

## **New Dairy Products Launching Ceremony at Anubhav Dairy, AAU, Anand**

Two new dairy products viz. “**Moringa Buttermilk**” and “**Greek Yogurt**” were launched at Navneet Hall, SMC College of Dairy Science, AAU, Anand on **9<sup>th</sup> March, 2021** at 11.00 a.m. The launching ceremony started by welcoming all the Hon’ble Vice Chancellor, AAU, Anand and other distinguished University officers, Principal, SMC College of Dairy Science, Head of the departments of Dairy Science College, Anand; Shri Ashutosh Shukla from Vidya Dairy, Dr. J.B. Prajapati, Chairperson, VKCoE, IRMA, Anand and Shri J.V. Parekh, Consultant, Mumbai. The University officers were Director of Research, Registrar, Comptroller, Director of Extension Education, Director of Information Technology and Director of Students’ Welfare.

**Dr. J.B. Upadhyay**, Principal, Dairy Science College gave a floral welcome to **Dr. K.B. Kathiria**, Vice Chancellor, AAU, Anand and then briefed the audience regarding the moto behind launching few dairy products which had emerged as a result of research findings by the faculty of dairy science, Anand. **Dr. Atanu Jana**, Professor and Head, Department of Dairy Processing & Operations (DDPO) informed the house about the collaborative efforts by DDPO staff members viz., Dr. Amit Patel, Dr. Dhinal Patel, Ms. Darshana and Shri Amit Barot in consultation with the concerned faculty namely **Dr. Suneeta Pinto** (for Moringa *chhash*) and **Dr. Sreeja V** (for Greek Yogurt) in launching such new product during pandemic period, which is going to help the society in building up their immunity. Dr. Suneeta spoke about the virtues of moringa leaf powder as well as of the moringa based buttermilk, while Dr. Sreeja detailed about the nutrient profile of Greek yogurt and the manner in which the product can be consumed (viz., as bread spread, dip). The *chhash* prepared using moringa leaf powder is highly nutritious. Moringa leaf powder contains appreciably higher vitamin A (25 x higher than in carrot), calcium (15 x higher than in milk), potassium (15 x higher than in banana) as well as iron. One serving size of the moringa *chhash* is would furnish about 10, 10, 18 and 11 % of the RDI of vitamin A, vitamin C, calcium and iron respectively. The Greek Yogurt contains beneficial lactic acid bacteria, flavoured with unique pickle flavor and contains about 8.0 % fat, 6.0 % protein, 21.5 % total solids and 171 mg calcium/100 g of product. The shelf life of such product is claimed to be 15 days under refrigerated condition

**Dr. K.B. Kathiria, Vice Chancellor**, AAU, Anand released the ribbon to unveil the two new products (e.g. Moringa buttermilk packed in PET bottles, Greek Yogurt packaged in polystyrene cups) kept in a wicker basket with a bed of rose petals. All the officials gathered with hon’ble Vice Chancellor for a group photograph.

All the august members were served with both these newly launched dairy products, followed by refreshment. Dr. K.B. Kathiria as well as several other officials complemented on the sensory quality of the product and praised Dr. Janak Upadhyay and Dr. Atanu Jana and their team members for arranging a nice ‘Launching ceremony’ of the dairy foods.



