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Milk city pays rich tributes to India's milkman on his 96th birth anniversary

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VADODARA/ANAND: [Milk City](#) Anand paid a befitting tribute to Dr [Verghese Kurien](#) on the 96th birth anniversary of the father of India's White Revolution.

Around 50 bikers who had embarked on a journey covering 1,700 km from Kurien's birthplace - Kozhikode in Kerala - were given a grand welcome as they reached [Anand](#) after a seven days long journey.

Through the seven days journey, the bikers had explored the life and work of the man, who turned India from a milk deficient nation to world's largest milk producer. Starting from Kozhikode, the bikers had covered the large terrain including Kerala, Mangalore, Hubballi, Goa, Kolhapur, Pune, Virar, Vadodara before reaching Anand where Kurien spent a major part of his life.

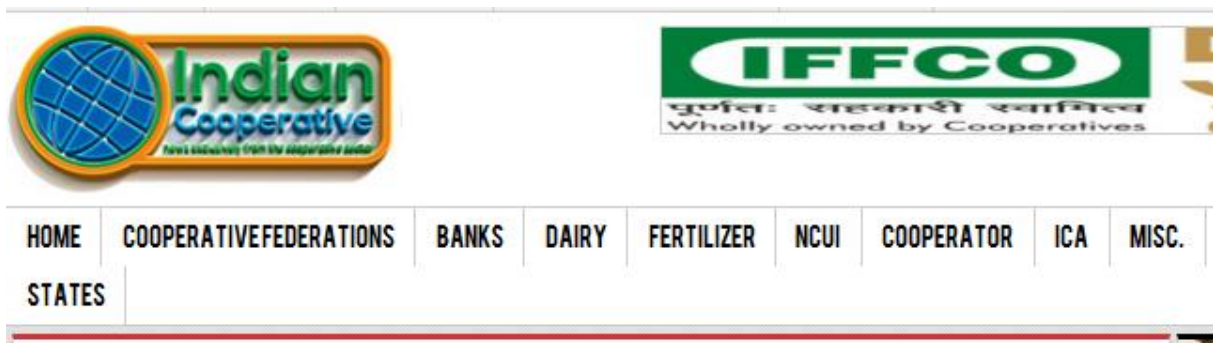
At Amul Dairy, the bikers were felicitated by the top brass of the Gujarat Co-operative Milk Marketing Federation at an elaborate function in presence of [Amul Dairy](#) officials and employees apart from a large gathering of institutes which Kurien had groomed during his life. Kurien's daughter Nirmala too joined the celebrations.

The Institute of Rural Management, Anand (IRMA) hosted sixth memorial lecture to mark birth anniversary. The lecture was delivered by noted agriculture expert and full-time member of Niti Aayog professor Ramesh [Chand](#).

Chand's lecture was on 'Changing structure of rural economy of India: Implications for employment and growth'.

Chand called Kurien, "one of the great sons of mother India, one who had made such a selfless contribution to the rural people of India."

IRMA's chairman Dilip Rath said that the day was celebrated as national milk day as a mark of respect to the great visionary who was instrumental in demonstrating the power of farmers in bringing about socio-economic transformation in rural India.



Remembering Legend: Bikers rekindle Kurien's spirit

Posted in [Dairy](#) on November 26, 2017 by [Ajay Jha](#)



Kozhikode, Kerala to Anand in Gujarat. This exciting journey is exploring the life and work of the man who turned India from a milk deficient nation to one of the largest producers of milk in the world.

Every year on 26th November, India celebrates the birthday of Dr Verghese Kurien as the National Milk Day and on his 96th birth anniversary GCMF commemorated the event with a unique programme.

GCMF-the owner of famed brand Amul organized a 7 day bike rally from 20th to 26th November spanning a total of 1700 km from

This was a tribute to the man as before him, India met the demand of about 74 per cent of its dairy needs through imports but the nation became the largest producer of milk in the world after Kurien's emergence on the scene.

