

# **national milk day – a report**

## **IDA (HQ) Celebrated National Milk Day**

On 26<sup>th</sup> November 2018, Indian Dairy Association celebrated National Milk Day on the 97<sup>th</sup> Anniversary of the Milkman of India and Father of the White Revolution – Padma Vibhushan Dr. Verghese Kurien.

Dr. G.S. Rajorhia, President-IDA raised the issue of glut in Skimmed milk powder and ghee and the inappropriate price that the milk producers are getting. Another current issue raised by him is that non-dairy products should not be called dairy product as notified recently by FSSAI. We must raise our voice. Dr. Rajorhia informed the members that government of India has enough budget for nutritional security. Therefore, instead of giving only 1 or 2 meals in a week, we should propose milk to be included on daily basis. Dr. R.N. Kohli spoke on Anand milk story and the role played by Dr. Kurien in it.

Speaking on the occasion, Dr. Kiran Singh said that it was because of the efforts of Dr. Kurien that the World Dairy Summit 1974 was organized in India. Dairying in India came up and spread heavily afterwards only. Recalling the dynamic style of functioning of Dr. Kurien, he remembered how 60-65 schemes were cleared in a day under his tenure as one of the Milk Panel members in Ministry of Agriculture. Dr. Kurien nurtured discipline in NDDB. He was known as performer at the national level. Cooperative succeeded under his leadership. He produced many luminaries.

Dr. R.M. Joshi raised the issue of productivity per animal in dairy industry. He said by and large other than Amul, no cooperative has been successful in India due to various reasons.

Dr. B.S. Beniwal raised the issue of productivity per animal in the dairy sector. He said that this area has remained unfocused. He was of the view that we should give remunerative price to the dairy farmers. This is the only way to solve the problem of dairy sector. In this regard, an institutional mechanism can be developed to control the remunerative price of milk.

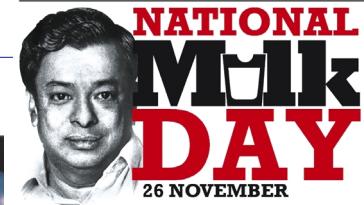
On the occasion, Dr. Harsev Singh said that farmers are our employers. If he will be in good condition, dairy sector will remain alive. This culture was developed by Dr. Kurien.

Mr. V.K. Tewari said that we must do something about glut issue. Milk prices have gone down from ₹40 to 31-33 per litre currently. GST @12.5% on Ghee is a big issue and we should try our best to address this with Govt. of India. He also showed his concern that the flavoured milk has been included in GST as beverage milk whereas this should have been kept under liquid milk only. Mr. B.B. Garg was of the opinion that consumer can control the quality of milk by rejecting or accepting milk. Dr. Omveer Singh said that we must maintain the legacy of Dr. Kurien.

Mr. A.K. Khosla said that Dr. Kurien was visionary. In 1973, automation came through Dr. Kurien policy. Dr. Kurien was of the view that the customer and farmer should be taken care off. Dairy in India is livelihood. Dr. Kurien has created institution like GCMMF, Mother Dairy, IRMA to support dairy sector in India.

Flavoured milk and snacks were distributed amongst members on the National Milk Day.





## National Milk Day Celebrated at NAAS, PUSA

Speaking on the occasion of “National Milk Day” at National Academy of Agricultural Sciences, Pusa, New Delhi, Union Agriculture and Farmers’ Welfare Minister Shri Radha Mohan Singh said that 10 semen centres have been identified for the production of Sex Sorted Semen for the production of more female animals. It is essential to have good quality livestock breed in order to increase productivity per animal.

Proposals for two centres, in Uttarakhand and Maharashtra, have been approved. The foundation stone of sex sorted semen centre in Rishikesh, Uttarakhand was laid in June 2018. Besides, INDUSCHIP has been developed for genomic selection of indigenous breeds and 6000 dairy animals have been genetically evaluated using it.

He informed that under the Rashtriya Gokul Mission (RGM), 20 Gokul Grams in 13 states at a total cost of ₹197 crore have been approved. Apart from this, Under the Pashu Sanjivni component of the scheme, 9 crore milch animals are being identified using UID (Unique Identification Device).

He further added that 20 Embryo Transfer Technology (ETT) centres are being established in the country and proposal of 19 centres have been approved so



far. These centres are producing 3000 high genetic merit bulls of indigenous bovine breeds.

Shri Singh informed that this year a new scheme the Dairy Processing & Infrastructure Development Fund (DIDF) has been initiated by the government. It aims to benefit 95 lakh milk producers in 50,000 villages and provide both direct and indirect employment to many skilled, semi-skilled and unskilled workers.

