processing, improve digitization, hygiene, and supply chain efficiency, and address the short shelf life of dairy products. Highlighting that women perform nearly 80% of dairy-related work, he called for women-centric development programmes, skill enhancement, entrepreneurship, and stronger farmer education to ensure the long-term growth and competitiveness of the Indian dairy sector.



The Guest of Honour **Shri Raman Wadhwa**, Director, DAY-NRLM, Ministry of Rural Development, emphasized the crucial role of women in dairy farming and the importance of an organized dairy sector for their economic empowerment. Acknowledging the contributions of Dr. Verghese Kurien to India's dairy development, he highlighted dairying as a major livelihood activity for rural women under the National Rural Livelihoods Mission (NRLM).

Drawing on his experience in rural livelihoods and women-led enterprises, Shri Wadhwa outlined NRLM's efforts to promote women's participation in dairy through exposure visits, capacity building, and apprenticeship-based learning. He noted that millions of women associated with NRLM are engaged in dairy activities, making it an important source of income. However, he stressed the need to strengthen linkages between quality milk production and organized marketing systems.

Sharing experiences from Madhya Pradesh, he described the establishment of women-led dairy producer companies with support from NDDDB and NRLM, emphasizing that effective implementation is the key to success. He informed



that 12 dairy producer companies have been formed, benefiting nearly 10 lakh people. He also highlighted the importance of improving milk quality, productivity, and market access while adopting scientific approaches inspired by successful dairy models in countries such as the Netherlands, Brazil, and China.

Shri Wadhwa identified low productivity, poor animal nutrition, and limited adoption of modern feeding practices as major challenges. He emphasized the role of trained community livestock workers (*Pashu Sakhis*), greater private-sector participation, and improved financing, insurance, and CSR support for producer companies.

Concluding, he called for enhanced milk quality testing, farmer training, value addition, and the adoption of emerging technologies such as AI and machine learning. He envisioned a greener, science-driven, and inclusive "White Revolution 2.0" that would improve productivity, quality, processing, and incomes for rural women through collaborative efforts.

The Guest of Honour **Dr. Raghu Mallegowda**, Executive Director, NDDB Dairy Services (NDS), presented the concept of farmer-owned institutions and producer-owned dairy enterprises, emphasizing sustainable livelihoods, efficient dairy value chains, and the transition from women participating in dairying to women leading it. NDS, a subsidiary of NDDB, supports dairy development through large semen stations, a vast network of AI technicians, and advanced technologies such as embryo transfer and sexed indigenous semen.

He explained that producer companies were created as an alternative to traditional cooperatives, combining cooperative principles with the flexibility of company law. These organizations follow voluntary membership, one member-one vote, limited returns on shares, and patronage-based surplus distribution. NDS has established 22 milk producer organizations, with three more upcoming, across 16 states and nearly 42,000 villages. Together, they have a turnover of about Rs. 12,500 crore and are fully owned by farmer members.

Of the 14.85 lakh members, 11.53 lakh are women, and 16 producer companies are exclusively women-owned. These organizations procure around 70 lakh litres of milk daily, while farmers have contributed Rs. 324 crore as share capital. Since inception, the companies have paid over Rs. 60,000 crore directly to farmers through bank transfers on a 10-day cycle. Women receive nearly 78% of these payments, amounting to about Rs. 50,000 crore. Around 85-88% of revenues are returned to farmers, with the remaining 13% covering operational expenses. The companies maintain transparency through automated milk collection

systems, real-time testing, digital receipts, and advanced IT-enabled management.

Dr. Mallegowda highlighted the success of women-owned milk producer organizations, particularly Shreeja, the world's largest women-owned dairy producer company. With 1.3 lakh women members, Shreeja has a turnover of Rs. 1,233 crore, procures 8.33 lakh litres of milk daily, and has paid Rs. 5,845 crore to women producers. It received international recognition, including the IDF Award in 2024.

He also discussed the expansion of women-led producer companies across Rajasthan, Uttar Pradesh, Maharashtra, Madhya Pradesh, Bihar, Bundelkhand, Assam, West Bengal, and Chhattisgarh. Today, 19 of 25 milk producer organizations are women-owned, with women serving as chairpersons and directors. Survey findings showed that 77% of women invest dairy income in livestock, health, education, nutrition, clothing, and household welfare. Regular payments have improved savings, credit access, and economic resilience, making



women-led dairying a powerful model for rural development and empowerment.