The expedition by the name "Introducing Dr Kurien" aimed to keep afresh the value of Dr. Kurien's contributions in the minds of all, especially the youth. What could be a better way to introduce the legend than hearing his story directly from the people whose lives have been touched by the Milkman!

A team of about 30 bikers traversed the beautiful west coast of India through Kozhikode-Mangalore – Hubballi – Goa and then go through Kolhapur – Pune – Virar – Vadodara, to culminate in the grand finale at Anand, the milk town where Dr. Kurien spent a major portion of his life.

Throughout this journey, the team met people whose lives have been touched by Dr. Kurien and visited various institutions created and inspired by the Milkman.

The bikers started off On 20th November from Milma, Kozhikode Dairy in the presence of dignitaries like Gopala Kurup (Chairman, KCMMF), KN Surendran (Chairman, MRCMPU) and K M Jhala (Chief Operating Officer, GCMMF), read a GCMMF press release.



On the way through Hubballi and Goa, there was display and distribution of milk and milk products by channel partners of the vast distribution network of brand Amul. Officials from Goa Dairy joined the rally at Cancaona region as they guided Dr. Kurien rally to the Goa Dairy. That was followed by a meet and greet with the officials of Kolhapur Zilla Sahakari Dudh popularly known as Utpadak Sangh Ltd. Gokul Dairy.

This epic ride then turned towards a village in Maharashtra where the riders took a dive into the lives of farmers which were transformed by the Milkman. Later Kurien's messengers were welcomed by Katraj Dairy, Pune.

They also visited Amul Dairy and Ice cream plant, Virar. The bikers covered this crucial leg through Surat and Vadodara which are home to some of the strongest dairies set up by Dr. Kurien.

A few employees of GCMMF also participated in this 1700 Km long stretch which is generally undertaken by seasoned bikers. But the enthusiasm was palpable as many officials from Milma (KCMMF), Nandini (KMF), Goa Dairy, and Gokul Dairy, joined the group of bikers for short stretches in their own state.

On 26th November that is today the Kurien rally is to culminate in Anand where Kurien's messengers are to be accorded a warm welcome. The place has been dolled up in all the splendors to receive them.

Bikers would also witness the production of the famous Amul Chocolates at Food Complex Mogar and would visit several institutes created or inspired by Dr Verghese Kurien such as Tribuvandas Foundation, Institute of Rural Management Anand, Anandalaya School, National Dairy Development Board, Vidya Dairy, and Indian Dairy Machinery Company.

The pie on the cake would be a visit to Gujarat Cooperative Milk Marketing Federation, marketing house of the extremely popular brand AMUL, followed by a closing ceremony at Amul Dairy, reads the release.

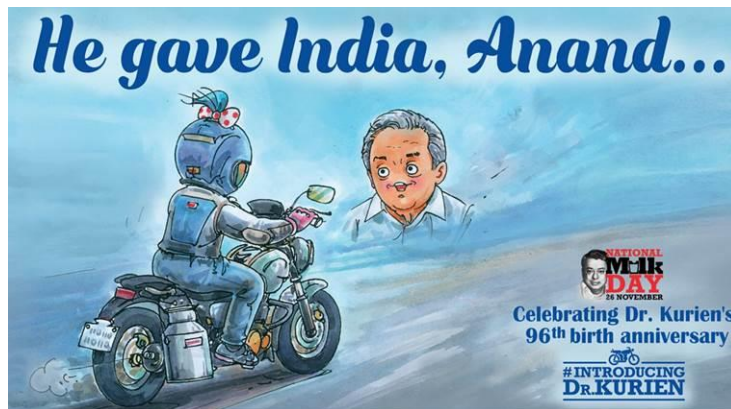




On National Milk Day, Amul and Sudarsan Pattnaik creatively honour Verghese Kurien

Verghese Kurien, who is known as the Father of White Revolution in India for his project Operation Flood, was born on November 26. This is why the day is known as National Milk Day across the country.