## TN State Chapter, IDA (SZ) and Madras Vet. College

Every year, 26<sup>th</sup> November is being observed as ‘National Milk Day’ to mark the birth anniversary of Dr. Verghese Kurien, the “Father of White Revolution”.

Indian Dairy Association – Tamil Nadu chapter celebrated “National Milk Day” at College of Food and Dairy Technology, TANUVAS, Koduveli, Chennai in association with Indian Dairy Association (SZ); College of Food and Dairy Technology and Department of Dairy Science, Madras Veterinary College, Chennai by conducting painting, essay, poetry and dance completions among the rural school students from in and around Koduveli village, Chennai. Altogether, 175 students from various rural Government schools participated in this programme. IDA (SZ) extended a financial assistance of Rs.20,000/- for the successful conduct of this event.

Prize distribution function was conducted at 4.00 pm at the Auditorium of College of Food and Dairy Technology, Chennai. Mr. I.A.M. Justin, General Manager, Jeppiaar Milk Products Pvt. Ltd., Thiruvannamalai & Vice Chairman, IDA - Tamil Nadu Chapter welcomed the gathering.



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## **IDA Kerala State Chapter**

National Milk Day was celebrated by Kerala State Chapter of IDA (SZ) at Dairy Science college, Mannuthy to commemorate the birth day of Dr. Verghese Kurien, Father of White Revolution in India.

A seminar on “A1/A2 milk- Myths and Facts” was also organized. More than 120 delegates representing farmers, PG students, Faculty, Officers from MILMA, Dairy Development and Animal Husbandry Department attended the seminar.



## **PDDB with Punjab State Chapter of IDA and Milkfed Punjab celebrate National Milk Day**

Punjab Dairy Development Board (PDDB) in collaboration with Punjab State Chapter of IDA (NZ) and Milkfed Punjab celebrated National Milk Day with great fervor and enthusiasm at Govt. High School, Village Saneta, Mohali on 28<sup>th</sup> November 2018. The celebration was a multifaceted activity.

On this occasion a seminar on the theme “Milk as the Base of Human Health” was organized. The district level winners of the essay competition conducted by the Board on the same topic throughout the Senior Secondary schools of the state were awarded cash prizes.

It was a gala event in which the Chief Guest was S. Balbir Singh Sidhu, Cabinet Minister, Animal Husbandry, Fisheries, Dairy Development and Labor Department Punjab. In his inaugural speech, he expressed happiness on the fact that Milkfed Punjab, PDDB and Punjab State Chapter of IDA (NZ) have made great efforts which gave an opportunity to school students to get information about the importance of milk. It is common to see that today's school students refrain from hygienic nutritious food items. They prefer fast food items which are very



harmful for their health. These students are the future of the country, so, it is very important for their own health and the future of the nation. While drinking milk will improve the health of the children, the consumption of milk produced in the state will also increase. Increasing milk consumption leads to an increase in the development of the

state's dairy sector. Essay Competition helped students to acquire knowledge of milk and enhanced their creative writing skills. Attending such state level ceremonies/ seminars leads to an increase in the morale and self confidence of the students.

The Minister further said that dairying is very important in the state. The livestock farming and production of milk in the rural region is a philanthropic occupation. Over the period of time dairy farming has become technically advanced and commercialized. This area has immense potential in the development of rural economy. Today, Punjab produces more than 7% of the total milk production whereas only 3% of the country's milch cattle are available in Punjab. The reason for this is that Punjab has introduced new techniques and has adopted new



methodologies to speed up the process and brought a revolution in breed improvement of milch animals and spread it abundantly. He urged to present students in the seminar to use milk and milk products as important part of their daily diet and motivate their parents to adopt dairy profession.

Speaking in the Keynote address at this occasion, special guest Shri Raj Kamal Chaudhary, IAS, Secretary, Animal Husbandry, Fisheries and Dairy Development Department said that milk and milk products are very important for human health. Milk is called a complete diet because it contains all the important nutrients such as protein, fat, minerals, carbohydrates and vitamins. Continuous consumption of milk and milk products is essential in order to meet the needs of the growing body of children. Therefore, he emphasized on increasing the consumption of milk and milk products in their food. Talking about Essay competition, he said that writing about a subject increases the information about that topic which is related to subject. Writing essays enhances writing habits, which works very well in life. Therefore, more and more students should participate in such essay competitions.

Dr. Nitika Goyal, Assistant Professor, College of Dairy Science and Technology, GADVASU, Ludhiana made a detailed and illustrative presentation on the theme "Milk as the Base of Human Health". Dr. Inderpreet Kular, Assistant Professor, College of Dairy Science and Technology, GADVASU, Ludhiana made a very lively presentation on the topic of "Role of Guru Angad Dev Veterinary and Animal Sciences University in Dairy Development through education and research."