The Guest of Honour **Dr. Ashok Kumar Tripathi**, Advisor, SMC Foods Ltd. and Chairman, Western UP Chapter of IDA, highlighted dairy farming as a powerful means of women's empowerment and livestock development through Self-Help Groups (SHGs). He noted that dairying provides rural women with a dependable



source of income, improves livelihoods, promotes financial independence, and enhances their social status. Suitable for small and marginal farmers, dairy farming generates regular household income while encouraging women's participation in decision-making.

Dr. Tripathi emphasized the important role of SHGs in sustainable rural development through savings, credit access, entrepreneurship, and self-reliance. Dairy farming is particularly suited to SHGs as it requires limited land, can be managed at the household level, and provides daily income through milk sales. This financial security improves living standards, education, healthcare, and leadership opportunities for women.

Sharing the success story of SMC Foods Ltd. in Uttar Pradesh, he explained how the company partnered with women SHGs to strengthen milk marketing and income generation. Starting with 150 villages lacking milk collection facilities, the initiative focused on creating market linkages, increasing milk production, generating employment, and improving access to credit. Collaboration with government agencies and HDFC Bank enabled around 1,200 women farmers to access affordable loans, reducing dependence on informal lenders.

The programme later expanded to over 800 villages, with women SHG members becoming major milk suppliers. Direct bank payments ensured transparency and financial inclusion, while nearly 38,000 litres of milk were procured through the initiative this year. Through the Mahila Utthan Trust, SHG members also receive a subsidy of Rs.2 per litre of milk supplied, helping improve cattle management and productivity.

Dr. Tripathi concluded that dairying is not only an income-generating activity but also a pathway to entrepreneurship, financial inclusion, nutrition security, and women's empowerment, contributing significantly to rural economic development.

The session concluded with tokens of appreciation being presented to the speakers, including Dr. M.L. Madan, Shri Raman Wadhwa, Dr. Raghu Mallegowda, and Dr. Ashok Kumar Tripathi, in recognition of their valuable contributions to the programme and their efforts towards rural development.

Delivering the Vote of thanks on behalf of IDA North Zone, Dr. Rahul Saxena expressed his gratitude to the speakers, Guests of Honour, and other dignitaries for their contributions to the World Milk Day celebration, which focused on women's empowerment through dairying. He recalled a pilot project undertaken in the 1990s that revealed that when women control income from dairy enterprises, they tend to prioritize their children's education, healthcare, and savings. This finding led to the development of a women's dairy

programme in Rajasthan, where women-only dairy cooperative societies were established to promote female empowerment in the dairy sector.

Dr. Saxena thanked all participants and dignitaries, including the President, Vice President, and Guests of Honour, for making the event a success. The programme concluded with lunch for all attendees.

## ICAR-NIANP and IDA (SZ) Celebrate World Milk Day



The ICAR-National Institute of Animal Nutrition and Physiology (ICAR-NIANP), Bengaluru, in association with the Indian Dairy Association (South Zone), successfully celebrated World Milk Day 2026 by organizing a National Seminar on "**Ayurveda-driven Innovation in Dairy Foods**" at the institute's auditorium with great grandeur on 17<sup>th</sup> June 2026. The event brought together eminent scientists, academicians, dairy professionals, industry leaders, policymakers, cooperative sector representatives, students, and other stakeholders from across the country to deliberate on the emerging opportunities at the interface of Ayurveda and dairy science.

The programme commenced with an invocation and welcome address by **Dr. Kajal Sankar Roy**, Organizing Secretary, who welcomed the distinguished guests and delegates and emphasized the relevance of integrating traditional Indian knowledge systems with modern dairy science for the sustainable growth of the dairy sector. The ceremonial lighting of the lamp marked the formal inauguration of the seminar.

Delivering the inaugural address via live stream, the Chief Guest, **Dr. Meenesh Shah**, Chairman, National Dairy Development Board (NDDB), Anand, highlighted the remarkable achievements of the Indian dairy sector and underscored the need for innovation, value addition, and consumer-oriented product development. He emphasized that India's leadership in global milk production must be strengthened through science-driven



approaches, technological advancements, and diversified dairy products catering to emerging consumer preferences.

**Dr. Satish Kulkarni**, Chairman, Indian Dairy Association (South Zone), in his address, stressed the importance of developing novel dairy products rooted in India's rich traditional knowledge and highlighted the role of professional bodies such as IDA in fostering collaboration among researchers, industry, and policymakers.

