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Department of Animal Husbandry & Dairying to Celebrate "National Milk Day" on November 26th

CELEBRATING DR. KURIEN



The Department of Animal Husbandry & Dairying will celebrate "National Milk Day" to commemorate the birth centenary of Dr. Varghese Kurien (Milk Man of India) on 26th November 2021 at T K Patel Auditorium, National Dairy Development Board (NDDDB) Campus, NDDDB, Anand, Gujarat at 10:00 AM onward and till 2.00 PM. The event will be jointly organized by the Department with National Dairy Development Board & other institutions as well, which was created by Dr. Kurien.

The week-long celebration of Azadi Ka Amrit Mahotsav by the Department will culminate with the celebration of National Milk Day. During the ceremony, Union Minister for Animal Husbandry & Dairying Parshottam Rupala will confer National Gopal Ratna Awards to the winners of the Best Dairy Farmer rearing indigenous cattle/buffalo breeds, Best Artificial Insemination Technician, and Best Dairy Cooperative Society (DCS)/ Milk Producer Company/ Dairy Farmer Producer Organization in the country.

AHD Jammu Takes Special Initiative of Establishment of 'Milk Village' For Bringing White Revolution



Directorate of Animal Husbandry sanctioned 114 dairy units in block Nagri of Kathua district today and took a new initiative to establish a Milk village which aims at boosting milk production and milk processing industry in the area. The initiative was e- inaugurated by Navin Kumar Choudhary, Principal Secretary AHF Department and attended in Nagri by Director Animal Husbandry Jammu, Dr Sagar Doifode and DC Kathua Rahul Yadav and other officials and public Representatives.

Director Animal Husbandry Jammu Dr Sagar D. Doifode while addressing the occasion said that apart from raw milk sale, a dairy farmer should also go for processing and value addition of its produce for which the department is always ready to provide the required support. Starting on a pilot basis a Dairy cooperative society shall be established in the designated Milk Village. Moreover, Milk-Chilling plants in the region shall be set up so that the dairy cooperatives can function in a more robust manner.

Gujarat's Gir cows brought to Assam's Gorukhuti farm to increase the milk production in the state



The State Government's stress on the white revolution seems to tread a pragmatic path with the arrival of 108 Gir cows at the Gorukhuti Dairy Farm at Sipajhar from Gujarat today. Chief Minister Himanta Biswa Sarma had talks with the National Dairy Development Board (NDDDB) and Gujarat Chief Minister as well for more production of milk in Assam.

A Gir cow yields 10-15 litres of milk per day under favourable climate conditions. Moreover, the dairy industries rate the milk of Gir cow as the premier milk. Gorukhuti Dairy Farm Chairman Padma Hazarika and others had gone to Gujarat to bring Gir cows to Assam. And today, the farm brought 108 such cows to the state. Interestingly, three of the cows gave birth to calves on their way to Gorukhuti. The farm is to bring 1,000 Gir cows from Gujarat. By March 2022, the number of such cows at the farm will be 500.

Centre mulls mobile veterinary units to help animal husbandry dependents

For better health care of livestock by sprucing up veterinary services, the Central government has planned a scheme to arrange mobile veterinary units (MVUs) so that medical facilities are available at doorsteps of the farmers and individuals dependent on animal husbandry for their livelihood.

Under the scheme, the department of animal husbandry and dairying (AH&D) will provide funds to the government in states and union territories (UTs) for MVUs. According to the officials, the idea is to have one van for one lakh livestock.

"We are all aware of the state of health services in the states. This scheme will certainly help farmers, particularly poor ones and also those who are away in small districts or villages, to keep their animals healthy. Availability of the health care facilities - timely treatment - will result in good production," said an official of the department, privy to the matter.

The MVUs will be custom fabricated vehicles equipped with facilities for diagnosis, treatment, minor surgery, audio visual aids and other basic requirements. The vans will be stationed at strategic locations to minimize travelling time. The official added that the states or UTs might set up a call centre, where the farmers will register their requirements.

"The call centre may be aligned with the existing service functioning. It will receive calls from livestock rearers, animal owners, and transit them to the veterinary doctor at the call centre. The decision to direct the MUV will be based on the emergent nature of the case decided by the doctor at the centre, which will also monitor the movement of the vans," said the official.



The Department of Animal Husbandry and Dairying Organises a National Stakeholder Workshop on the National Action Plan to Combat Anti-Microbial Resistance

The Department of Animal Husbandry and Dairying, with support from the Food and Agriculture Organization of the United Nations, organized a National Stakeholder workshop on the National Action Plan to combat Anti-Microbial Resistance (AMR). World Antimicrobial Awareness Week is held every year from November 18-24. It aims to raise awareness of and commitment to tackling the emergence of AMR. To address AMR, the World Health Organization spearheaded the development of a Global Action Plan on AMR which was approved in 2015. In April 2017, India was amongst the first nations to have launched the National Action Plan for AMR for 2017 to 2021.

