

Pranab: Amul a revolution in rural development

Special Correspondent



President Pranab Mukherjee.

President Pranab Mukherjee on Monday lauded the Amul model of dairy cooperatives in Gujarat and said "it personifies the spirit of selfless dedication and far-sighted leadership" that led to a billion rupee brand that has created social economic development of poor farmers in rural areas.

Mr. Mukherjee, who is on a three-day visit to Gujarat, inaugurated a state-of-the-art cattle feed plant set up by Amul dairy in a village in Kheda district, 70 km from Ahmedabad.

"To my mind, Amul personifies the spirit of selfless dedication and far-sighted leadership. Though your journey since 1946 from a 'drop' to a 'flood' of milk was challenging, it was made possible because of your ability to be sensitive and proactive to the needs of farmers and being dynamic to the changing circumstances," the President said.

He credited the "enterprising nature of the people of Gujarat for success of institutions such as Amul while acknowledging the special contribution of Sardar Vallabhbhai Patel, Moraraji Desai, Tribhuvandas Patel and Dr Verghese Kurien, who made Amul a successful institution that has made the country largest producer of milk in the world.

Mr. Mukherjee exhorted the farmers and officials of Amul to ensure that "this world-class institution continues to progress with the same passion and commitment and with the same values of integrity, efficiency and honesty, which the founding fathers had instilled in Amul."

"The winning combination of the Amul experiment has been the convergence of farmers' wisdom, democratic set-up, professional management, and adoption of right technology. It is a model worth emulating, the followership of which could address problems in other areas faced by our farming community," he said.