

PURE, SAFE AND NUTRITIOUS MILK

INDIAN DAIRY ASSOCIATION

(Gujarat State Chapter)

&

SMC College of Dairy Science, Anand Agricultural University, Anand.

Invites you to National Seminar on the theme

Pure, Safe and Nutritious Milk

December 11-12, 2015

Venue:

BA College of Agriculture (Auditorium)

Anand Agricultural University

Anand-388110, Gujarat



PURE SAFE AND NUTRITIOUS MILK

India is a leading country in production of milk, contributing to 17% of **world** milk production. Average year-on-year **growth** rate of milk is 4.04% vis-a-vis world average of 2.2% which indicates sustained growth in availability of milk and milk products for growing population. Average yield rate for milk is 7.02 kg/day for cross bred cows, 2.36 kg/day for indigenous cows and 4.80 kg/day for buffaloes (2012-13). However, in terms of milk productivity per animal and the bacteriology of milk, status is far from satisfactory.

Milk is a highly nutritious food, often considered to be a '**Complete food**' possessing a treasure of vital constituents like protein, carbohydrate, fat, vitamins and minerals. Milk when produced from an animal is **pure and safe**. However, upon subsequent handling of milk (milking, storage, transportation, chilling) there are chances of milk becoming unsafe owing to contamination with **pathogens**. Milk produced having traces of **antibiotics and heavy metals** is also considered to be unsafe. **Unscrupulous** activities by the milk traders such as **adulteration of milk** not only reduce the nutritive value of milk, but can make it **unsafe** too.

Checking for adulterants at the reception dock of village cooperative society and at the dairy plant can restrict entry of milk with **adulterants**. There is need to **develop** equipments that can not only precisely identify the type of adulterant, but also quantify them in case of need (i.e. legal matters). Taking due care of milk during its handling prior to processing and judicious processing of milk (HTST/UHT) can render safety of the raw milk procured. Newer **non-thermal processes** such as High pressure processing, Pulsed Electric Field, Ultrasonication, etc. are being adopted worldwide for preserving the **native nutrients** as well as flavor, post processing.

Looking to the **health consciousness** of today's consumers, low-fat milk, reduced fat milk in order to reduce calorie and cholesterol are being catered to by the dairy industry. In this context, there is paucity of **fat soluble vitamins** which are essential for bodily functions. Hence, development of '**Vitaminized milks**' (especially Vitamin A and D) is the necessity. Fruit juices are potent in **vitamin C** and certain phytochemicals. Combining milk and fruit juices would further enhance the nutritive value of the beverage. The requirement of **protein** is high for children and **geriatrics**. In this regard, **membrane processing** of milk (i.e. Ultrafiltration) helps in raising the protein content of the resultant milk (i.e. retentate) which can be targeted at such needy populace.

The dairy industry in India also has to look into the **allergenicity of milk** to susceptible individuals or group of people. These include lactose intolerance, allergenicity to β -lactoglobulin, etc. Value addition of milk can be done through addition of edible dietary fibers, minerals like iron, calcium, fluoride or even phytonutrients and increasing its **therapeutic value** through increasing the **Conjugated linoleic acid (CLA)** content of milk.

PROGRAMME CONTENT

Time	Programme
	Day 1 - Friday, December 11, 2015
09:00 - 09:45	Registration & Tea
09:45 - 11:00	Inauguration
11:00 - 11:30	Tea Break
11:30 - 13:30	Technical Session I: Towards Safe Milk Production
13:30 - 14:15	Lunch
14:15 - 16:00	Technical Session II: Preservation and Delivery of Pure and Safe Milk
16:00 - 16:15	Tea Break
16:15 - 18:15	Technical Session III: Nutrition and Fortification
18.15 - 18:45	High Tea
19:00 - 21:00	Cultural Evening
21:00 - 21:45	Dinner
	Day 2 - Saturday, December 12, 2015
09:00 - 09:30	Registration & Tea
09:30 - 11:30	Technical Session IV: Value Addition to Milk and Legal Regulations
11:30 - 11:45	Tea Break
11:45 - 13:00	Panel Discussion and Plenary Session
13:00	Lunch

ANAND- MILK CAPITAL OF INDIA



Anand is visited by Dairy Professionals from all round the world and is home to world class institutions contributing to orderly growth of Dairy Industry.

