

## **Amul to pay tribute to its iconic founder with ‘Milk Day’**

Virendra Pandit/Our Bureau

Anand, November 25:

India’s iconic dairy brand Amul will celebrate National Milk Day today across India to mark the late Verghese Kurian’s 92nd birth anniversary.

Dr Kurien (1921-2012), the father of the country’s White Revolution, who came to be known as the Milkman of India, dedicated his life to bringing together milk-producing farmers in cooperatives country-wide. He transformed India from a milk-deficit country into the world’s largest milk producer in three decades and empowered hundreds of thousands of poor milk producers, making them self-reliant and prosperous.

Amul is the milk and milk product brand marketed by the Gujarat Cooperative Milk Marketing Federation (GCMMF).

The 18 member unions of GCMMF, with a farmer strength of 35 lakh across 17,000 villages of Gujarat, will highlight the various features of the cooperative movement at a farmers’ meet, which Chief Minister Anandiben Patel is slated to attend. An exhibition will also be organized on “Amul’s India Story” depicting the journey of the milk cooperative movement. More than a lakh of milk producers are expected to attend the celebrations at the 18 district cooperative unions, said R S Sodhi, Managing Director, GCMMF.

Amul will organise school campaigns, interactions with youngsters, plant visits, milk drinking contests, activities in orphanages, essay/drawing/quiz competitions in schools, and milk moustache competitions, among others. The National Milk Day logo will also be displayed for a week on the 200 lakh milk pouches sold every day by Amul.

Besides, the iconic 1976 movie “Manthan”, directed by Shyam Benegal, will be telecast by major TV channels including DD National. “We are launching Manthan’s DVDs on online portal Amazon.in. The classic film on the White Revolution will be available to consumers from Wednesday,” a co-operative official said.

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