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	20 x 27	₹ 12,000/-	₹ 7,000/-
Half page	20 x 13	₹ 7,500/-	₹ 4,000/-
Quarter page	10 x 13	₹ 4,000/-	₹ 2,500/-
Front / Back page inside	20 x 27	₹ 15,000/-	-
Back page outside	20 x 27	₹ 18,000/-	-

Exhibition stall (10' x 8'): ₹ 15,000/-; Exhibition stall plus Full page colour advertisement: ₹ 23,000/-

### **TENTATIVE PROGRAMME**

Friday, 4<sup>th</sup> January, 2019

09:30-10:00	Registration
10:00-12:30	Inauguration of Seminar & Alumni convention
12:30-14:00	Lunch
14:00-15:30	Technical Session-I
15:30-16:00	Tea break
16:00-18:00	Technical Session-II
19:00-20:30	Cultural program
20:30-21:30	Dinner

### Saturday, 5<sup>th</sup> January, 2019

09:30-10:30	Technical Session-III – Experience sharing
10:00-11:00	Tea break
11:00-13:00	Alumni Convention and felicitations
13.00- 14.30	Lunch
14:30-16:00	General Body Meeting of Alumni Association

### **DR. J.R. PATEL MEMORIAL AWARD** FOR EDUCATION AND RESEARCH

Dr. J.R. Patel Memorial Charitable Trust is inviting applications from the alumni of SMC College of Dairy Science, Anand for the Award of "Outstanding Contribution in the area of Dairy Education and Research" from two fields viz., Academia as well as Dairy Industry. The application form for the same can be obtained from Dr. Ahesan Shaikh at ahesanss@gmail.com.

### ACCOMMODATION

Limited accommodation is available on the campus of AAU and in hotels at Anand. This can be booked in advance only by sending a mail to Dr. B.M. Mehta at bhavbhuti5@yahoo. co.in. Kindly mention your preference for accommodation from amongst the following categories in the 'Registration Form'.

Category	Accommodation	Approx. Tariff/day/ person
А	Munshi hostel (students hostel)	Token charges
В	Hostel for International students, Farmer's hostel, Extension ATIC of AAU	₹ 200/-
С	Hotels at Anand	₹ 2500-4500/-

### **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, GCMMF, 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 participants 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 seminar.

### PATRON

Dr. N.C. Patel, Hon. Vice Chancellor, AAU, Anand

**CHAIRMAN** 

Dr. J.B. Prajapati, Principal & Dean, Faculty of Dairy Science, AAU, Anand

**VICE CHAIRMAN** 

Dr. K.D. Aparnathi, President, Alumni Association

### **ORGANIZING SECRETARIES**

Dr. A. Jana, Professor & Head, Dairy Technology Department (National Seminar) Dr. Sreeja V., Assistant Professor, Dairy Microbiology Department (Alumni Convention)

### **Corresponding Address**

Dr. Atanu Jana Organizing Secretary National Seminar SMC College of Dairy Science Anand Agricultural University ANAND - 388 110 (Gujarat) Ph.: 09375012630, Fax: (02692) 261314 E-mail: atanudt@aau.in

Dr. Sreeja V. **Organizing Secretary** Alumni Convention SMC College of Dairy Science Anand Agricultural University ANAND - 388 110 (Gujarat) Ph.: 09998326542, Fax: (02692) 261314 E-mail: sreejamudgal@aau.in



# ANNOUNCEMENT

**National Seminar** "Vision 2030 for Dairy Industry" and 13th Alumni Convention



Organized jointly by



# January 4-5, 2019





SMC College of Dairy Science Anand Agricultural University ANAND-388 110 (Gujarat), INDIA

# Introduction

SMC College of Dairy Science, Anand is one of the renowned institutions for Dairy Education and Research in the country, established in 1961. 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.

The rise in per capita income, changing lifestyle, food habits, export opportunities have increased the demand for milk and milk products in the country. Approximately 70 million rural households in the country are engaged in milk production. The setting up of organised milk procurement, processing and marketing helps the farmers to earn remunerative price and enable them to have better economic, social and nutritional status of living. India ranks first in milk production, accounting for 19 % of world milk production. Livestock in general and dairying in particular play a vital role in the Indian economy and also in the socio-economic development of rural households. The Department of Animal Husbandry, Dairying & Fisheries has prepared 'The National Action Plan for Dairy Development' (NAPDD) for 2022 to fill the gap in the infrastructure required to handle the increased coverage and milk production especially to fulfill the objective of 'doubling the farmers income'. NAPDD is targeted to increase organized milk handling from the current 20% to 50% by 2023-2024. The milk handling by cooperatives has been targeted to increase from 10% to 20% and in private sector from 10% to 30%. NAPDD envisages target of 300 million MT by 2023-2024 from existing 155.5 million MT requiring an annual growth rate of 8.56% which would lead to an increase in per capita availability of milk from current level of 337 g/day to 592 g/day in 2023-2024. With global populations set to rise from 7.0 billion today, to 8.0 billion by 2030, opportunities for Indian food producers to respond to this growing market place is considerable.

