

National Conference on ‘Dairying – A Tool for Livelihood, Health and Nutrition’ at MAFSU, Nagpur

Two days national conference on 'Dairying - a Tool for Livelihood, Health & Nutrition' was organized by IDA (West Zone) in association with Maharashtra Animal and Fishery Sciences University (MAFSU), Nagpur during August 17-18, 2024 at Nagpur Veterinary College, Nagpur. The conference brought together industry professionals to discuss different issues related to milk production and productivity. About 650 delegates participated in the conference.

Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Govt. of India inaugurated the conference and distributed the awards constituted by IDA (WZ).

Dr. N.V. Patil, Hon'ble Vice-chancellor, MAFSU, Nagpur extended a warm welcome all dignitaries and delegates and appreciated the efforts of IDA to organize this



Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Govt. of India lighting the lamp during inaugural ceremony

conference at Nagpur. He also acquainted the audience with the work done of MAFSU for the dairy farmers in the Vidarbha and Marathwada region of Maharashtra.

Dr. J.B. Prajapati, Chairman, IDA (WZ) also welcomed all the participants elucidated the main purpose of the conference to educate the society about the contributions of dairying for health, nutrition and livelihood. He also informed that IDA (WZ) is active in the five states including Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh and Goa.

Dr. R.S. Sodhi, President-IDA congratulated IDA (WZ) and MAFSU, Nagpur for organizing this conference in Nagpur for the first time. He thanked milk producers of country for making India the highest milk producing country in the world. Nowadays, we are contributing 24% of the world milk production. He said that, we have a big challenge namely, mindset of policy makers, media and average consumers. When the milk prices are increased, it is reported as inflation but nobody report that it's an increase in the income of milk producers. So, we need to accept that increase in the prices of milk



Dignitaries addressing the audience during the Conference

Top - Left to Right: Dr. R.S. Sodhi, Dr. N.V. Patil and Dr. P.G. Wasnik. **Centre:** Shri Nitin Gadkari; **Bottom - Left to Right:** Dr. J.B. Prajapati, Dr. Meenesh Shah, and , Dr. C.D. Mayee



or agriculture produce is not inflation but it is food prosperity. The other important point is that we should try to reduce the cost of processing per kg while maintaining quality of the milk and milk products which will attract interest of the consumers. We need to increase the milk yield per animal by using innovation and improving breed quality and feeding. He also emphasized that, we must make efforts to ensure that our products are accepted in overseas markets as we have great potential to export dairy products.

Dr. Raghavendra Bhatta, DDG, (Animal Science), ICAR-New Delhi congratulated the IDA (WZ) and MAFSU, Nagpur for organizing the national conference on the very important theme for the western part of India and he said that deliberations in the conference will be beneficial to the all stakeholders of dairy sector.

Dr. Meenesh Shah, Chairman, NDDB expressed gratitude to Shri Nitin Gadkari for gracing the conference and proving support to NDDB and Mother Dairy for Vidarbha-Marathwada project targeting collection of 5 lakh litres of milk today. The project is operational in 11 districts with more than 3,000 villages collecting milk from including more than 35,000 dairy farmers. These collective efforts have contributed significantly to increasing farmers' income and solving their problems. Dr. Shah said that Maharashtra government has recently approved the second phase of this project. NDDB, Mother Dairy will now expand the project in all 19 districts of Vidarbha-Marathwada, and move towards achieving the revised target of 10 lakh litres. In regards to preparing biogas from dung, he said that the technology to convert biogas into bio-CNG is an important step towards sustainability. NDDB has installed more than 25,000 biogas plants of 2 cubic meters in farmers' house in Kolhapur, Pune, Sumul Union and other places. These plants provide a good energy source for cooking in farmers' homes and can use obtained slurries as organic fertilizers. NDDB has established 4,000 cubic meter biogas plant, which can be used in milk processing, generating thermal and electrical energy.

IDA (WZ) has constituted the **Best Dairy Plant** and **Best Woman Dairy Farmer** awards for the states of western India viz., Gujarat, Maharashtra, Madhya Pradesh, Goa and Chhattisgarh in recognition of their outstanding contribution to the growth and development of the Indian dairy sector from this year. The award consisted of a certificate, citation, trophy and a cash prize of Rs. 20,000/- especially for the women farmer awardees. Hon'ble Minister presented the awards to the following awardees:

Best Women Dairy Farmer Awards:

Gujarat: Ms. Parulben Patel, Mehul Dairy Farm, Chikhodara, Kaira Milk Union

Maharashtra: Ms. Lata Redekar, Kai Ku. Manau Uttam

Redekar Sahakari Dudh Vyavsaik Sanstha, Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd.

Madhya Pradesh: Ms. Vandana Nagar, Dugdha Sahakari Samiti Rasulpura, Bhopal Sahakari Dugdha Sangh Maryadit

Goa: Ms. Radha Timblo, Ekta Sahakari Dudh Vyavasayik Sanstha, Goa State Coop. Milk Producers's Union Ltd

Special Women Farmer award was given to Padmshree Smt. Phoolbasan Bai Yadav, Raipur, CG.

Under **Best Dairy Plant awards**, runners up and winners are as under:

Gujarat:

Winner: Surat-Tapi Dist Coop Milk Producers Union Ltd

Runner up: Kheda Satellite Dairy, Khatraj (A Unit of Amul Dairy, Anand)

Maharashtra:

Winner: Kolhapur Zilla Sah. Dudh Utpadak Sangh Ltd.

Runner up: Govind Milk & Milk Products Pvt Ltd. and Mother Dairy Fruit & Vegetable Pvt. Ltd.