The Guest of Honour, **Padma Shri Prof. (Dr.) N. Punniyamurthy**, a distinguished veterinarian and proponent of indigenous knowledge systems, elaborated on the immense potential of Ayurveda-based dietary interventions in promoting health and wellness. He emphasized the need for scientific validation and wider dissemination of traditional practices that can contribute to human, animal, and environmental health.

A policy paper entitled "**Reimagining Dairying in Southern India: Integrating Sustainability, Technology & Entrepreneurship**", authored by Dr. Kajal Sankar Roy, Dr. Artabandhu Sahoo, and Dr. Satish Kulkarni, was released during the inaugural session and symbolized the collective efforts of the dairy fraternity towards innovation and knowledge dissemination.

Presiding over the Inaugural session, **Dr. Artabandhu Sahoo**, Director, ICAR-NIANP, Bangalore, highlighted the institute's commitment to advancing research in animal nutrition, physiology, sustainable livestock production, and functional foods. He noted that integrating Ayurveda with dairy science could open new avenues for value addition, entrepreneurship, and nutritional security.



The highlight of the programme was the prestigious Dr. K.K. Iya Memorial Oration, delivered by Padma Shri Prof. (Dr.) N. Punniyamurthy on the topic "**Sustaining India's Dairy Leadership: Integrating an Ecosystem-based Approach for One Health Resilience.**" The oration emphasized the interconnectedness of animal health, human health, and environmental sustainability and called for holistic approaches to ensure the long-term resilience of India's dairy sector.

The seminar's second technical session focused on emerging opportunities and regulatory dimensions of Ayurveda-based dairy products. **Dr. Ravishankar** delivered an insightful lecture on "**Ayurveda Aahar - Emerging Prospects for Dairy Products,**" highlighting the growing consumer demand for functional foods and the potential of incorporating Ayurvedic principles into dairy product development. Subsequently, **Shri Sachin Achintalwar** addressed the gathering on "**Emerging Regulatory Challenges for Ayurveda Aahara Dairy Products,**" providing valuable perspectives on regulatory frameworks, quality standards, product claims, and market acceptance.

The technical sessions witnessed active participation and stimulating discussions among researchers, industry representatives, students, and policymakers. Delegates deliberated on scientific validation of traditional formulations, opportunities for commercialization, regulatory compliance, and future research priorities.

The programme concluded with a vote of thanks delivered by **Dr. N.K. S. Gowda**, Vice-Chairman, IDA (South Zone), who expressed gratitude to all dignitaries, speakers, participants, sponsors, and organizers for making the event a grand success.

The seminar emphasized the vast potential of Ayurveda-driven innovations in dairy foods. It reinforced the need for interdisciplinary collaboration among scientists, industry stakeholders, regulatory agencies, and

polymakers to develop scientifically validated, consumer-centric, and globally competitive dairy products. The event also reaffirmed the commitment of ICAR-NIANP and IDA (South Zone) towards promoting sustainable growth and innovation in the Indian dairy sector.

### IDA (West Zone) World Milk Day Celebrations

The Indian Dairy Association (West Zone) organized the World Milk Day celebrations at Juhu Beach, Mumbai, on 1st June 2026, starting from 7 am to 9 am. The program aimed to reach out to the general public to educate them on the nutritional goodness of milk and highlight the crucial role of the dairy sector in health, nutrition, and the rural economy.

The event saw an enthusiastic turnout of approximately 250 fitness enthusiasts who joined the session during their morning exercise and walks. The program was anchored by **Shri Madhav Patgonkar**, Secretary, IDA (WZ). The dignitaries who attended the event included Shri Arun Patil, Vice President, IDA; Dr. J.B. Prajapati, Chairman, IDA (WZ); Dr. J.V. Parekh, Vice Chairman, IDA (WZ); Shri Shyju Sidharthan, Vice Chairman, IDA (WZ); Shri Anil Hatekar, Treasurer, IDA (WZ); and Shri Rajesh Lele, Member, CEC.

consumers on purchasing quality paneer, recommending that consumers compare prices with milk and opt for branded products. He also acknowledged the vital contribution of women farmers in the dairy sector.

- **Nutrition and Health:** **Shri Rajesh Lele** highlighted that a single glass of milk provides essential nutrition for optimal organ function, describing it as one of the safest and fastest sources of nutrition for individuals.

