

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.