Madhya Pradesh:

Winner: Indore Sahakari Dugdha Sangh Maryadit

Runner up: Ujjain Sahakari Dugdha Sangh Maryadit

Shri Nitin Gadkari in his inaugural speech indicated that 12-14% contribution in the country's GDP is from agricultural and affiliated sectors, including 65% population. To increase this contribution, he motivated the congregation to increase efficiency in agriculture and related sectors with appropriate technology and future planning based on water, land, forest and animals. Hon'ble Minister praised the work done by NDDB and mother dairy done in the Vidarbha-Marathwada region to increase the milk production. He emphasized on technological transfer, increased productivity, increased processing, and future planning at grassroot level. He also praised the work of MAFSU under the leadership of Vice Chancellor, Dr. N.V. Patil and asked to work



Hon'ble Minister and other dignitaries presenting Special Women Farmer Award

hard to increase the milk production of indigenous cow breeds in the area. While advising the use of local raw materials for animal fodder in Vidarbha, he talked about the fodder price reduction. He suggested that everything can be produced or manufactured domestically and locally, bringing profitability to the region. The minister talked about preparing cow farms with local breeds such as Gir, Rathi and suggested to increase the productivity of cows with embryo transfer technology.

The conference had two technical sessions and two panel discussions in the afternoon on August 18, 2024.

Technical Session 1 was on the theme '**Dairying for Livelihood & Entrepreneurship**' was chaired by Dr. R.R.B. Singh, VC, DSVCKV, Durg (CH).

Panel Discussion on August 17, 2024 afternoon was on the theme "**Future Trends of Dairying, Research & Development**" which was moderated by Dr. Raghavendra Bhatta, DDG (Animal Science), ICAR.

There was a cultural evening depicting the various song and dance forms of the Maharashtra State. This was followed by a dinner in the venue.

On August 18, 2024, Technical Session 2 was held on "**Dairy Awareness Program for the Society**". Shri Anil Hatekar, MD, Mahananda Dairy acted as the Chairman while Dr. Atanu Jana, Ex Principal, SMC College of Dairy Science, KU, Anand worked as Co-chairman. Dr. K.D. Aparnathi, Retd. Head, DC, SMC College of DSC, Anand presented on the role of milk in human nutrition while Dr. J.B. Prajapati, Chairman, IDA (WZ) talked on the value of milk in human health and Lifestyle diseases. Ms Richie Agarwal, ZEC member of IDA (WZ) presented

on "Dairying for livelihood of farmers and happiness of the society" and Dr. Dhiraj Kankhare, Head, ICRTC, MPKV, Pune talked on importance of Indigenous cattle's in social bonding.

The Panel Discussion with Industry Leaders was moderated by Dr. J.V. Parekh, Vice Chairman, IDA (WZ).

During the Valedictory Session on August 18, 2024, Dr. J.B. Prajapati welcomed all the members and expressed his gratitude to MAFSU team for the success of the conference. The Chief Guest for the function, Dr. C.D. Mayee, Former Chairman, ASRB, New Delhi emphasized the role of dairying in the upliftment of Indian farmer economy and the priority and support extended to the farmers of Vidarbha state region by the Government.

Dr. P.G. Wasnik, Convener and Dean (DT), MAFSU, Nagpur presented the brief report of the conference. He summarized the salient points and suggestions emerged out of the conference. Dr. S.V. Upadhey, DI-MAFSU, Nagpur, Dr. N.V. Kurkure, DR-MAFSU, Nagpur and Dr. A.U. Bhikane, DEE, MAFSU, Nagpur were present as the guests of honour. The function was chaired by Dr. Nitin V. Patil, Vice-Chancellor, MAFSU, Nagpur.

On behalf of IDA (WZ) and MAFSU, Ms. Richie Agrawal, Co-organizing Secretary, thanked all participants, farmers, students and the committees for their valuable work, which helped in the success of the conference. She specifically thanked all the sponsors and the MAFSU team members for extending all support for successfully organizing the conference. Outstanding support from NDDB Dairy services was highly appreciated.

Milk Awareness Campaign Organized by IDA, Gujarat & AMUL Dairy at Anand

IDA Gujarat State Chapter in association with AMUL Dairy, Anand organized "**Milk Awareness**

Campaign" on July 26, 2024 at Sardar Patel Auditorium, AMUL Dairy. This initiative aimed to educate college students about the nutritional and ethical values of milk and counter unscientific criticisms and emerging plant-based drink propaganda.

Dr. Preeti Shukla, DM- HR(ARDA) & CSR, the Organizing Secretary of the event welcomed dignitaries and



participants and briefed about the objectives of this campaign.

In his inaugural speech, Dr. Amit Vyas, Chairman, IDA Gujarat State Chapter and Managing Director, AMUL dairy, Anand, emphasized the importance of milk

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awareness, highlighting milk and milk products as integral to our culture, and encouraged embracing the "GOODNESS of milk." He referenced Ayurvedic texts to underscore the benefits of milk and milk products in our diet and their role in treating various diseases. Dr. Vyas also provided insights into cooperative movements and AI-integrated approaches initiated by AMUL dairy, showcasing AMUL's growth as a leading FMCG brand and how Dairying in India is not simply a business, but a model of livelihood for millions of farmers.

Dr. Himanshu Pandya, Dean, Pramukh Swami Medical College, Karamsad, Anand, the Guest of Honour, supported Dr. Vyas's views on the dietary importance of milk and advocated for renewing culturally rooted diet plans and eating habits. He also referred to the importance of Ghee, a fat rich milk product in our rituals and traditional foods.

The Chief Guest of the Program, Dr. N.H. Kelawala, Vice Chancellor, Kamdhenu University, Gandhinagar acclaimed that milk is a 'Complete food'. He argued that Milk is a secretion from mammary gland of Milch animals and hence, the use of word 'Milk' in plant-based beverages is completely misleading the consumer.

Dr. K.D. Aparnathi, former Professor & Head, Dairy Chemistry Department, SMC College of Dairy Science, Anand, presented on the "Value of Milk in Human Nutrition," detailing the chemical composition of milk and its nutritional components, such as protein, fat, and lactose.

Dr. J.B. Prajapati, Chairman, IDA (WZ) spoke on the "Role of Milk Products in Human Health," citing research studies that shows consumption of milk and especially fermented milk products like dahi in ancient treatises. He presented a review of scientific studies conducted in various countries with lakhs of participants that depicts how milk promotes growth, improve bone strength, reduce the risk of diabetes, hypertension, and other metabolic syndromes and reduce mortality. He concluded that milk consumption enhances overall health and longevity.