#### Consumer Engagement and Collaboration

A key focus of this year's celebration was the ongoing collaboration with the Mumbai Grahak Panchayat to educate citizens on milk adulteration. The association highlighted their initiative of providing two testing



Technical interactive sessions were organized on the event, addressing common consumer queries and clarifying myths:

- **Nutritional Value:** **Shri Arun Patil** emphasized that milk is a "complete food" and explained the economic distribution of consumer purchases to the farmers.
- **Health and Quality:** **Shri Anil Hatekar** compared the wholesomeness of cow/buffalo milk against plant-based alternatives and provided practical advice for

machines to support transparency and quality assurance for consumers. Representatives from the Mumbai Grahak Panchayat also addressed the gathering, reaffirming their commitment to representing and protecting consumer interests.

The association extends its sincere gratitude to Mahananda, Warana, and Gokul dairies for their active support. These organizations provided flavoured milk and chhaas to all the fitness enthusiasts in attendance, which greatly enhanced the outreach and engagement of the event.



## IDA Karnataka State Chapter

The World Milk Day celebrations were held on 2<sup>nd</sup> June 2026 at the Verghese Kurien Memorial Hall of the Dakshina Kannada Co-operative Milk Producers' Union (DKMUL), Mangaluru. The event was jointly organized by DKMUL and the IDA Karnataka State Chapter (KSC). About 200 dairy farmers, predominantly women, along with milk society staff and artificial insemination (A.I.) workers, participated in the programme.



The event commenced with an invocation by Mrs. Shakuntala, followed by the traditional lighting of the lamp by the dignitaries on the dais. **Shri Uday S. Kotiyan**, Vice President, DKMUL, delivered the welcome address. The programme was presided over by **Shri Raviraj Hegde**, Chairman, DKMUL. **Dr. Satish Kulkarni**, Chairman, IDA South Zone was the Guest of Honour.

The dignitaries from IDA KSC present on the occasion included **Shri N.B. Marathe**, Chairman; **Shri B.N. Vijayakumar**, Vice Chairman; and **Shri Vijayeendra Deshpande**, Secretary.

In his address, **Shri Raviraj Hegde** highlighted dairy farming as an important avenue for women's economic

empowerment. He noted that India ranks first globally in milk production, with rural communities contributing nearly 80% of the country's milk supply. He also informed that DKMUL's milk procurement increased from 3.30 lakh litres per day last year to 4.70 lakh litres per day this year.

**Shri J. Jaikumar**, Managing Director, DKMUL, spoke on the global significance of World Milk Day and highlighted the cooperative's operational growth, market expansion, and organizational achievements.

**Dr. Satish Kulkarni**, Chairman, IDA South Zone, urged the government to provide interest-free or low-interest loans and enhanced subsidies for the dairy sector, similar to those available to agriculture.

The technical session was moderated by **Dr. N.V. Belavadi**, former Executive Director, NDDB, and **Dr. Hosamani S.V.** The presentations focused on recent

advancements in dairy farming:

- **Profitable Dairy Farming:** **Dr. Raghavendra K.** outlined the financial benchmarks essential for sustaining long-term profitability.
- **Feeding Management and Forage Preservation:** **Dr. Shivakumar R.** emphasized optimal nutrition and advanced forage preservation techniques, particularly silage making, to maintain milk quality during lean seasons.
- **Women Dairy Farmers Driving Milk Production, Family Welfare and Economic Growth:** **Dr. B.P. Suresh** highlighted how empowering women through dairy

.....continue on page 68



.....continue from page 66

cooperatives contributes to improved family welfare and broader economic development.

The **IDA KSC awarded cash prizes** to DKMUL's top-performing dairy farmers for 2025: Mrs. Jameela (Piligoodu MPCS - 457 litres/day), Mrs. Limala Lynette Gonsalves (Padumarnadu - 360 litres/day), and Mrs. Suma K. (Udupi Hiriyadka - 352 litres/day).

The dignitaries from the DKMUL Board of Directors present during the event included Shri Belapu Deviprasad Shetty (KMF Board Representative), Mrs. Sucharitha Shetty, Shri Sudhakar Shetty, Mrs. Savitha Shetty, Shri Nandaram Rai, Mrs Mamatha R Shetty and Mr Shivamurthy Upadya.

The event was coordinated by Dr. Madhusudan Kamat (Administration) and Shri Sachin (Marketing), both from DKMUL. Mrs. Janet Rosario compered the programme, while the vote of thanks was proposed by Dr. Raviraj Udupa and Shri B.N. Vijayakumar. The programme concluded with a grand community lunch hosted by DKMUL.