The inauguration session of the workshop was addressed by Shri. Parshottam Rupala, Minister, Fisheries Animal Husbandry & Dairying, Dr. Loganathan Murugan, Minister of State of Fisheries, Animal Husbandry and Dairying, Shri Atul Chaturvedi, Secretary, Department of Animal Husbandry and Dairying, Shri Upamanyu Basu, Joint Secretary, (Livestock Health) Mr. Tomio Shichiri, FAO Country Representative, India, Dr. Hirofumi Kugita, OIE, Regional Representative, Japan, Shri Jatindra Nath Swain, Secretary, Department of Fisheries, and Dr. Praveen Malik, Animal Husbandry Commissioner, Govt. of India.



Britannia enhances farmers' livelihood with tech-enabled & sustainable dairy farming solutions

Britannia Industries' Dairy Farmer Welfare programme is enabling farmers in Maharashtra to improve their economic status through increased cattle productivity and incomes. The Dairy Farmer Welfare programme was conceived with the objective of inculcating sustainable agricultural practices in line with Government National Mission for Sustainable Agriculture to make agriculture more productive, remunerative and climate-resilient. The programme builds capacity of dairy farmers by helping them generate higher productivity of their cattle, leading to enhanced incomes, while improving nutritional security for milk consumers.



The real-time information and customised knowledge have enhanced the ability of farmers to take decisions and align their cattle output with market demand and secure quality and productivity. Today, this capacity building programme has scaled up to 54 milk collection centres in Maharashtra with a cumulative volume of 53,000 litres/day, benefitting over 2,500 farmers. The company embarked on a mass farmer contact programme to educate farmers about the best animal husbandry practices. Farmers were educated about the benefits of loose cattle housing in which animals are kept loose throughout the day and night, except at the time of milking.

The freedom to roam freely and get optimum exercise prevented and reduced the incidence of lameness in cattle, reduced instances of Mastitis and increased the yields. Training was provided to farmers on prevention of Mastitis and early detection, along with the use of ethno veterinary medicines that provided low-cost alternatives to allopathic drugs. Farmers were also taught to make silage through available resources such as Maize, Sorghum, Napier, Bajra and Sugarcane tops.

CEDSI organized an Industrial Training Program for Anik Dairy



Centre of Excellence for Dairy Skills in India (CEDSI) organized a two-day industrial training program for the employees of Anik Dairy at Dewas, Madhya Pradesh. The training was given for the job role of Milk Procurement and Input Supervisor to 25 employees of Anik Dairy.

CEDSI is an autonomous organization working for dairy skill development in India. It aims to ensure sustainability and profitability in the dairy sector through skilling and capacity building, policy advocacy, knowledge management and research. CEDSI organizes end to end skill development and capacity-building program in the entire dairy value chain.



National Milk Day: Remembering Verghese Kurien The 'Milkman of India' on his 100th birth anniversary

Today on 26 November 2021 India is celebrating the 100th birth anniversary of Verghese Kurien, the Milk Man of India. The Kaira District Co-operative Milk Producers' Union came into being on December 14, 1946, well before Verghese Kurien arrived in Anand. The credit for creating the cooperative – which was already collecting some 7,250 litres of milk daily from nearly 2,000 farmers in 27 villages when the 28-year-old mechanical engineer joined as manager on January 1, 1950 – goes to Sardar Vallabhbhai Patel, Morarji Desai and, of course, the redoubtable Tribhuvandas Patel.

But it was Kurien who transformed what was still an early idealistic experiment – of banding together rural producers for selling directly to consumers sans any middlemen – into a full-fledged practical vision that could be extended beyond a single district or even milk.

He believed that where agriculture was concerned, the farmer was the most important part of the entire food cycle. Without the farmer, there would be no role for the processor, market maker and distributor. Hence, he should get the highest share of the market price of milk. This was blasphemy to milk processing companies. Worldwide, the farmer got only one-third of the market price, the processor got another third, and the rest went for marketing and distribution.

Pioneering the Anand model of dairy cooperatives and replicating it countrywide, Kurien set up Amul based on various approaches. Primarily, the Cooperative intended that no milk from a farmer was refused and 70-80% of the price by consumers was paid in cash to dairy farmers who controlled not only the produce but marketing, procurement and processing of dairy products and milk.

A recipient of numerous prestigious felicitations, Dr. Kurien has received several awards, including Wateler Peace Prize, World Food Prize, Padma Shri, Padma Bhushan, Padma Vibhushan and Ramon Magsaysay Award. On September 9, 2012, at the age of 90, Kurien died after an ailment.

