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India Celebrates National Milk Day

Anand, Gujarat, India

On Occasion of Dr Verghese Kurien's 92nd birth anniversary, AMUL is celebrating National Milk Day on 26th November 2014. Dr Verghese Kurien, also famously known as the father of Milk Revolution in India dedicated his entire life to the cooperative movement in India. Due to his faith in farmers of India, India turned from a milk deficit nation to the highest producer of milk in the world.

To celebrate empowerment, self sufficiency and prosperity National Milk Day will be celebrated across the country.

The 18 member Unions of GCMMF with farmer member strength of 35 lakhs across 17,000 villages of Gujarat, will organize various activities to increase awareness about the cooperative movement with full support and participation of Chief Minister of Gujarat, Smt Anandiben Patel. In the farmers meet Chairman, Board of Directors and top management of District Union will address representatives from village cooperatives remembering the contribution of Dr. Verghese Kurien in the success of cooperative movement. The members will also be made aware about the importance of Clean Milk production and productivity enhancement programmes. An Exhibition will also be arranged on "Amul India Story" depicting the journey of milk cooperative movement. More than 1 Lac milk producers of Gujarat will attend Milk Day celebration function at 18 District Cooperative Unions.

R S Sodhi, Managing Director, GCMMF says "National Milk Day will be celebrated not just by AMUL but also by various State Dairy Cooperatives and millions of milk producers across the country. Everybody is going to remember contribution of Dr Kurien in making India the largest producer of Milk in the world".

Apart from these, AMUL is also carrying out nation-wide activities like school campaigns, interactions with youngsters, plant visits, milk drinking competitions, activities in orphanages, essay/drawing/quiz competitions in schools, milk moustache competitions etc. National Milk Day logo will also be displayed on 200 LAC milk pouches sold by AMUL on a daily basis for one week.

Adding to the celebrations, iconic movie "Manthan" will also be telecasted by major TV channels including DD National. We are also launching Manthan DVDs on online portal Amazon.in. The Classic film on white revolution will be available to consumers from 26th

November onwards.