## IDA Tamil Nadu Chapter Commemorates World Milk Day with a Special Webinar

The Indian Dairy Association (IDA), Tamil Nadu Chapter, commemorated World Milk Day 2026 on June 4 by organizing a Special Webinar on the theme "**Dairying for Cleaner Food and a Healthier World: Role of Women.**" The event brought together dairy professionals, academicians, students, farmers, and industry stakeholders to recognize and celebrate the vital contributions of women to sustainable dairy development.

The webinar commenced with a welcome address by **Shri K.S. Kanna**, Chairman, IDA Tamil Nadu State Chapter, who highlighted the significance of World Milk Day in promoting the nutritional, economic, and environmental importance of milk and dairy farming. He emphasized the indispensable role of women across the dairy value chain, from animal husbandry and milk production to household nutrition and rural livelihood enhancement.

Delivering the World Milk Day message, **Shri C.P. Charles**, Central Executive Committee Member, IDA, New Delhi, underscored the need to empower women dairy farmers through improved access to technology, training, finance, and market opportunities. He noted that women continue to be the backbone of India's dairy

sector and play a crucial role in ensuring food security and sustainable agricultural growth.

The Keynote address was delivered by **Dr. Punniamurthy Natesan**, Padma Shri Awardee (2026), on the theme of the Webinar. He highlighted the significant contributions of women-led dairy enterprises in enhancing animal welfare, improving milk quality, promoting environmental sustainability, and strengthening family nutrition. He emphasized that empowering women in dairy farming not only increases productivity but also contributes to resilient rural economies and sustainable food systems.

Dr. Punniamurthy Natesan further discussed the growing importance of climate-smart dairy practices, effective animal health management, and capacity building among women dairy entrepreneurs. He encouraged all stakeholders to create an enabling ecosystem that recognizes, supports, and rewards the contributions of women in the dairy sector.

The webinar witnessed the participation of around 100 delegates, including Shri Arun Patil, Vice President, IDA, and Dr. J.V. Parekh, Vice Chairman, IDA (West Zone). The programme also featured an interactive question-and-answer session, during which participants engaged in meaningful discussions on sustainable dairying, women's leadership, animal health, and emerging opportunities in the dairy industry.

The programme concluded with a Vote of thanks delivered by **Dr. T.R. Pugazhenth**i, Secretary, IDA Tamil Nadu State Chapter, who expressed his gratitude to the keynote speaker, distinguished guests, participants, and organizers for making the event a grand success.

The webinar reinforced the message that women are key drivers of sustainable dairy development and play a pivotal role in building cleaner food systems, healthier communities, and a greener future.

The poster is for a webinar titled "Dairying for Cleaner Food and Healthier World: Role of Women". It features a portrait of Dr. Punniamurthy Natesan, M.V.Sc., Ph.D., Padma Shri Awardee - 2026. The event is organized by the IDA Indian Dairy Association Tamil Nadu Chapter. The webinar is on Zoom, with Meeting ID: 893 5049 8356 and Passcode: 907643. It is scheduled for June 4th, 2026, starting at 11:30 AM (ONWARDS). The poster also includes a QR code for registration and a photo of a woman in traditional Indian attire holding a white cow.

### IDA Telangana State Chapter Organizes an Awareness Rally Across Kamareddy town



The Indian Dairy Association (IDA) - Telangana Chapter marked World Milk Day 2026 with great enthusiasm at the College of Dairy Technology, PVNRT Veterinary University, Kamareddy, Telangana.

The celebration aimed to highlight the nutritional value, health benefits, and economic significance of milk in daily life, in line with this year's global theme of promoting milk as a wholesome and sustainable food.

As part of the celebration, students and faculty of the College of Dairy Technology organized an awareness rally across Kamareddy town, carrying placards and raising slogans to promote the benefits of milk, balanced nutrition, and the importance of consuming safe and hygienic dairy products. The outreach programme also included the distribution of buttermilk to the general public, emphasizing milk's role in hydration and health, particularly during the summer season, while encouraging the consumption of traditional dairy-based beverages. In addition, a quiz programme

on dairy science, milk nutrition, and the dairy sector was conducted for students. The interactive session witnessed enthusiastic participation, and the winners were felicitated with prizes to encourage young talent in the dairy field.

