

# National Milk day, 2021

November 26, 2021

**In news**– November 26, 2021, marks the 100th birth anniversary of Dr Verghese Kurien. Every year since 2014, Kurien's birth anniversary has been observed as the National Milk Day.

## **About National Milk Day-**

- The day seeks to promote the benefits related to the milk & milk industry and to create awareness among people about the importance of milk and milk products.
- This year the event was **jointly organised by the The Department of Animal Husbandry and Dairying, Ministry of Fisheries, Animal Husbandry & Dairying with the National Dairy Development Board** and other institutions created by Dr. Kurien.
- During the ceremony, Union Minister for Animal Husbandry and Dairying **conferred 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.

## **Dr Verghese Kurien- the Milk man of India-**

- He was born on 26th November 1921, in Kozhikode, Kerala.
- He is known as the 'Father of White Revolution in India'.
- He pioneered the **Anand model of dairy cooperatives** and replicated it nationwide, based on various "top-down" and "bottom-up" approaches.
- Prior to the current brand name **Amul**, it was called Kaira District Cooperative Milk Producers' Union Limited.

- Under his leadership, the organization acquired equipment to process and store dairy products and proved to be a reliable supplier.
- In 1965, Kurien became the first chairman of the new National Dairy Development Board.
- He instituted **Operation Flood**, also known as the “white revolution,” a long-range program with the objective of increasing milk production while both augmenting rural incomes and keeping prices within reach for consumers through the expansion of the cooperative movement.
- In addition, he established (1973) the Gujarat Cooperative Milk Marketing Federation.
- Because of his efforts, India became the largest producer of milk in 1998, surpassing the U.S.

### National Awards by President of India-

- Padma Shri (1965)
- Padmabhushan (1966)
- Krishi Ratna (1986)
- Padma Vibhushan (1999)

### International Awards-

- Ramon Magsaysay Award for Community Leadership (1963).
- “Wateler Peace Prize” Award of Carnegie Foundation for the year 1986 by His Royal Highness Prince Claus of The Netherlands.
- World Food Prize award for the year 1989.
- “International Person of the Year” by the World Dairy Expo, Wisconsin, USA (1993).
- “Ordre du Mérite Agricole” by the Government of France (in March 1997).
- Regional Award 2000 from the Asian Productivity Organization, Japan.
- The first ‘Rochdale Pioneers Prize’ by the international Co-operative Alliance (ICA), Seoul, Korea 2001.

