


Celebration of “World Milk Day” in NDDB

“World Milk Day” celebrations in NDDB on 1 June 2016 were flagged off with the message by Chairman, NDDB on the yeoman contribution dairy farmers of India have made in making India self-sufficient and the role played by the Dairy Board in connecting millions of farmers to the mainstream and providing nutrition to the nation.



राष्ट्रीय डेरी विकास बोर्ड
National Dairy Development Board
CHAIRMAN

MESSAGE

World Milk Day

On the occasion of World Milk Day, let us celebrate the contribution of our Dairy Farmers in making India self-sufficient in Milk and commit ourselves to ensure that our Dairy Farmers receive a legitimate share of the sale price.

The Dairy Board is proud of its efforts in connecting millions of dairy farmers to the mainstream and of providing milk security to our nation.

Growing demand for nutrition is a challenge which needs to be addressed through improved productivity of animals. Climate variability is visible in most parts of the world and we have to learn to cope with this new reality too.

A carefully thought out, science based, sustainable and locally relevant approach to breeding, feeding and animal health care is necessary to maintain self-sufficiency in Milk. At the same time focus must remain on creating and nurturing farmers' organisations which will ensure dairying remains remunerative to our dairy farmers.

NDDB resolves to work harder and strengthen the dairy sector, and bring prosperity to our farmers. We are also committed to ensure that our consumers get safe, hygienic and quality milk.

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**Chairman's
message on
“World Milk Day”**

World Milk Day, seen from Indian perspective, is a celebration of indomitable spirit of the farmers, who through their tireless efforts have not only made the country self-sufficient in milk, but have also contributed to providing one of the most nutritional food to one and all.

Talk on Milk and Milk Products

During the celebrations, a talk on “*Milk and Milk Products: Leading a Healthy Life*” was organised to provide a scientific perspective and understanding about milk and milk products to employees and their families. Participants were also given a scientific perspective about myths surrounding milk and milk products. The awareness talk was attended by a large number of employees and their family members



Presentation on “Milk & milk products – leading a healthy life”

Employees and families during the presentation.



Visit to Dairy Co-operative Societies

Visit of employees and their family members were organised to the Dairy Co-operative Societies (DCS) in two batches, one in the morning and another in evening, to provide them an opportunity to see and understand the functioning of a Dairy Co-operative Society. Employees and their family members participated in good numbers and showed a lot of interest and inquisitiveness during the visit.



The visits were marked with enthusiasm, camaraderie, pride of being a part of the dairy movement and pride to be a part of nation building effort...

FB posts: Spreading the message about Milk

This movement...spearheaded by the farmers and supported by professionals in Dairy Board and Co-operatives/Producer Institutions...
...shall continue to do pride to the nation and shall build a stronger and resurgent India...



**Facebook posts
on NDDB
Facebook page,
creating
awareness about
milk on the
World Milk Day**