Shri Divyesh Butala, from Prompt presented on the topic 'Retaining the quality of milk' and Mr. Shakti Choube

from Craftsman, Automation also gave a presentation about their organization.

The event concluded with Dr. Amit Patel, Secretary, IDA Gujarat State Chapter, proposing a vote of thanks. The program was sponsored by Prompt Equipment Pvt. Ltd.; Sun Enviro Technologies Pvt. Ltd.; ABC Process Solutions Pvt. Ltd.; Sesco India Renewable Energies Pvt. Ltd.; and Diya Industries. The program was followed by "Amul Darshan" a technical visit to Amul Dairy plant for the participants.

Over 1300 students from various colleges in Anand and Vallabh Vidyanagar attended for the program.

Entrepreneurial Awareness Program at BHU

The Department of Dairy Science & Food Technology (DSFT) at the Institute of Agricultural Sciences (IAS), Banaras Hindu University (BHU), organized the Entrepreneurial Awareness Program (EAP) on July 31, 2024.

It was a two-day event, organized in collaboration with the National Institute for Entrepreneurship & Small Business Development (NIESBUD) and IDA Eastern UP Local Chapter to foster a spirit of entrepreneurship among students and faculty, particularly within the domains of dairy science and food technology.

Inauguration Ceremony was held at Kamdhenu Hall of DSFT wherein Director of the IAS, Professor S.V.S. Raju, presided over the ceremony, while Professor U.P. Singh, Dean of the Faculty of Agriculture, BHU, was the esteemed Guest of Honour.

Professor S.V.S. Raju delivered the Keynote address, emphasizing the importance of fostering entrepreneurial skills in agriculture and dairy sectors. He spoke about the growing global demand for innovative, sustainable, and efficient dairy solutions and highlighted that platforms like the EAP will empower students to become job creators rather than job seekers. He encouraged participants to think beyond traditional methods, urging them to innovate for rural development and national self-sufficiency.



Professor U.P. Singh, Guest of Honour, lauded the efforts of DSFT and its collaboration with NIESBUD. He elaborated on the challenges and opportunities within the agriculture and dairy industries. He further said that while India is the largest producer of milk, there is still ample scope for value addition, export promotion, and technology integration. He called for a renewed focus on dairy entrepreneurship, stressing that today's students are the leaders who can bridge the gap between farm and market.

Professor Anil Kumar Chauhan, Head of the Department of DSFT, welcomed all the attendees, providing an overview of the objectives behind organizing the EAP. He said the department had consistently strived to bring innovations to the forefront and that entrepreneurship was a critical aspect of preparing students for future challenges.

Dr. Arvind, Chairman, IDA Eastern UP Local Chapter delivered a thought-provoking speech, underscoring the role of entrepreneurship in revolutionizing the dairy industry. He shared insights on how small dairy farmers could benefit from modern technologies and entrepreneurial training to enhance productivity, reduce wastage, and create a more profitable ecosystem. Dr. Arvind also spoke about how dairy entrepreneurship is not just about producing milk but transforming it into value-added products that cater to modern consumers' tastes and health preferences. He further shared success stories of entrepreneurs who had tapped into niche markets by introducing innovative dairy products. Dr. Arvind concluded by encouraging students to take risks, remain adaptable, and seize the vast opportunities available in the dairy sector.

Dr. Tarun Verma, Secretary-cum-Treasurer of the Indian Dairy Association (Eastern UP Chapter), played a pivotal role in spearheading the program's execution. His address focused on the 'Entrepreneurial Ecosystem in Dairy and Food Processing' and its potential to transform the rural economy. Dr. Verma emphasized that entrepreneurship is a mindset, and students must learn to think creatively, solve real-world problems, and leverage emerging technologies like automation, AI, and data analytics in dairy processing. He further deliberated on key areas such as Value Addition, Sustainability and Market Access where aspiring entrepreneurs could make a significant impact.

Dr. Verma also introduced NIESBUD's support in providing mentorship, business plan development, and access to financing, urging participants to take full advantage of the resources provided. He concluded by stating that the Entrepreneurial Awareness Program is not just an event but the beginning of a journey toward self-reliance and innovation.

The inaugural ceremony was followed a technical

session led by Shri Atul Pandey, an expert member and an entrepreneurship trainer at NIESBUD. Shri Pandey provided deep insights into the fundamentals of entrepreneurship, from ideation to execution, sharing practical strategies for launching and sustaining successful ventures. His session motivated participants to develop an entrepreneurial mindset and equipped them with tools to overcome challenges in the dairy sector.

Interactive workshops, group discussions, and a special session on "Access to Finance for Dairy Start-ups." was organized on the second day of the event. About 100 participants took part in the event.

IDA Eastern UP Chapter Pays Tribute to the Father of White Revolution – Dr. Verghese Kurien, with Inspiring Student Events

The IDA Eastern UP Local Chapter commemorated the death anniversary of Dr. Verghese Kurien, the Father of the White Revolution, on September 9, 2024, with a series of events that celebrated his monumental contributions to India's dairy industry. Dr. Kurien's visionary work transformed India into the world's largest milk producer and empowered millions of rural livelihoods through cooperative dairy farming. The day's events included a painting competition, a meal coupon distribution initiative for underprivileged students, and a range of intellectually stimulating activities like extempore, group discussions, and quizzes. These events attracted enthusiastic participation from students across various disciplines at Banaras Hindu University (BHU), paying homage to Dr. Kurien's transformative influence on the Indian dairy sector.

One of the day's key highlights was an "online painting competition" with the themes "Dairy: A Way to Health and Wealth" and "Dairy Development through Women Empowerment." These themes encapsulated Dr. Kurien's vision of dairy as a driver of both health and wealth in society, with a particular focus on women's empowerment. The competition saw students from BHU's Institute of Agricultural Sciences and other departments creatively depict the crucial role dairy plays in both improving nutrition and generating income, especially for rural families. The paintings reflected the socio-economic impact of dairy farming, showcasing how women have become central figures in the sector, playing an active role in dairy cooperatives and rural development.

