

Mega farmers' meet in Gujarat to mark Dr Kurien's birth anniversary

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Dr Verghese Kurien

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It will be a unique tribute to the father of the milk revolution in India, Dr Verghese Kurien on his birth anniversary on November 26. The Gujarat Cooperative Milk Marketing Federation (GCMMF) is coordinating a mega farmers' meet at each district headquarters across Gujarat to commemorate the birth anniversary of Dr Kurien.

"All the dairy cooperatives have agreed to commemorate this day as National Milk Day. The federation is coordinating meetings of farmers at district levels across Gujarat on that day and remember Dr Kurien's contributions for development of dairy sector," R S Sodhi, managing director, GCMMF, told BusinessLine. GCMMF markets milk products under Amul brand.

According to Sodhi, the meetings are arranged to discuss about Dr Kurien and his work of building the dairy sector. The way he turned-around the milk-deficient country into milk-rich and created avenues for women empowerment and employment for the smallest of the farmers. Also, the chief minister Anandiben Patel is likely to attend a farmers' meet in Banaskantha district on November 26, sources informed.

The 17 member Unions of GCMMF have a farmer member strength of 35 lakhs spread across 16,000 villages of Gujarat.

All the dairy unions in the state will bring their respective farmer and milk producer members from across the districts to the local headquarter for the meeting. The meetings are seen crucial to sensitize farmers and their next generation about the success of dairy sector.

“It is unfortunate that new generation of milk producers are losing interest from dairy business. But for this, commercial dairy farming has to be encouraged. Farmers should be able to earn cost-plus from the dairy business,” said Sodhi adding that the event will help to sensitize farmers about this.

Adding further, Sodhi informed that during the celebrations of the National Milk Day and make a consumer-connect with Dr Kurien, all Amul milk pouches will carry National Milk Day’s logo featuring Dr Kurien during these days.