



ANNOUNCEMENT

National Seminar



"Innovative Approaches in Dairy Industry"

&

10th Alumni Convention

March 1-2, 2013



Organized jointly by
SMC College of Dairy Science
&

Alumni Association

Anand Agricultural University

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● INTRODUCTION

SMC College of Dairy Science, Anand is one of the renowned institutions for Dairy Education and Research in the country, established in 1960. With a view to disseminate the knowledge on Dairy Science, the College periodically organizes Seminars, Workshops, Refresher courses, etc. to cater to the needs of the Dairy Industry. With the advent of newer technologies, we are now able to create newer ingredients and food products based on the 'whims and wishes' of the ever expanding varied types of consumers. People want to live longer and the introduction of 'functional foods/neutraceuticals' have paved the way for the same and can decrease their visit to medical doctors to lead a healthy life. In this regard, innovations in each and every field of dairying is required viz., preservation of raw milk, processing methods, new product development with value-addition, shelf life extension of perishable foods, storage and packaging technologies, saving in energy, environment friendly effluent treatment methods, reducing carbon foot print and so on.

With an objective of providing a platform for fruitful deliberations on these issues, a **National Seminar on "Innovative Approaches in Dairy Industry"** is organized during **1-2 March, 2013**. There will be an **Alumni Convention on 2nd March, 2013** which will provide an opportunity to the Alumni of the SMC College of Dairy Science, Anand to visit their 'Almamater' and to witness the progress made by the college. Though India is Numero Uno in milk production, we need to upgrade the quality of milk produced (mainly from the villages) and need to avoid the wastage from spoilage of the perishable dairy commodities. We have to compete in the global market, especially with the advent of "Foreign Direct Investment" (FDI). We will have to wait and watch the repercussions that FDI may have on our economy. The Seminar will facilitate exchange of information and discussions on "Means to preserve and maintain raw milk quality", "Innovative processing methods", "Innovative food ingredients", "Functional and dietetic foods", "Probiotic fermented foods", "Food products targeted at each segment of populace viz., infants, children, adult, pregnant women, geriatrics, etc.", "Food safety and standards", "Innovative marketing strategies", "Environment friendly practices in dairy industry including effluent treatment plants" and so on. The seminar will provide an excellent platform for the professionals, planners, technocrats, academicians and students to share their views and enrich with new information.

We cordially invite all of you to this Seminar and Alumni Convention. The college is located in a serene and green environment of Anand Agricultural University. Anand is located 80 km South of Ahmedabad and 35 km North of Vadodara on main Ahmedabad-Mumbai western railway line.

● THEME

Globalization has provided endless opportunities and increased trade in food and agricultural commodities. The consumer preference and buying habits have now

witnessed a tremendous change. Consumers are now craving for 'fresh', 'natural', 'healthy', 'shelf stable', 'convenience' 'food free from pathogens, heavy metals, antibiotics, pesticides', etc. The incidence of obesity, coronary heart disease, diabetes, hypertension and even cancer is on the rise. The already healthy individual is now 'calorie-conscious' in order to avoid such ailments in future. With the advent of the Food Safety and Standards Act lately, the enforcement of law has become more stringent, their requirements have become stricter, because of which we have no other option than to innovate our processing strategies to abide by the recent laws. One of the mandates of the Food and Agriculture Organization (FAO) and United Nations is to ensure nutritious and safe food for all people, at all times, for a productive and healthy life.

New types of food have already appeared in the market i.e. UHT milk in multiply laminate pouch, frozen pizzas with vegetable topping, use of whey protein concentrates as valued ingredient, long-life basundi/kheer, thermized shrikhand, etc. Dietetic and low-calorie food, food for diabetics/hypertensive people are on the rise due to the increasing incidences of obesity, CHD, diabetes, etc. Latest processing technologies have been developed focusing on the aspect to retard the nutritional losses during thermal processing, to prepare 'intermediate moisture foods', 'formulated foods', 'fortified/enriched foods', to have food suiting each age group, or even for people with specific ailments.

Use of probiotic cultures in dairy/food products has made a revolution and now the consumers are becoming conversant with such 'health-promoting' food items too. 'all-natural products', 'fun foods' like fanciful ice cream, 'convenience products' like soft-scoop ice cream, butter and cheese spreads, 'energy drinks' for sports persons, 'dairy analogues' like soy milk, coffee-whiteners, tofu (Paneer analogue), cheese analogues, etc. are becoming widespread due to inclination towards healthy food and cost cutting.

Based on the introduction of such innovative dairy products through use of innovative food processing technologies, it is worthwhile sharing amongst us as to "what do the consumers of today expect from us?" and "are we prepared to take on the global challenge?"

The technical sessions will cover the following major areas of innovation related to the theme

1. Processing and Non-thermal technologies
2. Dairy Equipment and Machinery
3. Food Ingredients and Functional Foods
4. Quality and Safety monitoring in Dairy Industry
5. Packaging and Marketing

Lead papers will be presented by **eminent speakers** in each Technical session. Each session will also have selected **Oral Presentation** by **Young Researchers**. Poster sessions related to the theme are also organized. There will a special session of "**Industry Forum**" where in prominent industries will discuss their innovations.

● ALUMNI CONVENTION

The **Tenth Alumni Convention** of SMC College of Dairy Science is organized as a part of the seminar on 2nd March. At this reunion, about 400 Alumni working in dairies and other areas from all over the country and few from abroad will meet and discuss industry related technical matters and share their experience. A special technical session on “**Diversification of dairy technology graduates**” is organized during the event.