In a deeply compassionate gesture reflecting Dr. Kurien's commitment to social welfare, the IDA Eastern UP Chapter also organized a "free meal coupon distribution initiative" for economically disadvantaged students from

BHU's diverse faculties. This initiative, which was launched a week prior, benefited 12 students from disciplines such as Science, Arts, Ayurveda, Agriculture, and Management. Each student was carefully selected based on their financial situation, and the meal coupons, valid for one month, provided them with much-needed support.

The day began with a flower tribute ceremony, wherein 120 students gathered to pay their respects to Dr. Kurien. The event served as a solemn reminder of Dr. Kurien's invaluable contributions to the Indian dairy industry and his role in transforming the nation into a dairy superpower. Students laid floral tributes, symbolizing their gratitude for his lasting legacy and the impact of the cooperative dairy movement on India's rural economy.

At the conclusion of these activities, prizes were distributed to the winners of the painting competition and the best-performing students in the extempore, group discussion, and quiz competitions. This recognition celebrated their creativity, knowledge, and engagement with the dairy sector, encouraging them to continue exploring opportunities in this vital industry.



During the event, Dr. Arvind, Chairman, IDA Eastern UP Local Chapter gave his address emphasizing the importance of remembering Dr. Kurien's legacy and also stated that his contributions to the dairy sector cannot be overstated. Dr. Tarun Verma, Secretary-cum-Treasurer of the IDA Eastern UP Local Chapter, echoed this sentiment in his speech, emphasizing the role of students in carrying forward Dr. Kurien's legacy.

New Executive Committee of IDA Telangana Local Chapter Assumed Office

The election result of Telangana Local Chapter of IDA was declared on September 18, 2024. The election was held under the nominated Returning Officer Shri S. Suresh. The other election committee members were

Shri K.R. Rao and Shri B.V.K. Reddy. The IDA Telangana Local Chapter was formed during February 2023 and the ad hoc committee was formed and with the same committee the 50th DIC was conducted successfully under the guidance from the IDA South Zone.

The election process was initiated on September 2, 2024 and completed successfully. All the contestants were elected unanimously for all the posts. The newly elected members are: **Chairman:** Shri Rajeshwar Rao Chalimeda; **Vice Chairman:** Shri Samba Murthy Jangam; **Secretary:** Shri Balakrishna Reddy Konda; **Treasurer:** Shri Ammana Laxma Reddy; **Member (RE):** Dr. Swarnalatha Gadapa; **Member (MP):** Shri R. Anand; **Member (PP):** Shri SVDBR Krishna Reddy; and **Member (DI):** Shri Venkata Raghu Ram T.



Tamil Nadu State Chapter Organizes IDA Student Membership Drive

IDA Tamil Nadu State Chapter (TSC) recently organised student membership drive at Department of Food Technology, Nehru Institute of Technology (NIT), Nehru Group of Institutions (NGI), Coimbatore on August 30, 2024.

Shri K.S. Kanna, Chairman, IDA TSC inaugurated student membership drive event at the Association of Agricultural Engineering and Association of Food Technology of Nehru Institute of Technology. During the inauguration, newly appointed Association office bearers were introduced to other students also. Various positions, including President, Vice President, Treasurer, Secretary, Joint Secretary and Executive members of both the association discussed their upcoming activity plan.

Sixty-nine students joined IDA as student members. The event was presided by Shri K.S. Kanna, Chairman; Shri K. Chandrasekar, Treasurer; and Er Dayanand Peter, Executive Committee Member (RE), and the students were greatly enlightened by their addresses.

Team IDA TSC express gratitude to Adv Dr. P. Krishnadas, Chairman & Managing Trustee, NGI; Dr. P. Krishnakumar, CEO and Secretary, NGI; Dr. H.N. Nagaraja, Executive Director, NGI; Dr. M. Sivaraja, Principal, NIT and Prof. Daniel Paul, HOD, Department of Food Technology for their support in making the event a great success.



IDA SZ to Organise Southern Dairy Summit 2025 in Bengaluru



The maiden Regional Dairy Conference - Southern Dairy Summit 2025 is being organized by IDA (SZ) at NIMHANS Convention Centre in Bengaluru during January 9-11, 2025. The three-day conferences will comprise of Techno Commercial presentations on first day and a scientific seminar on second day on Traditional Milk Products Mainly Paneer, Ghee, Dahi or Curd, and traditional milk sweets and a parallel session on Dairy Production mainly focusing on dairy nutrition, feed technology, health, reproduction and scientific management and a panel discussion by eminent panellists from across the Southern States representing the key sectors. Best Women Dairy Farmers from the Southern region will be felicitated on the third day of the conference. All the major dairies from Southern India, a large number of SME sector dairies and Feed and feed additive manufacturers are expected to participate in the Summit. It is estimated that there are more than 200 dairy plants in the SME sector and an equal number of Feed and feed additive Manufacturers in the region. As part of the summit, an exhibition with a limited number of stalls is planned. A poster session on selected themes will also form part of the conference. The three-day conference is expected to be attended by about 1000 delegates comprising Dairy Industry Professionals,

INDIAN DAIRYMAN

machinery manufacturers, Feed and feed additives/ supplements manufacturers, Researchers, Farmers, Students and Young Scientists.

To encourage large-scale participation in the maiden conference the registration fee is kept reasonable and the details can be accessed by visiting the summit website www.southerndairysummit.com. The website is expected to be online by October 5, 2025. The second Southern Dairy Summit is slated to be organized in 2026 by the IDA Kerala State Chapter.

NATIONAL News

Hon'ble Union Home Affairs and Cooperation Minister Launches 'White Revolution 2.0' to boost Indian Dairy Sector



In a major push to transform India's dairy cooperative sector, Hon'ble Union Home Affairs and Cooperation Minister Shri Amit Shah unveiled 'White Revolution 2.0', a comprehensive initiative aimed at empowering women farmers and

creating job opportunities.

