

NATIONAL MILK DAY 2023 CELEBRATED WITH ENTHUSIASM AT THE COLLEGE OF DAIRY SCIENCE AND TECHNOLOGY

The College of Dairy Science and Technology (CODST), Lala Lajpat Rai University of Veterinary and Animal Sciences (LUVAS), Hisar, joyfully celebrated National Milk Day 2023 in collaboration with the Institutional Innovation Council.

National Milk Day is celebrated every year on November 26th in India to honor the birth anniversary of Dr. Verghese Kurien. This day recognizes his significant contributions to the dairy industry, particularly for his role in spearheading the White Revolution, which transformed India into one of the largest producers of milk globally. It's a day to acknowledge and celebrate the dairy sector's growth and development, attributing much of its success to Dr. Kurien's visionary leadership.

The **National Milk Day 2023** event, held today at the Veterinary Auditorium, LUVAS, witnessed an enthusiastic gathering of students, faculty, and esteemed guests who came together to honor the significance of milk and dairy in our lives.

Dr. Sajjan Sihag, Dean CODST, warmly welcomed the Honourable Chief Guest of the occasion, Worthy Vice Chancellor, Dr. Vinod Kumar Verma, the Guest of Honor, Director Research Dr. Naresh Jindal, Director HRM, Dr. Rajesh Khurana, Expert Speaker of today's program, Dr. Vivek Sharma, Principal Scientist, Dairy Chemistry, NDRI, Karnal, faculty, participants, students, attendees, setting the tone for the occasion.

The formal welcome is followed by an engaging and informative expert talk by Dr. Vivek Sharma, Principal Scientist, Dairy Chemistry, NDRI, Karnal, on the topic 'Ways to deter the marketing of counterfeit milk and milk products' providing valuable insights into the advancements and challenges in the dairy industry. The clear approach was mitigating dairy fraud through advanced analytical methods. In his talk he discussed that Dairy fraud poses a significant challenge to the industry, threatening consumer trust and the reputation of dairy producers. He further emphasized that employing advanced analytical methods such as high-performance liquid chromatography (HPLC) and gas chromatography (GC), infrared (IR) and nuclear magnetic resonance (NMR) spectroscopy, immunosorbent assay, RT-PCR, is a key strategy to curb fraudulent activities and ensure the authenticity and quality of dairy products.

Further, the outstanding performances of the more than 100 participants from various Schools and Colleges in various events such as Poster-making, Rangoli, Declamation, Quiz, and photography competitions, were awarded to deserving individuals and teams in each category.

Dr. Naresh Jindal, Director Research, congratulated all the winners and underscored the importance of advancing research efforts to meet the evolving challenges of Dairy fraud and opportunities within the dairy sector.

Dr. Rajesh Khurana, Director, HRM, LUVAS, highlights the importance of collaborative efforts in advancing dairy science.

The esteemed Chief Guest, Prof. (Dr.) Vinod Kumar Verma, Worthy Vice-Chancellor of LUVAS, delivered a thought-provoking address. He acknowledged the pivotal role of the dairy industry in shaping the socio-economic fabric of our society and the students to opt for dairy entrepreneurship. Emphasizing the dairy industry's crucial role in societal well-being, Prof. Verma underscored how dairy products contribute to nutrition, livelihoods, and economic growth. Concluding his address, Prof. Verma inspired the next generation of dairy professionals, urging them to embrace innovation, ethical practices, and a commitment to excellence. He emphasized their pivotal role in shaping the future of the dairy industry.