The event witnessed active participation from senior dignitaries of the university. Dr. Suresh Rathod, Associate Dean, College of Dairy Technology, led the programme and addressed the gathering on the importance of strengthening the dairy value chain from farm to consumer. Senior Professors Dr. Umapathi and Dr. Swarnalatha also participated and shared insights on quality milk production, food safety, and career opportunities in the dairy industry.



The programme concluded with a pledge by students and faculty members to continue promoting awareness about the nutritional richness of milk and to support dairy farmers in Telangana.

The IDA Telangana Chapter expressed its gratitude to PVNRT Veterinary University, Kamareddy, for hosting the event and reaffirmed its commitment to celebrating World Milk Day as a platform for education, outreach, and industry collaboration.

### IDA Kerala Chapter Celebrates World Milk Day at VKIDFT, Mannuthy

The Indian Dairy Association (IDA), Kerala Chapter, in association with the Students' Union of Verghese Kurien Institute of Dairy and Food Technology (VKIDFT), Mannuthy, celebrated World Milk Day 2026 from June 1 to June 5 with a series of engaging and informative

programmes under the theme "Celebrating Women Farmers."

The celebrations commenced on June 1 with the release of a poster highlighting the World Milk Day theme by Dr. A.K. Beena, Dean, VKIDFT. A special video paying tribute to the dedication and hard work of women dairy farmers was also released on the occasion.

.....continue on page 72

## WORLD MILK DAY

From **June 2 to June 4**, a variety of competitions and outreach activities were organized for students.

On **June 2**, the "Snapshot - Pic with Your Favourite Dessert" competition was conducted. Participants submitted photographs of their favourite desserts along with suitable captions. The entries were evaluated by a panel of judges based on creativity, originality, and photographic quality.

On **June 3**, the "Adverse - Advertisement Photo Recreation" competition was organized. Participants were provided with



dairy products and challenged to recreate popular advertisement photographs. The event proved to be both engaging and educational, enabling students to explore product features and marketing concepts in a creative manner.

On **June 4**, students visited a nearby special school as part of the outreach programme. They interacted with the children through various fun-filled activities, fostering joy and meaningful connections. Sweets were distributed to the students.

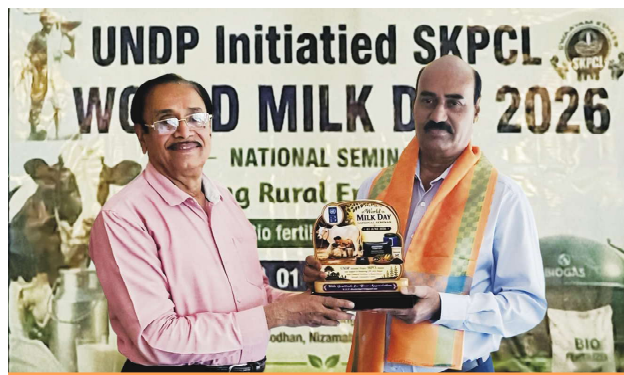
On **June 5**, participants took part in an Open Quiz on Dairy Products and a unique programme titled "Dairy Decides - Dairy Products Election." In this innovative and entertaining event, five dairy products were assigned to students, who campaigned by impersonating the products and highlighting their benefits. Following the campaign presentations and a question-and-answer session, teachers cast their votes to elect the winning product. The programme combined fun, creativity, and dairy education, making it a memorable experience for

all participants.

The valedictory function was graced by Ms. Anu Joseph, Founder of Casaro Creamery, as the Chief Guest. She shared her inspiring entrepreneurial journey and the experiences that led to her success. Dr. P. Sudheerbabu, Associate Patron, delivered the World Milk Day message. The function was presided over by Dr. A. K. Beena, Dean, VKIDFT.

The celebration concluded with the distribution of attractive prizes to the winners of the various competitions. The five-day programme promoted awareness about the dairy sector while recognizing the invaluable contributions of women dairy farmers and fostering student participation through innovative and enjoyable activities.

## UNDP-initiated Project SKPCL Organizes a National Seminar on Sustainable Rural Development



.....continue on page 74

.....continue from page 72

The UNDP-initiated Project SKPCL organized a National Seminar on "**Bioenergy, Biofertilizers and Sustainable Rural Development**" on the eve of World Milk Day 2026, bringing together policymakers, scientists, dairy professionals, and farmers to discuss sustainable solutions for rural development.