Some of the challenges that Indian dairy industry will have to face include viz., clean milk production, preservation of raw milk, adopt newer processing methods, mechanization of indigenous dairy based products, new product development with value-addition, cost reduction of dairy products, shelf life extension of perishable foods, storage and packaging technologies, promoting export of dairy products, energy saving, environment friendly effluent treatment methods, reducing carbon foot print and so on.

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). With an objective of providing a platform for fruitful deliberations on these issues, a National Seminar on "Vision 2030 for Dairy Industry" is being organized during 4-5 January, 2018. You are welcome to actively participate and share the platform.

### THEME OF SEMINAR

However, in order to accomplish the targets set for dairy arena for the year 2030, the following salient points needs to be taken care of:

- 1. Sustainable nutrition: Today, 2.1 billion people nearly 30% of the world's population are either obese or overweight. A further 1.5 billion suffer from hunger and malnutrition. This is vital for accelerating progress towards a sustainable food system – and towards the UN's 2030 Sustainable Development Goals.
- 2. Dairy innovation for millennials: There is a significant trend to seek natural foods that enable active and healthy lives for the upcoming new generation. This is driven by millennials (i.e. gut microbiome (probiotics) in health) in both the developed and developing world.
- 3. Traceability and transparency: There is a growing trend seeking for transparency across food chains and consumer access to information about the companies they buy from. Technologies such as sensors, data analytics and digital technology are empowering companies to make better decisions.
- 4. A circular economy: Governments are taking action to tackle the issue of food wastage. The US government has recently committed to a first-ever national food waste reduction goal, calling for a 50% reduction by 2030.
- 5. A net positive approach to dairy agriculture: There is an increasing pressure on land to provide enough food, fuel and fibers for a growing population. We are reaching towards a 'peak' with respect to depletion of soil quality, to water stress, etc. Moving



from beyond a farm-by-farm-based approach to agricultural sustainability to a more holistic landscape approach - the "beyond certification" concept - is gaining momentum.

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

- 1. Global dairy scenario and position of India
- 2. Quality and Safety monitoring in Dairy Industry
- 3. Value added Functional Dairy Foods
- 4. Development in Dairy Equipment and Machinery
- 5. Innovative Packaging and Marketing

Lead papers will be presented by eminent speakers in each Technical session. Poster sessions related to the theme are also organized. A few original innovative research presentations from young scholars will also be included.

The 13th Alumni Convention of SMC College of Dairy Science will be held on 5th January, 2019. At this reunion, about 350 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.

At this august gathering, the pass out graduates and post-graduates of the years 1993 and 1994 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 of high quality original research work. Abstracts (up to 500 words) comprising of brief introduction, objective, methodology, salient findings and conclusion should be submitted only by e-mail to Dr. Subrota Hati at subrota dt@yahoo.com on or before 30th October, 2018. The Abstract must be typed in Times New Roman, font size 12, and proper address of University/College and also mention the corresponding author with email address. After review by the Technical committee, papers will be selected for oral/ poster presentation and acceptance letter will be sent to the corresponding author. Best oral and poster presentation will be awarded prizes. Registration in the seminar is compulsory for submission of paper.

### REGISTRATION

Category	Up to 10 <sup>th</sup> October, 2018	After 10 <sup>th</sup> October, 2018 & on the spot
General, Industry persons, sponsored, and Alumni of DSC, Anand	₹ 2000/-	₹ 2500/-
Spouse	₹ 1000/-	₹ 1200/-
Students	₹ 700/-	₹ 1000/-

Kindly send the duly filled in Registration form to Dr. Hiral Modha, Assistant Professor, Dairy Technology Department at hiral.modha@aau.in. The registration fee should be sent by Demand Draft/Multicity cheque in favour of "Alumni

## XIII ALUMNI CONVENTION

Association, SMC College of Dairy Science, Anand" payable at Anand (Gujarat). For online transfer - Central Bank of India, Account No.: 1215732252, IFSC Code: CBIN0281262

### 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, Seminar kits, Lunch, Dinner and Session tea is welcome to support the seminar. Kindly contact the organizers for the detailed benefits to