The programme focuses on four key areas - empowering women farmers, enhancing local milk production, strengthening dairy infrastructure, and boosting dairy exports. The programme is one of the three initiatives undertaken in the first 100 days of the Modi

government's third term.

"Maximum women are engaged in the dairy sector, with some generating business worth Rs 60,000 crore in Gujarat alone. This new initiative will focus on empowering women and further strengthening the fight against malnutrition," Shah said while addressing the gathering.

The minister also launched the nationwide rollout of RuPay Kisan Credit Cards for dairy farmers and the installation of micro-ATMs at dairy cooperative societies. Additionally, he released standard operating procedures for the computerisation of 67,930 Primary Agriculture Credit Societies (PACS).

Under White Revolution 2.0, the government aims to increase milk procurement by dairy cooperative societies by 50 per cent over the next five years.

The plan involves setting up and strengthening 100,000 new and existing district cooperative societies, multi-purpose district cooperative societies, and multi-purpose PACS, which will be linked to milk routes with necessary infrastructure.

Initially, the National Dairy Development Board (NDDB) will fund the initiative from its own resources, providing Rs 40,000 per M-PACS to 1,000 M-PACS.

Shri Shah assured full budgetary support for the programme, stating, "Many have apprehensions about whether White Revolution 2.0 will get sufficient budgetary support. I assure full budget support for this as it is a top priority sector for the government."

The minister also announced the nationwide expansion of the 'Cooperation among Cooperatives' initiative, which was successfully piloted in Gujarat.

This programme will provide interest-free cash credit to dairy farmers through RuPay-Kisan Credit Cards and distribute micro-ATMs to dairy cooperative societies, bringing banking services to farmers' doorsteps.

Emphasising the need for reforms in the cooperative sector, Shri Shah said, "While there were reforms in different sectors in the country in the past 70 years, timely reforms were not undertaken in the cooperative sector. The purpose behind establishing a separate cooperation ministry was to revive and modernise the cooperative sector and create job opportunities."

With these initiatives, the government aims to strengthen and expand the cooperative sector, potentially benefiting about 130 mn farmers across the country.

FSSAI Withdraws its Notification Issued on A1 & A2

FSSAI had issued a Notification no. RCD-02004/1/2023-Regulatory-FSSAI-Part (1) dated Aug. 21, 2024,

on A1 and A2 differentiation of milk is essentially linked to difference in structure of protein (beta casein).

However, the same notification was withdrawn on Aug. 26, 2024 for further consultation and engagement with the stakeholders.

Mother Dairy Planning to Enter D2C Segment in FY 25



With consumers increasingly turning to online shopping, Mother Dairy is looking at getting onto the D2C bandwagon. The company, which is celebrating 50 years since inception, closed FY24 with a turnover of Rs.15,000 crore. With an eye on the next phase of growth, Mother Dairy is ramping up manufacturing capacities, launching new products, expanding sourcing and distribution network to strengthen its pan-India play. It is eyeing a turnover of Rs.17,000 crore in FY25.

Talking about its D2C plans, Shri Manish Bandlish, MD, Mother Dairy said, "As part of a pilot, we have equipped 50 booths in Delhi with a home-delivery app for consumers to be able to order directly from them. We are testing this model and want to ensure that it makes commercial sense for our business partners. We are seeing good traction during this testing phase. Once the model stabilises, we will gradually expand this app across the Delhi-NCR, leveraging on our large network of booths. Once this expansion happens, we will be a formidable force in Delhi-NCR in terms of delivery."

"I think this is the future, as consumers are increasingly adopting online shopping and delivery is becoming a significant piece for all players. Companies need to be agile in adopting new strategies," he added.

BL Agro Signs MoU with DeLaval for Dairy Sector

BL Agro's arm B L Kamdhenu Farms Ltd, has signed an initial pact with Sweden-based DeLaval for a partnership in the dairy sector with an investment of around Rs 1,500 crore. B L Kamdhenu Farms Ltd, headquartered in Bareilly, Uttar Pradesh, specialises in embryo technology, cattle IVF, breeding innovations, and a fully integrated milk value chain.

On the second day of World Food India 2024, B L Kamdhenu Farms signed a Memorandum of Understanding (MoU) with Sweden-based DeLaval.

The partnership focuses on promoting a zero-waste economy and long-term sustainability in cattle breeding

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and dairy technology, with an investment close to Rs. 1,500 crore. The collaboration is designed to harness advanced technologies and farming solutions including milking essentials, farm management and cow comfort.

By integrating all components of the milk value chain from feed requirements to waste management the initiative aims to create a circular economy, driving both economic growth and environmental sustainability.

Shri Navneet Ravikar, Director, BL Kamdhenu Farms, said, "It is a crucial step in our efforts to innovate and transform the White Revolution. Through this collaboration, we are committing to creating a fully integrated and sustainable milk value chain. Because only when we ensure zero waste, can we create long-term benefits for farmers and the environment alike."

DeLaval is a leader in dairy farming technology that works towards reducing environmental footprint while improving production and the well-being of the animals involved. It brings expertise in integrated solutions that enhance (a) milk quality, (b) volume of production, and (c) overall quality of life for dairy producers.

Ice Cream Per Capita Consumption Increased Four Fold

Riding on a four-fold rise in per capita consumption of ice cream during the last decade, the ice cream manufacturing industry in India is not only clocking a healthy double-digit growth, but has caught the attention of investors and foreign counterparts, says Shri Sudhir Shah, President, Indian Ice-cream Manufacturer's Association.

The ice cream industry in India is the fastest growing in the world. The per capita ice cream consumption, per annum, has increased in India. In 2011, it was 400 ml. Now, it is 1.6 litres per person. In States like Gujarat, the per capita consumption will be more than 3 litres. Even larger metro cities like Delhi, Mumbai, Bengaluru and Hyderabad have similar levels of consumption. Going forward, the demand for ice cream is expected to rise multi fold. Improved connectivity and cold-chain networks are helping take ice creams to every nook and corner in the country. The presence of quick commerce players like blinkit, Zomato, Swiggy etc have fastened this process.

