National Milk Day celebrated at SRS of ICAR-NDRI, Bengaluru on 26th November 2021

National Milk Day, also 100th birth anniversary of late Dr. V. Kurien, was organized by Alumni Association at SRS of ICAR-NDRI, Adugodi, Bengaluru on 26th November 2021 with the support of Indian Dairy Association (South Zone). Dr. Suresh Bhagavatula, Professor of Entrepreneurship in Indian Institute of Management, Bangalore & Faculty of N.S. Raghavan Centre for Entrepreneurial Learning (IIM-B campus) was the Guest Speaker on the occasion. The programme started with Dr. K. Jayaraj Rao, Vice President, welcoming the gathering and introducing the Guest Speaker. Dr. P.K. Dixit representing IDA (SZ) described the achievements of late Dr. V. Kurien in making the country self-sufficient in milk production. Dr. Dixit narrated the genesis of Operation Flood, AMUL and NDDB underlining Dr. V. Kurien's enormous contributions. He said that we should be proud of the fact that the father of white revolution was an alumnus of this Station. Dr. S Bhagavatula gave a talk on "Entrepreneurship in dairy and food sector". Explaining the meaning of entrepreneurship, he quoted several anecdotes of how present day highly successful companies had humble beginnings. He urged the young would-be entrepreneurs not to get disheartened by the thought of difficult task of competing with big companies existing in the present-day market, and exhorted them to look at their modest beginning and learn from their experiences. He said Dr. V Kurien was probably the greatest social entrepreneur in the country who over the years created enormous combined wealth among farmers whose lives changed for better. Citing the pre-British era famous examples of Indian art work and fabric manufacture popular in western countries, he said Indians by nature have entrepreneurship quality and, no doubt, would succeed in business ventures even internationally. Our approach to entrepreneurship should start from consumer as well as problems involved in marketing rather than straight away thinking on how to set up a manufacturing plant. Dr K.P. Ramesha Head, SRS of ICAR-NDRI, Bengaluru and President Alumni Association, SRS of ICAR-NDRI, Bengaluru in his address conveyed his greetings to all on the occasion of National Milk Day and said that even though India ranks first in milk production, there is yet lot to achieve with respect to quality and productivity. Presenting analogy with countries like China, he opined that we should all strive for achieving more and more from less and less for more in dairy sector. Dr S. Subash, Secretary presented vote of thanks. Dr Siddaramanna, Treasurer anchored the programme. About seventy-five persons including staff, students, KMF officials, alumni and IDA –SZ members attended the programme. The programme ended with distribution of flavoured milk along with refreshments befitting the occasion of National Milk Day.