At this august gathering, the pass out graduates and post-graduates of the **years 1987 and 1988** batches will be honoured for their valued contribution in past 25 years to the organization they are affiliated to and to the society and country, at large.

● SUBMISSION OF PAPERS

Papers related to any of the theme areas are invited for oral or poster presentations. It should be high quality **original research work**. **Abstracts** (up to 500 words) comprising of brief introduction, objective, methodology, salient findings and conclusion should be submitted **by e-mail only** to Dr. J.B. Prajapati at jbprajapati@gmail.com on or before 20th January, 2013. After review by the **technical committee**, few papers will be selected for oral presentation. Best oral and poster presentation will be awarded prizes. **Registration is compulsory for submission of paper.**

● REGISTRATION

| Category | Up to 10th February, 2013 | After 10th February, 2013 & on the spot |
|---|---------------------------|---|
| General, Industry persons, sponsored and Alumni of DSC, Anand | ₹ 1200/- | ₹ 1500/- |
| Spouse | ₹ 500/- | ₹ 600/- |
| Students | ₹ 500/- | ₹ 600/- |

The fee should be sent by **Demand Draft/Multicity cheque** in favour of “**Alumni Association, SMC College of Dairy Science, Anand**” payable at Anand, Gujarat.

● SOUVENIR

A ‘**souvenir**’ consisting of invited papers from eminent personalities as well as selected technical/research papers and poster abstracts will be published and released during the ‘**Inaugural function**’ of the Seminar.

● SPONSORSHIP

Sponsorship for various technical sessions, conference kits, lunch, dinner and

session tea is welcome to support the seminar. Kindly contact the organizers for the detailed benefits to the sponsorer. Financial help can also be given by contributing an advertisement in the souvenir and booking an exhibition stall. The tariff for the same is as under:

| Advertisement | Size (cm) | Colour | B/W |
|-------------------|-----------|------------|-----------|
| Full Page | 20x27 | ₹ 12,000/- | ₹ 7,000/- |
| Half Page | 20x13 | ₹ 7,500/- | ₹ 4,000/- |
| Quarter Page | 10x13 | ₹ 4,000/- | ₹ 2,500/- |
| Front page inside | 20x27 | ₹ 15,000/- | ----- |
| Back page inside | 20x27 | ₹ 15,000/- | ----- |
| Back page outside | 20x27 | ₹ 18,000/- | ----- |

● PROGRAM

Friday, 1st March, 2013

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|---------------|--------------------------------|
| 09:00 - 09:30 | Registration |
| 09:30 - 11:00 | Inauguration |
| 11:00 - 11:30 | Tea |
| 11:30 - 13:00 | Technical Session-I |
| 13:00 - 14:00 | Lunch |
| 14:00 - 15:30 | Technical Session-II |
| 15:30 - 16:00 | Tea |
| 16:00 -18:00 | Industry Forum |
| 19:00 - 20:30 | Ras-Garba - A Cultural Bonanza |
| 20:30 - 21:30 | Dinner |

Saturday, 2nd March, 2013

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| 09:00 - 09:30 | Registration |
| 09:30 - 10:30 | Technical Session ' <i>Diversification of Dairy Technology graduates</i> ' |
| 10:30 - 11:00 | Tea |
| 11:00 - 13:00 | <i>Alumni Convention and Felicitations</i> |
| 13:00 - 14:00 | Lunch |
| 14:00 - 15:00 | General Body Meeting of Alumni Association |

● ACCOMMODATION

Limited accommodation is available on the campus of AAU and in hotels in Anand. This can be booked in advance only by sending a mail to Shri C.S. Baladhiya at baladhiya@yahoo.com. Kindly mention your preference for accommodation venue from amongst the following categories in the 'Registration Form'.

| Category | Accommodation | Approx. Tariff/day/person |
|----------|--------------------------------------|---------------------------|
| A | Munshi hostel (students hostel) Boys | Token Charges |
| B | International hostel, AAU | ₹ 350/- |
| C | Farmer's hostel, Extension ATIC, AAU | ₹ 300/- |
| D | Hotels at Anand | ₹ 1500- 4000/- |

● OTHER ATTRACTIONS

Anand is popularly known as the 'Milk City of India' due to existence of a host of Dairy Institutions such as AMUL, NDDB, GCMF, NCDFI, IDMC, IRMA, AAU and Vidya Dairy. Sardar Patel University and Sardar Patel Memorial are worth visiting places. In the vicinity of Anand, holy pilgrimage places viz., Dakor, Vadtal, Nadiad, Pawagadh, etc. are located, while 'Entertainment water park' awaits you at Kheda (50 km), over and above Ajwa Gardens at Vadodara (45 km) where you can go for sight-seeing. If sufficient tourist are available, special tours to Gandhi Ashram and Akshardham Temple, Ahmedabad (one day), Sasan Gir forest, Junagadh and Somnath/Dwarka Temple (two days) can be arranged after the conference.

PATRON

Dr. A. M. Shekh

Vice Chancellor, AAU, Anand

CHAIRMAN

Dr. B. P. Shah

Dean, Faculty of Dairy Science, AAU, Anand

VICE CHAIRMAN

Dr. K. G. Upadhyay

President, Alumni Association

ORGANIZING SECRETARIES

Dr. A. Jana

Professor, Dairy Technology

Dr. J. B. Prajapati

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