The ice cream market in India is estimated to be around Rs.30,000 crore, of which 63 per cent is made up of organised players. The industry has been growing at a rate of 12- 15 per cent every year. About 60 per cent of the annual sales happen during the summer months, between March and June. But, since the last five years,

the trend of off-season ice creams have picked up and sales stretch till December, riding on events and weddings. Ice creams currently being sold in India are among the most hygienic. Research has helped improve the ice cream quality and there is no human touch in the ice cream-making process.

Investments in the ice cream industry are very attractive. Because of the high growth of the ice cream industry in India, there is a lot of interest among private investors. Even foreign ice cream brands are looking at India, as markets in Europe and the US are near saturation. A few years back, South Korean-Lotte Confectionery purchased Gujarat-based Havmor brand. This year, South India's Dairy Classic Ice Creams saw a huge investment (Rs. 1,200 crore) from a private equity player. Mangalore-based Hangyo got a Rs. 200 crore investment. Mumbai-based startup ice cream brand Go Zero also attracted funds. The scenario is fast evolving. It is a win-win situation for mid-sized ice cream players who are looking to expand to other parts of the country and are looking for funds.

India has the biggest kitty of ice cream flavours in the world. We not only have our own flavours, but we have also been importing flavours from countries like Italy, France, USs and Australia. We have got not less than 1,000 flavours in India. Now ice creams are expanding into territory controlled by traditional Indian sweets, with gulab jamun ice cream, rasgulla icecream, cake ice creams, modak ice creams, etc.

Major Progress in Climate-Resilient Milch Cattle Research

In order to make the dairy industry climate change-resilient, the National Dairy Research Institute (NDRI) in Karnal has successfully developed an embryo through gene-editing technology, promising a future where milk production remains steady, even under the most challenging weather conditions.

In the next phase of this research, which has been meticulously conducted over the years, the genetically edited embryo will be implanted into the uterus of a female buffalo for gestation, which lasts over 10 months.

The science behind this project involves the use of CRISPR (clustered regularly interspaced short palindromic repeats) technology - a tool that allows for the precise editing of DNA sequences. This method enables scientists to target specific genes and modify them.

"Once the offspring is born and reaches the milking stage, we will be able to determine if its milk production is truly resistant to climate change," said Dr. Dheer Singh, Director, NDRI. Under typical circumstances, it takes about five years for an animal to reach the milking stage from an embryo, he explained.

Once the calf is born, it will take another two to three years to mature, followed by an additional year of pregnancy, leading to milk production.

Dr. Singh highlighted that some indigenous cattle breeds, such as the 'Tharparkar', are naturally heat-resistant and their milk production is unaffected by climate shifts. By mapping the genes responsible for these traits, researchers hope to transfer them to cattle that are not naturally resilient, potentially boosting milk yields across the country.

Poolani Milk Cooperative Society has Improved Animal Husbandry in Rural Kerala

Poolani Milk Cooperative Society (PMCS), established in 1976 with 30 members, has grown to 1368 members and currently handling 2250 litres of milk per day. It has improved animal husbandry in Meloor through technology integration, supporting 2000 employment opportunities in the village. PMCS members receive Rs. 25 lakhs monthly and are ISO certified. PMCS members maintain milk quality as per Milma and NDDDB standards at the main centre in Poolani and sub centres in Adichili and Puspthagari. Board addresses quality concerns and supports farmers with market access and technology for higher milk production.

Milk is inspected using MILKO Tester and AMCU for quality measurement. It has installed Automatic Milk Chilling Plant with a 2000 litter/day capacity. PMCS has applied for new processing plant with a capacity of 5000 liters/day. The cashier settles account every 10 days, monthly meetings for cattle enhancement with farmers, veterinarians, specialists, and officials, veterinarians provide regular check-ups and high-quality animal health services.

PMCS helps Meloor farmers negotiate milk prices and market their dairy products, supporting food security,

reducing poverty, creating jobs, especially for women, and fostering sustainable agriculture for rural economic development. PMCS has helped empower women economically by providing job opportunities, leading to increased independence and self-esteem. The rise in milk production was fuelled by more households owning cows, with 60% coming from small producers, providing women with decent incomes.

Women's independence through work and education benefits not just them but their families and society as a whole. PMCS help raise milk prices, increase rural incomes, reduce waste, add value, and create jobs.

In addition to weekly payments, the society gives out a yearly dividend and bonuses to milk farmers based on milk delivery worth, following the bylaws. Society members benefit from access to technology for milk farming, while the society itself provides infrastructure and services. PMCS offer veterinary care, feed, insurance, and training programs to members. This fosters a direct link between farmers and consumers through integrated milk production and marketing.

Every five years, elections are held to choose the board members and President. The reports is delivered to NDDDB and Milma. The administrative team organizes social programs like pensions and livestock feed subsidies. PMCS under the leadership of President Shri N.G. Sathish Kumar and Secretary Shri P.P. Jalaga, along with other elected members built an APCOS hall and give pensions to members in need using their own funds.

Farmers get subsidies from the zilla panchayat, block, and gram panchayath totalling Rs. 2, Rs. 1, and Rs. 1. Milking machines, rubber mats, pressure washers, slurry pumps, chaff cutters, plastic cow drinkers, and generators all receive a 50% subsidy from the Milma and Dairy Development Board. Several programs offer dairy farmers subsidies, discounts, and other benefits to support their livelihood and address challenges like climate change.



Farmers are concerned about cattle feed costs since the recent price increase is affecting dairy farming profitability. PMCS is encouraging farmers to plant different grass varieties by providing free seeds like Bajra Napier, Guinea grass, Fodder sorghum, Multi cut fodder sorghum, African tall maize, Legumes, Cowpea, Sesbania, and Glyricidia.

A small shop sells value-added goods like cheese, paneer, ice-cream, biscuits, and ghee rusks. PMCS is the top milk supplier in Ernakulam. Increasing demand for dairy products due to the growing population creates opportunities for producers and industry growth. PMCS supports the rural economy through self-employment or group employment.