Kaira District Cooperative Milk Producers' Union Ltd., popularly known as **Amul Dairy** and known for Amul pattern is here.

Success of Amul pattern led to Govt of India having it replicated throughout India.

Amul is a living example of Selfless Contribution of two leading personalities of Dairy Industry viz **Dr V Kurien** and **Shri Tribhuvandas Patel**.

Gujarat Cooperative Milk Marketing Federation Ltd, popularly known as **GCMMF**, famous for marketing **Amul** Brand of products has its **HQ's** in Anand.

National Dairy Development Board of India popularly known as **NDDB** and famous for implementation of **Operation Flood Project**, and now **National Dairy Plan** has its spiraling National Head Quarters in Anand.

Thanks to Operation flood, we are no. one in milk production in world.

Indian Institute of Rural Management popularly known as **IRMA** which has given cream of management graduates has its scenic complex in Anand.

Anand Agricultural University houses SMC College of Dairy Science, Premier Dairy Science College of India which has given not only quality man power but has also developed many Dairy Products through extensive research done here.

Anand has Air connectivity through Vadodara and Ahmedabad which are 45 KM and 75 KM respectively from Anand. Anand lies between Ahmedabad and Vadodara on the Western Railways, just 101 km from the State Capital "Gandhinagar".



SMC College of Dairy Science, Anand Agricultural University, Anand

ABOUT ORGANIZER

IDA- Gujarat State Chapter

Indian Dairy Association (Gujarat State Chapter) with rich pool of experts in field of Dairying has been contributing in widening knowledge of Dairy Professionals through various workshops and interactions. Seminars in recent past have covered important topics relevant to Dairy Professionals.

Why should you attend this Seminar?

World has become a Global village and we can not live on old laurels and thus have to continuously up date our knowledge. This seminar is packed with knowledge through technical expositions by national and International Experts. Organizers of seminar have taken care to ensure that it is a blend of academics in form of research work and practical experience of experts who are implementing various dairy Plans Nationwide.

Souvenir

A reference Book in form of a Souvenir will be prepared and distributed to participating delegates and subsequently sent to important dairy Institutions worldwide for their libraries. Besides messages and advertisements it will have invited articles from experts worldwide and useful information on Dairying. Print order will be 1000.

Advertisement Tariff (Service Tax as Applicable)

Advertisement	Color	B/W
Back Cover	₹ 75,000/-	-
Inside Front Cover	₹ 60,000/-	-
Inside Back Cover	₹ 50,000/-	-
Full Page	₹ 20,000/-	₹ 12,500/-
Half Page	₹ 10,000/-	₹ 7500/-

CHIEF PATRON

- Hon. Dr. N. C. Patel**
Vice Chancellor, Anand Agricultural University, Anand

PATRON

- Shri P. R. Patel**
(Chairman IDA-Gujarat State Chapter, Anand)

ORGANIZING COMMITTEE

- Dr J B Prajapati, Principal & Dean, SMC College of Dairy Science
- Shri H K Gupta, CEO, SPR International, Ahmedabad
- Dr K Rathnam, MD, Amul Dairy, Anand
- Shri Sangram Chaudhry, ED, NDDB, Anand
- Shri K M Jhala, CGM, GCMMF Ltd. Anand
- Shri D R Shah, MD, Vidya Dairy, Anand
- Dr D. A. Shukla, Principal & Dean (I/C), MIDFT
- Dr H K Desai, GM, Amul Dairy, Anand
- Shri Meenesh Shah, DGM, NDDB, Anand
- Dr. Atanu Jana, Prof. & Head, DTD, SMC College of Dairy Science
- Shri Sameer Saxena, Manager, GCMMF Ltd., Anand
- Shri Amit Patel, Asst. Professor, SMC College of Dairy Science

Registration Fees

Category	Amount
For Member	₹ 2000/-
For Non Member	₹ 3250/-
For Student Member	₹ 500/-
For Student UG Non Member	₹ 650/-
For Student PG Non Member	₹ 800/-

REGISTRATION BENEFITS

Early Bird Registration:

₹ 100 (Registration by 31st Oct., 2015)