Addressing the gathering, **Dr. Raja Rathinam**, Managing Director of Project SKPCL, highlighted the challenges of energy insecurity, rising fertilizer costs, climate change, and environmental degradation. He emphasized the immense potential of cattle dung and biodegradable waste in generating clean energy, improving soil health, reducing dependence on imported LPG, and strengthening rural livelihoods.

In his special message, **Shri P. Sudarshan Reddy Garu**, Advisor to the Government of Telangana with Cabinet Minister rank, urged the people of Waddepally to transform their village into a "Bio Village" and set an example for rural India. Representing Shri Vakalapudi Krishna Rao, Shri Ramulu encouraged farmers to adopt measurable targets for replacing LPG with biogas and chemical fertilizers with biofertilizers.

Shri Madhusudan Rao, General Manager, Telangana State Dairy Development Cooperative Federation, highlighted the vision of Milk Federation Chairman Shri Gutha Amit Reddy. Prof. (Dr.) K. Hanumantha Rao and Shri C.H. Ashok emphasized the benefits of sustainable farming practices and the effective use of backyard manure.

Representing the National Dairy Research Institute, Dr. Laxman Naik conveyed the message of Mrs. Varsha Joshi, Additional Secretary (CDD/Trade/CE&P), DAHD, Government of India, stressing the importance of the seminar's theme.

In his address, **Shri G. Mohan**, representing the Community Development Centre and a former banker and Air Force officer, underscored the importance of translating visionary ideas into time-bound actions.

During the interactive session, **Shri Papa Rao**, a progressive organic farmer, along with several farmers, appealed to the Government to provide subsidy and incentive support for village-level entrepreneurs engaged in the production of biogas

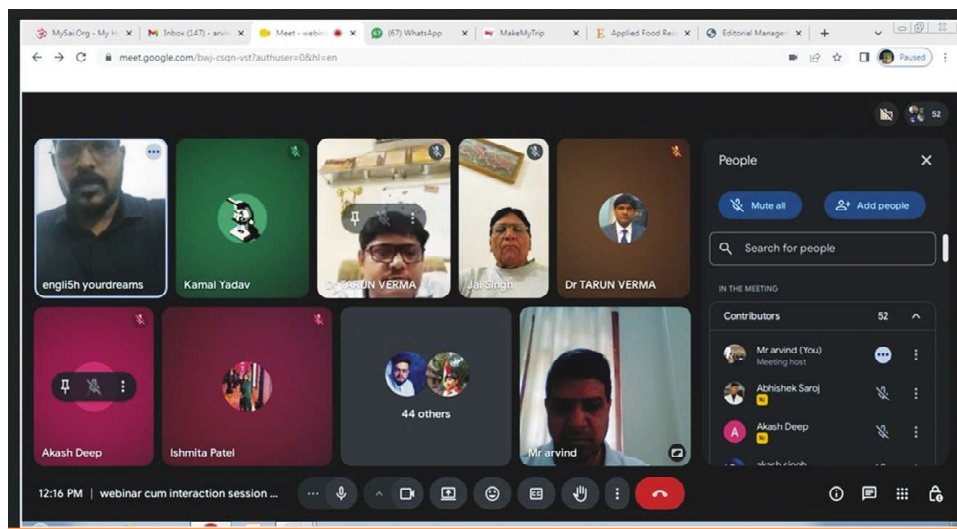
and biofertilizers. Representing the District Administration, Nizamabad, Shri Siddhi Rameshwar assured all possible support for the successful implementation of the seminar's recommendations.

A highlight of the event was the commitment announced by Shri Kommatti Satyam, Sarpanch of Waddepally, towards the Bio Village initiative. The Board of Directors of Project SKPCL also honoured Shri B.V.K. Reddy, Central Executive Committee Member of the Indian Dairy Association, for promoting the effective use of backyard manure. The seminar concluded with a vote of thanks by Shri C.H. Naveen, an ex-Army serviceman.

## IDA Eastern UP Chapter Marks World Milk Day with Awareness Programmes on Safe Milk, Nutrition and Food Safety

The Indian Dairy Association (IDA), Eastern UP Chapter, in collaboration with the Department of Dairy Science and Food Technology, Institute of Agricultural Sciences, Banaras Hindu University (BHU), celebrated World Milk Day 2026 through a series of academic and public awareness programmes aimed at promoting safe milk, nutrition, food safety and consumer awareness. The events attracted enthusiastic participation from students, research scholars, faculty members and members of the public.