Dr. Navdeep Dham, Baani Milk Producer Company Patiala expressed their views on the topic of "Constitution of milk and clean milk production."

## National Milk Day celebrated at ICAR-NDRI (SRS), Adugodi, Bengaluru



National Milk Day 2018 was organized on 26th November, 2018 by Alumni Association of ICAR-NDRI, Bengaluru at ICAR-NDRI, Adugodi, Bengaluru on the occasion of 97th birth anniversary of Dr. Verghese Kurien. Shri, Animesh Banerjee, Former President of Indian Dairy Association and who was also associated with Dr. Kurien during Operation Flood years was the Chief Guest.

Dr. K. Jayaraj Rao, Vice President of the Alumni Association welcomed the gathering, which included staff of ICAR-NDRI, ICAR-NIANP, students and many alumni including KMF employees. He praised the contributions of Shri Animesh Banerjee to Indian dairy industry as well as his successful tenure as President of IDA. Shri Banerjee in his address narrated the story of how Operation Flood had unfolded in Gujarat and recalled several incidents involving Dr. Kurien that led to founding of NIDDB and Indian Dairy Corporation



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(IDC). Recalling how Indian politicians including the then Prime Ministers reposed faith in Dr. Kurien, he highlighted the administrative capacity of Dr. Kurien who appointed him as the Head of the Southern Region of IDC, and he was glad that he had successfully led the Southern Region of the Corporation through the Operation Flood years. As such, in lighter vein Shri Banerjee told that when people asked which administrative service he belonged to, he always replied as KAS i.e. Kurien Administrative Service!! He was happy that in spite of being a Chemical Engineer, Dr. Kurien reposed faith in him as Head of the Southern Region of IDC and he was glad he learnt ‘dairy’ and performed his duties to the satisfaction of all and to himself also. In this context, he said that one’s

capacity will be known only when one is given an opportunity to do things! He asked students to wait for right opportunity and seize the one at the right moment and then work hard to succeed.

Dr. K.P. Ramesha, Head of ICAR-NDRI, Bengaluru in his Presidential address recalled Dr. Kurien's association with SRS of NDRI, Bengaluru. He said that since Dr. Kurien was the alumnus of this Institute, all of us should strive to keep up the standards and work for the upliftment of dairymen of our country. He quoted Dr. Kurien's appreciative words about quality human resource contributed by NDRI for dairying. The programme ended with vote of thanks by Dr. S. Subash, Secretary of the Alumni Association.

## **National Milk Day celebrated by SMC College of Dairy Science, AAU, Anand**



On the birth anniversary of Dr. Verghese Kurien, 26<sup>th</sup> November is declared as National Milk Day to commemorate the splendid work done by Dr. Kurien for the Indian dairy industry. SMC College of Dairy Science, Anand Agricultural University, Anand celebrates this day with full enthusiasm. This year, on this occasion a poster making competition was organised amongst the students of the college on the themes “Indian Dairy Industry” and “Dr. Kurien’s Contribution to Dairy Industry”. The students took part wholeheartedly in the competition and total 39 posters were made by the students. The posters were evaluated by able judges and two prizes were given for the same. The day began by paying home to Dr. Kurien by the faculty members. Dr. J.B. Prajapati, Principal and Dean of the faculty informed the students

about Dr. Verghese Kurien’s valuable contribution to Indian dairy industry.

After the ceremony at the college, the students and staff also participated at the Bike rally reception program at NDDB, Anand.





## Swaayam Ksheer Producer Company

UNDP initiated project Swaayam Ksheer Producer company celebrated in the whole district of Jaunpur, UP by emphasizing the importance of dairy farming and the role of Dr. Verghese Kurien in bringing this country as number one amongst the other countries in the world in the milk production.

While welcoming the guests Dr. Raja Rathinam, Managing Director of the project informed that Swaayam Ksheer Producer Company was created under New Cooperative Principle of NDDDB for income generation of small and marginal farmers. The program was inaugurated by ADM, Jaunpur by offering milk to all.

While appreciating the efforts of Dr. Rathinam, DDM, NABARD Shri Ashis Tripathi requested the concerned authorities to continue to procure marketable surplus of milk from farmers at remunerative price so that there will be continuity in the growth of milk production. Free Milk distribution was undertaken among the underprivileged children in many villages with a specific message of nutritional value of milk.



## College of Engineering (Anna University) Chennai

The college of Engineering, Guindy is a Public Engineering College in Chennai and is India's oldest Technical Institute founded in 1794. Dr. Verghese Kurien was an alumni of this college, studied Mechanical Engineering in 1943.

