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## World Youth Skill Day celebrated on 15th July by MSDE

Ministry of Skill Development and Entrepreneurship organized a digital ceremony on the occasion of World Youth Skill Day on 15th July, 2021 which also marks the 6th anniversary of Skill India. The United Nation General Assembly commemorates July 15th every year as World Youth Skill Day to generate greater awareness on the prominence of Technical and Vocational Education and Training. Prime Minister Narendra Modi also launched the National Skill Development Mission on July 15th, 2015.

The ministry showcased its progress and initiatives taken in last six years and announced to start 75 new Jan Shikshan Sansthan (JSS) totaling to 308 JSS now, district level training institutes. Currently, 233 JSS are functioning across the country imparting skill training in various sectors. The ceremony was addressed by Prime Minister Narendra Modi, Minister of Skill Development and Entrepreneurship Dharmendra Pradhan, (MoS) Ministry of Skill Development and Entrepreneurship Rajeev Chandrasekhar, Chairman NSDC & Group Chairman, Larsen & Toubro Ltd. A M Naik, and other.



## Livestock schemes to be merged, get INR 9,800 crores over five years

The Cabinet Committee on Economic Affairs (CCEA) decided on 14th July, Wednesday that the central government will spend INR 9,800 crores on livestock development over the next five years in a bid to leverage almost INR 55,000 crores of outside investment into the sector, it would do this by merging a slew of schemes into three main programs. Focused on indigenous cows and dairy development, livestock health, and infrastructure development.

The CCEA approved the implementation of the special livestock sector package by revising and realigning the various components of the existing schemes in order to boost growth and make animal husbandry more remunerative for the 10-crore farmers engaged in it. The commitment of INR 9,800 crore over the next five years is expected to leverage an investment of INR 54,618 crores, including spending by State governments and cooperatives, financial institutions and external funding agencies, as well as other stakeholders.



## Parle Agro re-enters dairy category with Smooth

Twenty years after its brief flirtation with dairy products, Parle Agro Pvt. Ltd is back in the market with "Smooth" flavoured milk, throwing a challenge to rivals such as Amul, Nestle and ITC which have carved up India's value-added dairy beverages market.

The Mumbai-based maker of Frooti and Appy fruit drinks soft-launched Smooth at 10 per 85ml pack last month. According to Nadia Chauhan, Joint Managing Director and Chief Marketing Officer, the product has received equal demand from both urban and rural markets, and the company plans to distribute it to over 2 million outlets across India.

## Hatsun Agro Product Ltd. Started a new plant in Tamil Nadu

Hatsun Agro Product Ltd., a leading private sector dairy company, with brands 'Arokya', 'Hatsun', 'Arun Icecreams', 'Ibaco' has started processing and packing of milk at its fully automated Greenfield dairy processing plant in Kangayam Taluk, Tiruppur District, Tamil Nadu.

The fully automated dairy plant, one of the technologically superior plants in the country is set up at a cost of Rs 101 crore. The plant has specialised imported equipment from Germany to process and pack 3.5 lakh litres milk per day. In tune with the company's core objectives, the emphasis of the plant's design is on employee safety, hygiene and making products of finest quality.

The company has manufacturing locations spread across five states of Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Maharashtra. With the commencement of production at the facility, the company further intends to expand its retail network. In addition, it will provide greater support to farmers with access to the best technology, farm inputs, animal husbandry services, specialised cattle feed and direct credit to their bank accounts for their milk supply.

### Amul wins trademark violation case outside India

Amul has won a trademark violation case outside India after the Federal Court of Canada recently ordered in the homegrown dairy giant's favour. Following the order, the Intellectual Property Appellate Board of Canada recently accorded trademark status to Amul.

The country's largest dairy cooperative society will also be awarded 32,733 Canadian dollars after it secured a victory in a trademark violation case in the Federal Court of Canada. In January 2020, the dairy giant got to know that its trademark 'Amul' and the logo of 'Amul—The Taste of India' was copied by Amul Canada. A fake profile was also created on the social media platform LinkedIn. Amul had sent multiple notices to the defendants (Amul Canada and four others) but never got a response. The legal counsels of Amul then initiated an ex-parte motion for default judgement. The counsels argued that Amul had never licensed or provided consent for either Amul Canada or any of the four defendants to use its trademark and copyright in any manner.



### Nestlé joins industry movement for more sustainable food systems in Europe

Nestlé joined more than 50 other companies and industry bodies in supporting a European initiative to make food more sustainable. The EU Code of Conduct for Responsible Business and Marketing Practices sets out actions that food producers, food service, retailers and others can take to make healthy and sustainable food choices easier.

The company is contributing with a wide-ranging set of 23 commitments to reduce the environmental footprint of products while contributing to healthy and nutritious diets. The company will add more nutritious products to its portfolio and roll out the Nutri-Score nutrition labelling system across Europe, where stakeholders are supportive.

On the environmental side, actions include support for regenerative agriculture as well as a shift to 100% renewable energy and zero emission logistics. Achieving many of these goals will require a full supply chain approach, working closely with farmers and other companies to make a positive impact on communities and the environment.

### After Amul, Mother Dairy, Parag Milk increases price by Rs 2 in Uttar Pradesh

After Amul and Mother Dairy, Parag Milk has increased prices of milk per litre in Uttar Pradesh on Wednesday, July 14, 2021. The price has been hiked by Rs 2 per litre in the eastern state. The new rate will come into effect from July 16, 2021. This comes as a big blow to common man as milk prices are being increased amid ever rising petrol and diesel prices and LPG cylinder cost.