By: [Trends Desk](#) | New Delhi | Updated: November 26, 2017 6:05 pm

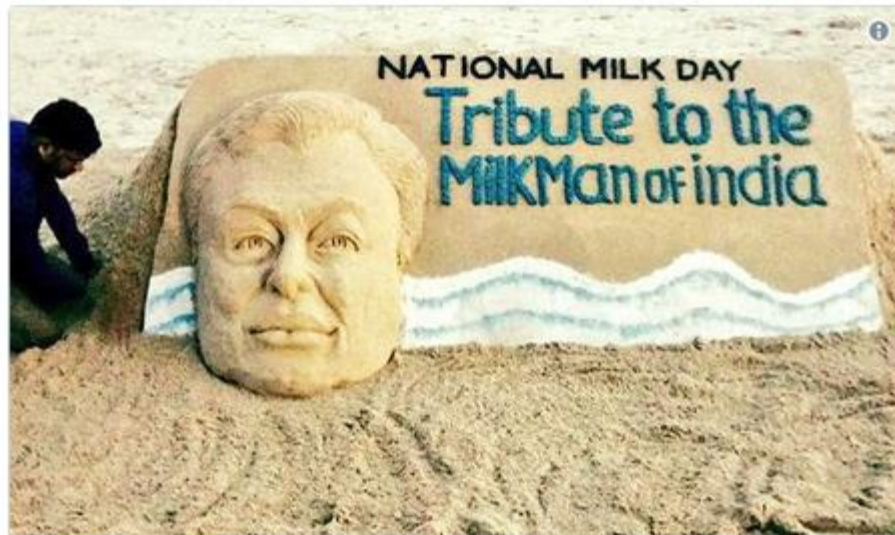


India's milk man, Verghese Kurien, also founded Amul in Gujarat. (Source: Amul_Coop/Twitter)

National Milk Day is celebrated on November 26 each year to mark the birth anniversary of Verghese Kurien, who is known as the Father of White Revolution in India. Known for his billion-litre idea, called the Operation Flood, which was the world's largest agricultural daily development programme that made dairy farming in India into the country's largest self-sustaining industry and the largest rural employment provider.

Kurien is also the founder of the popular dairy brand Amul, that is based out of Anand, Gujarat, and this year we celebrate his 96th birth anniversary. To commemorate his contribution, Amul has [released a creative topical cartoon](#) with its signature pun. "He gave India, Anand..." reads the tag line, as the illustration shows the Amul girl riding on a motorbike carrying a can of milk. "Celebrating the legacy of the 'Milkman' of India!" is the caption accompanying the creative.

On the occasion of National Milk Day, [another tribute came from India's ace sand artist](#) Sudarsan Pattnaik, who has won many laurels for the country, made a beautiful sand sculpture on a beach in Puri, Odisha, which he later tweeted out. "Tribute to the father of white revolution in India Dr #VergheseKurien on his birth anniversary . My Sand art at #Puri beach Odisha," read the caption accompanying the photograph of his creation.



Sudarsan Pattnaik ✓
@sudarsansand



Tribute to the father of white revolution in India Dr
[#VergheseKurien](#) on his birth anniversary . My Sand art at [#Puri](#)
beach Odisha. [#NationalMilkDay](#)

8:32 AM - Nov 26, 2017 · Puri, India

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Addressing a function on the National Milk Day in New Delhi, Union Agriculture Minister Radha Mohan Singh said, India's milk production rose by 19 per cent in the last three years to touch 163.6 million tonnes, leading to a significant increase in dairy farmers' income. India is the largest milk producer in the world, he said, adding that the country's milk production grew at an annual rate of 6 per cent during 2014-17 as against 4 per cent during the previous three years.

Kurien, who passed away on September 9, 2012, had not only pioneered the dairy revolution in India, but also provided the world a model to emulate and had been awarded the Ramon Magsaysay Award in 1963, along with the Padma Shri (1965), Padma Bhushan (1966) and Padma Vibhushan (1999).