The celebrations commenced with a webinar on the theme, "**Safe Milk, Healthy Future: Ensuring Nutrition in a Changing World.**" Addressing the participants, Shri Nitish Sathyan highlighted emerging career opportunities in the food industry and emphasized the growing importance of quality assurance, food safety



.....continue on page 76

.....continue from page 74

and certification. He encouraged students to acquire industry-relevant skills and certifications to enhance their global employability.

Delivering the second Keynote address, **Dr. Chandan Pandey**, Assistant Commissioner, Food Safety and Drug Administration, Government of Uttar Pradesh, spoke on innovation and entrepreneurship opportunities in the dairy sector. He noted that India's position as the world's largest milk producer offers immense scope for value addition, start-ups and dairy-based enterprises, while stressing the importance of adherence to food safety standards.

The second phase of the celebrations featured the "**Food Safety on Wheels**" outreach programme at the Vishwanath Temple area of BHU. The mobile food testing laboratory emerged as a major attraction, drawing hundreds of students, university staff, research scholars and local residents. **Shri Koushlendra Sharma**, Assistant Commissioner-II, Food Safety and Drug Administration, Varanasi, emphasized that food safety is a shared societal responsibility and urged consumers to remain vigilant about food quality, hygiene and labelling. **Shri Amit**, Chief Food Safety Officer, highlighted the role of public awareness initiatives in promoting safe food practices.

Experts conducted live demonstrations on detecting adulteration in milk and other food products, providing participants with practical insights into food quality testing methods.

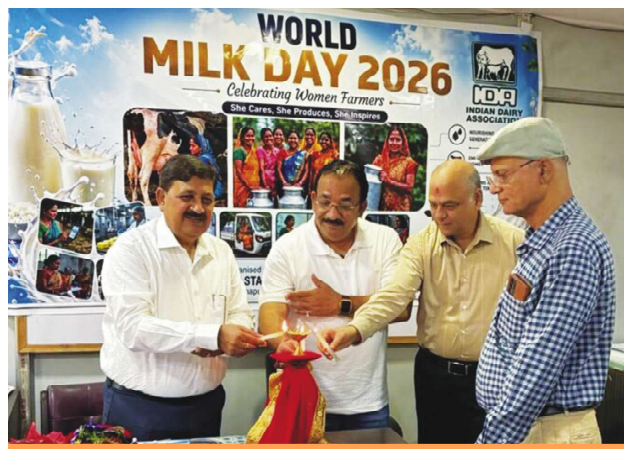
**Prof. R.K. Duary**, Head of the Department, underscored the importance of World Milk Day as a platform for promoting nutrition security, food quality and public health. The programmes were organized under the guidance of **Dr. Arvind**, Chairman, IDA Eastern UP



Chapter, and **Dr. Tarun Verma**, Secretary, who emphasized the need for continued collaboration among academia, industry and government to strengthen food safety awareness and nutrition security across society.

## IDA Bihar Chapter Organises World Milk Day Seminar in Patna

The Bihar State Chapter of the Indian Dairy Association (IDA) organised a workshop-cum-seminar to mark World Milk Day at the conference hall of Naturals Dairy Pvt. Ltd., Patliputra Industrial Area, Patna. The event brought together dairy professionals, industry representatives, academicians and students to discuss the role of the dairy sector in nutrition, rural development and economic growth.



The programme was held under the leadership of **Shri Dharmendra Kumar Srivastava**, Chairman, IDA Bihar State Chapter, a veteran dairy professional with over 35 years of experience in the cooperative dairy sector. The seminar was jointly inaugurated by **Shri Srivastava**; **Shri Hemant Das**, Managing Director, Naturals Dairy Pvt. Ltd. (NDPL); and **Shri Chanapya**, Director, NDPL Patna.

In his address, **Shri Hemant Das** highlighted the importance of innovation, quality assurance, consumer satisfaction and sustainable business practices in driving the growth of the dairy industry. **Shri Srivastava** emphasised the significance of World Milk Day in recognising the contributions

.....continue on page 78

.....continue from page 76



of milk producers, cooperatives, private dairies and other stakeholders. He also underlined the sector's role in

milk consumption and supporting the sustainable development of the dairy sector.

nutrition security, farmer prosperity and value-added dairy processing.

The seminar featured discussions on emerging industry trends, technological innovations and sustainability challenges. Participants reaffirmed their commitment to promoting dairy entrepreneurship, increasing