Group Registration (Five or More Persons):

Discount of ₹ 100 Per Person in Registration

Registration fees should be sent by Cheque:

Payable at Anand by 5th December 2015 in favor of
Indian Dairy Association (Gujarat State Chapter)

For NEFT/RTGS Bank Details are as under

Account No: 3312067664

Account Name: Indian Dairy Association Gujarat State Chapter

Bank Name: Central Bank of India

Bank IFS Code: CBIN0281262

Bank MICR Code: 388016003

ORGANIZING SECRETARY

- Mr. H. K. Gupta
(Hon. Secretary, IDA, Gujarat State Chapter)
Mobile: +91-9824048950; Email: guptahk@rediffmail.com

CO-ORGANIZING SECRETARY

- Dr. Atanu Jana
Professor & Head, Dairy Technology Department,
SMC College of Dairy Science, Anand.
Mobile: +91-9375012630; Email: atanujn@gmail.com



INDIAN DAIRY ASSOCIATION (GUJARAT STATE CHAPTER)

C/o SMC College of Dairy Science, Anand Agricultural University Campus,
Anand-388001, Gujarat. Phone: +91 2692 261030, 264170 • Email: principaldsc@aau.in

National Seminar on Pure, Safe and Nutritious Milk

December 11-12, 2015

BA College of Agriculture (Auditorium),
AAU Campus, Anand-388110, Gujarat.



DELEGATE REGISTRATION FORM

Last Date: December 5, 2015

a. Name:																															
b. Designation																															
c. Company / Institution Name:																															
d. Address																															
e. City & PIN / Zip Code																															
f. State																															
g. Country																															
h. Telephone																Fax															
(Please give country code and area code for telephone and fax)																															
i. Mobile																															
j. E-mail																															
k. IDA Membership	<input type="checkbox"/> YES <input type="checkbox"/> NO		If Yes, IDA Membership No.																												
l. Student Details -																															
Course / Year of Study																															
University / Institution Reg No.																															

Payment Details

Intending participants are requested to kindly return the filled in registration form along with the registration fee of ₹ 2000/- (For Member) in form of demand draft/at par cheque drawn in favor of "Indian Dairy Association, Gujarat State Chapter" payable at Anand by 31st October, 2015 to C/o SMC College of Dairy Science, Anand Agricultural University Campus, Anand-388001, Gujarat. Phone: +91 2692 261030, 264170

- Registration Fees:**
- For Member: ₹ 2000/-
 - For Non Member : ₹ 3250/-
 - For Student Member: ₹ 500/-
 - For Student UG Non Member: ₹ 650/-
 - For Student PG Non Member : ₹ 800/-

Registration Benefits for Non Delegates Non Students:

Early Bird Registration: ₹ 100 Per Person (Registration by 31st Oct., 2015)

Group Registration (Five or more Persons): Discount of ₹ 100 Per Person in Registration fee

Registration fees should be sent by Cheque: Payable at Anand by 5th December 2015 in favor of **Indian Dairy Association* (Gujarat State Chapter)**

NO SPOT REGISTRATIONS

For NEFT/RTGS Bank Details are as under:

Account No: 3312067664

*Account Name: IDA Gujarat State Chapter

Bank Name: Central Bank of India

Bank IFS Code: CBIN0281262

Bank MICR Code: 388016003

The registration includes seminar materials and food. The seminar documents will be handed over upon registration. The registration fee is non-refundable.

Please note that the delegates will have to make their own arrangements for stay and reaching at the venue. However, in case of assistance required for the stay, you are requested to contact Programme Coordinators at least two weeks in advance.

Place:

Date:

Signature of Applicant

FOR DETAILS CONTACT PROGRAMME COORDINATORS

Mr. H. K. Gupta, Hon. Secretary, IDA, (Gujarat State Chapter); Cell: 9824048950; Email: guptahk@rediffmail.com

Dr. Atanu Jana, Professor & Head, Dairy Technology Department, SMC College of Dairy Science, Anand; Cell: 9375012630; Email: atanujn@gmail.com

Please mail this form to :

Indian Dairy Association (Gujarat State Chapter)

C/o SMC College of Dairy Science, Anand Agricultural University Campus, Anand-388001, Gujarat.

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