Shimul Retd., Dairy Engineer Mr. D.V. Mallikarjuna was invited to deliver talk on the life of Dr. Verghese Kurien on 27<sup>th</sup> November. He donated Dr. Verghese Kurien's Bust to President and Executive committee of Alumni Association, College of Engineering. Dr. Roopchand, V.P.-AACEG; Dr. Ravikumar, President-AACEG; Dr. Geetha, Dean, CEG; Dr. C Naresh Kumar, Chairmen, IDA TN State Chapter; Er. Sivakumar, Secretary, AACEG; Er.Bhaskaran, General Manager, Southern Railway and Ms. Nirmala Kurien (Daughter of Dr. Verghese kurien), GM (HR), Sankara Netralaya, Chennai, were present in the function.



## National Milk Day celebrated at Suruchi Consultants

National Milk Day celebrated at Suruchi Consultants with participants of 56<sup>th</sup> dairy entrepreneurship development program on 26<sup>th</sup> November 2018. Flavoured milk and snacks were distributed on the occasion.



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## **Loyola College, Chennai celebrated National Milk Day**

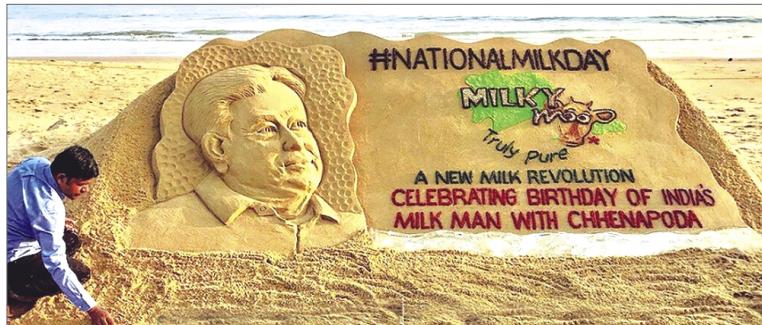


National Milk Day was celebrated at Chennai's Prestigious Loyola College on 27<sup>th</sup> November to commemorate Dr. Verghese Kurien's 97<sup>th</sup> Birth Anniversary, by the management, faculty and students.

Ms. Nirmala Kurien (daughter of Dr. V. Kurien) General Manager (HRD) Sankara Netralaya, Chennai was invited as Chief Guest. SHIMUL Retd. Dairy Engineer Mr. D.V. Mallikarjun was invited as Guest of Honour to deliver speech on the Life of Dr. Verghese Kurien. Dr. Vincent, Director of Research; Dr. P. Sagayaraj, HOD, Physics; Rev. Dr. Andrew S.J., Principal; Dr. Madavan were present in the function. It may be recalled here that Milkman of India, Dr. Verghese Kurien was an Alumnus of Loyola College during 1938.

### **Milk Mantra Dairy Pvt. Ltd.**

On the National Milk Day, they had created a sand sculpture at Puri Beach. This was done by world famous Sand artist Sudrashan Patnaik for Milk Mantra Dairy Pvt. Ltd. Subsequent to that a press conference was organized highlighting the contribution of Dr. V. Kurien towards milk revolution and farmers' welfare.



### **Postage Stamp on Milkman of India**

During 2021, dairymen may expect a Postage Stamp on Milkman of India – Dr. Verghese Kurien. Doyen of dairy co-operative movement in India, Dr. Kurien has left a positive, mass-scale, transformational impact on rural India. The Center is contemplating to bring out a definitive stamp on Dr. Kurien on his birth centenary. Mr. D.V. Mallikarjuna, Retd. Dairy Engineer, Shimul-KMF has mooted this proposal. The Philatelic Bureau of India Postal Department has already initiated the required action based on the recommendations of former Prime Minister Dr. Manmohan Singh, Former Chief ministers Mr. B.S. Yeddyurappa, Mr. D.V. Sadananda Gowda and Dr. G.S. Rajorhia, President, Indian Dairy Association.

This idea started with a phone call made to Dr. Vincent, Director of Research, Loyola College, Chennai, two months ago. Dr. Kurien was an Alumnus of the college in 1938. Dr. Vincent regretted that Bharat Ratna had not yet been conferred on the Milkman of India. He suggested to take the initiative in bringing out a stamp on Dr. Kurien. Following this, Mr. D.V. Mallikarjuna submitted a memorandum to Prime Minister's office, Dr. Manmohan Singh, B.S. Yeddyurappa, D.V. Sadananda Gowda, Late Ananth Kumar and President-IDA. They forwarded the same to Union Minister for Communications Mr. Manoj Sinha. In a letter, Dr. Manmohan Singh has informed that Mr. Sinha promised to bring out a stamp on Dr. Kurien.

India Post plans to release the definitive stamp on Dr. Kurien's Birth Centenary, which falls on November 26, 2021. A definitive stamp is released once in two years on a special occasion.