INTERNATIONAL News

International Dairy Market: USDA

As per the latest USDA data of mid September, 2024, international market overview are as follows:

EUROPEAN

Western European

Weekly milk collections continue to show a seasonal slide in volumes, and component levels are still lower than typical. In addition, dairy contacts in the northern regions of West Europe suggest the spread of bluetongue disease is having a marked impact on milk output. Bluetongue disease is a viral disease impacting domestic and wild ruminants and is transmitted by biting midges (gnats). It has a high mortality rate within sheep populations. And although less lethal in cattle, infected dairy cows suffer health and fertility issues that lead to reduced milk production, sometimes lasting up to 2 to 3 months. In some cases, farmers choose to ship the affected cows for slaughter rather than wait for the animal to fully recover. The disease does not pose a threat to human health or food safety. In parts of the United Kingdom, France, Belgium, the Netherlands, and Germany, where the disease is present, restricted zones are created to limit the movement of livestock and genetic products. Vaccines for the disease became available at the end of April 2024, but there is some question about the efficacy of the vaccines. In addition, cattle inoculation rates are much lower than sheep inoculation rates. Farmers are hoping a colder than average winter may be the best treatment, eliminating the midges and preventing the disease from reappearing next spring.

Uncertainties regarding milk supply are supporting higher milk pay prices. The average EU-27 July farm-gate milk pay price is calculated at 46.41 euros per 100kg. Estimated average farm milk pay prices for July are

46.30 euros per 100 kg in Germany and 51.89 euros per 100 kg in Italy. The converted average July milk pay price in the United Kingdom is calculated at 45.41 euros per 100 kg. The preliminary EU-27 August farm-gate milk pay price is 46.82 euros per 100kg. Currently, weekly spot milk prices range from the mid-50s to the mid-60s euros per 100kg depending on location.

According to CLAL data made available to USDA, the provisional July 2024 cows' milk delivered to dairies in the UK was 1,285,300 MT, unchanged from July 2023. Year-to-date cows' milk deliveries in the UK for January-July 2024, 9,238,700 MT, was only slightly lower compared to total milk deliveries in January-July 2023.

Eastern Europe

Like elsewhere in Europe, milk collections in East Europe are seasonally decreasing. In some parts of East Europe, drought conditions have reduced crop, pasture and ultimately milk production. According to the European Commission, parts of Poland, the southern Baltic region, Greece, most of the Balkans, Ukraine and southern Russia were under drought warning conditions at the mid-point of August. Higher than average temperatures and lack of moisture have reduced crop and forage volumes.

According to CLAL data made available to USDA, the provisional July 2024 cows' milk production in Belarus was 730,000 MT, down 2.4 percent from July 2023. January - July 2024 provisional milk production in Belarus, 5,140,000 MT, is up 5.6 percent from January-July 2023.

OCEANIA DAIRY MARKET

New Zealand

A group in New Zealand, which forecasts dairy prices, decreased the forecasted milk price for the 2024/2025 season, following GDT event 363, by 4 cents, to \$9.17/kgMS. The group stated declining prices for WMP futures have had a negative impact on forecasted milk prices. They further noted strengthening futures prices for other commodities, noting butter, have reduced the downward pressure from WMP.

A New Zealand dairy cooperative recently announced July 2024 milk production was up 9.0 percent from a year earlier. From the start of the milk production season in June 2024 through July 2024, milk production within the cooperative's network in the country was up 4.1 percent compared to the same time period a year earlier. Milk production through the first two months of the season have been strongest in the North Island due to favorable weather and pasture conditions, while weaker production has been present in the South Island.

A dairy cooperative in New Zealand recently announced plans to expand operations at one site and

build a new plant at another. A spokesperson for the cooperative stated they anticipate strong growth for dairy protein markets in the coming years and their expansion aims to increase their production capacity. The cooperative has a strong customer base in Asia and is building a new plant for processing UHT cream products to meet growing demand for these products. The cooperative announced production should begin at both sites in 2026.

Australia

According to Dairy Australia, July 2024 milk production, 579.4 million liters, was up 1.6 percent from July 2023. July 2024 milk production was up from the prior year in New South Wales and Victoria. Meanwhile, milk production was down in Queensland, South Australia, Western Australia, and Tasmania.

According to Dairy Australia, June 2024 packaged milk sales, 195.2 million liters, were down 0.2 percent from June 2023. The volume of milk sold was up in June 2024 from a year prior in Victoria, South Australia and Western Australia, while sales volumes decreased in every other state. Packaged milk sales from the start of the season in July 2023 through June 2024, 2,383.3 million liters, were up 0.7 percent compared to the same time period a year earlier.

A financial firm in Australia anticipates milk production to grow in the country by 1.5 percent in the 2024-2025 season. A spokesperson for the firm stated strong global prices for dairy products during the first 6 months of 2024 and lower feed costs have contributed to improved margins for dairy farmers. They stated stronger margins could encourage farmers to increase milk production globally.

SOUTH AMERICA DAIRY MARKET

This time last year, reports were suggesting a "banner year" in farm milk output in Brazil and generally strengthening milk output in the Southern Cone. This year, the sentiment has changed. Contacts say farm milk output, in some areas, is as much as five percent less than it was this time last year. As is common on the continent, weather conditions vary widely. Contacts in Uruguay say wet early season weather has turned into warmer, and mostly dryer, conditions in recent weeks. In Mato Grosso, the "breadbasket" of Brazil, droughts and wildfires caused delays in the latter stages of the safrinha corn harvest and summer corn planting. Wildfires have also become a larger concern in Mato Grosso and other Brazilian states.

Dairy commodity markets are reacting to limits on milk availability and some other noteworthy bullish factors. Importers from Brazil say despite a push to increase internal sufficiency, end users/customers are still drawing on strong export commitments from neighboring countries

and recent export reports confirm that sentiment. Cheese, butter, and dairy powder processors/blenders are vying for limited "peak season" milk supplies. There are some expectations that Q4 may bring on some more spot purchasing opportunities, but as October looms, others are not as certain.

Global Dairy Price Index Moved up by .08%

In a significant development for the global dairy market, prices on September 17, 2024 of Global Dairy Trade auction showed a marginal increase.

The Global Dairy Index was up by 0.8 percent with an average price of \$3,883 per metric tonne. Cheddar, Lactose, Mozzarella, SMP, WMP prices were up by 2.9% to \$4,441; 3.5 to \$896; 4.5% to \$5,351; 2.2% to \$2,809; and 1.5% to \$3,448, respectively. However, Anhydrous Milk Fat and Butter were down by -1.2% to \$7,220 and -1.7% to \$6,546 respectively. There were 185 winning bidders in 16 rounds of auction, with a total of 38,814 metric tonne of dairy products sold.

America's Dairy Farms Disappearing amid Rising Costs, Pricing Issues

America's dairy farms are rapidly disappearing due to rising operational costs and pricing challenges, with small and mid-sized farms being hit hardest as they struggle to compete with large-scale producers and fluctuating milk prices in the global market.

Mr. Milton Orr looked across the rolling hills in northeast Tennessee. "I remember when we had over 1,000 dairy farms in this county. Now we have less than 40," Mr. Orr, an Agriculture Adviser for Greene County, Tennessee, said with a tinge of sadness.

That was six years ago. Currently, only 14 dairy farms remain in Greene County, and there are only 125 dairy farms in all of Tennessee. Across the country, the dairy industry is seeing the same trend: In 1970, over 648,000 US dairy farms milked cattle. By 2022, only 24,470 dairy farms were in operation.

While the number of dairy farms has fallen, the average herd size - the number of cows per farm - has been rising. Today, more than 60% of all milk production occurs on farms with more than 2,500 cows.

This massive consolidation in dairy farming has an impact on rural communities. It also makes it more difficult for consumers to know where their food comes from and how it's produced.

As a dairy specialist at the University of Tennessee, I'm constantly asked: Why are dairies going out of business?

Some of the major problem cited are: The problem with pricing; Costs exceed average dairy's profit in most dairy states; Americans drink far less dairy milk today; Cheese and yogurt consumption have risen, etc.

The US Department of Agriculture is also providing support for four Dairy Business Innovation Initiatives to help dairy farmers find ways to keep their operations going for future generations through grants, research support and technical assistance.

Another way to boost local dairies is to buy directly from a farmer. Value-added or farmstead dairy operations that make and sell milk and products such as cheese straight to customers have been growing. These operations come with financial risks for the farmer. Being responsible for milking, processing and marketing your milk takes the already big job of milk production and adds two more jobs on top of it. And customers have to be financially able to pay a higher price for the product and be willing to travel to get it.

Australia's Milk Production Continues Recovery: Rabobank

Australia's milk production continues to recover, as global supply is forecast to grow at a modest rate in the coming year, Rabobank says in its newly-released Global Dairy Quarterly.

In the Q3 report, titled Market Narratives are Shifting, the global agribusiness bank says positive - though modest - milk supply growth is expected from the world's major dairy-exporting regions through the remainder of 2024 and in 2025.

Meanwhile, milk production in Australia in the 2023/24 season - which ended in June - was 3.1 per cent higher on the previous year at 8.4 billion litres (an increase of 249 million litres). However, the bank is expecting Australian production to grow at a lower rate in the 2024/25 season - currently forecast at 1.5 per cent.

Raboresearch senior dairy analyst Mr. Michael Harvey says Australian milk supply growth has been widespread, with production expanding in all states and regions, with the exception of western Victoria (where dry conditions have constrained production). New South Wales had "led the charge", recording impressive growth of 5.3 per cent in milk production for the 2023/24 season.

Seasonal conditions remain mixed though across the key dairying regions. There have been severe rainfall deficiencies so far in 2024 for western Victoria and South Australia, which are sizeable milk production regions. However seasonal conditions elsewhere have been mostly favourable.

The global dairy market remains "balanced, but sensitive

to change", the report says. And the next year could see significant shifts as production increases and markets adjust. Milk production from the main global export regions had been elusive over recent years, Mr. Harvey said. However, high dairy prices in the first half of 2024, plus lower feed costs, have improved farmer margins, encouraging production. RaboResearch expects milk supply from the major exporting regions to increase a modest 0.14 per cent in 2024 on the previous year.

Both demand for and production of milk are expected to decline in China, the world's largest dairy importer. Mr. Harvey said RaboResearch had revised down its estimates for Chinese dairy consumption for 2024.

Retail price inflation for dairy products in Australian supermarket aisles has also continued to decelerate, Mr. Harvey said, with the latest (June) quarterly Consumer Price Index showing yearly inflation for milk and cheese tracking at less than three per cent. Australian dairy exports finished the 2023/24 season on a high note, the report says, helped by increased milk availability and led by strong growth in cheese, skim milk powder and whey.

Event CALENDAR

International Conference

Date: October 25-26, 2024

Venue : BHU, Varanasi

Dept. Dairy Science & Food Technology, Institute of Agricultural Sciences, BHU; AFST (I), Varanasi Chapter; and IDA (Eastern UP Local Chapter) are organizing the international conference on "Emerging Paradigm Shifts in Food & Dairy Processing: Advances in Food Safety, Quality and Sustainability".

Register through below link for participation:
<https://forms.gle/S5E2GCv6ZDWTnRws5>

National Conference

Jointly Organised by NIFTEM-T and IDA Tamil Nadu Chapter

Date: October 25 & 26, 2024

Venue: NIFTEM-T, Thanjavur

Contact: Shri K.S. Kanna +91 93445 61384

Dr. D.V. Chidanand +91 97509 68417

Registration Link:

<https://forms.gle/4vUPDu7reXV359dh8>

Seminar at Inter Dairy

Date: 05-06, December, 2024

Venue: Grande C, Bombay Exhibition Centre, Mumbai

Visit www.interdairy.in