

3,000km bike rally to pay tribute to Kurien

TNN | Updated: Nov 22, 2018, 13:17 IST



VADODARA/ ANAND: Anand will celebrate National Milk Day to mark the 97th birth anniversary of Father of India's White Revolution Dr Verghese [Kurien](#) on Monday.

In the run-up to the National Milk Day on November 26, a group of around 40 youngsters have embarked on a journey on motorbikes.

The youngsters who started their journey from Jammu milk plant on Saturday last have embarked on the

motorbike journey aimed at meeting people and visiting places that were created and inspired by doyen of co-operatives Dr Verghese Kurien.

The 10-day motorbike rally spanning over 3,000 km has participants who were invited to join any of the two routes. While the first route is from J&K to Anand, the second is in the heartland of Gujarat from Kutch to Anand. The 'Kutch to Anand' route of Dr Kurien rally was flagged off from Sarhad Dairy at Lakhond in Bhuj on Wednesday. This route will be a treat for bikers who will traverse through the heart of Gujarat in six days.

The group of 16 bikers who had started their journey from J&K have already visited dairy plants of brands like Verka, Vita followed by a visit to National Dairy Research Institute, Karnal, Dudhmansagar Dairy at Manesar and have entered Rajasthan. In a style that would attract the Indian youth, '#CelebratingDrKurien' will explore the life and work of the man who turned India from a milk deficient nation to one of the largest producers of milk in the world.

The expedition aims to keep afresh the value of Dr Kurien's contributions in the minds of all, especially the youth.

The idea is to cherish the legend by hearing his story directly from the people who he touched. “Visits to the institutions that were inspired by him are to bring about a sense of deeper appreciation for the spirit of cooperation and the daily availability of milk that we take for granted,” said an official of the Gujarat Co-operative Milk Marketing Federation (GCMMF) – the apex body of all the district dairy unions of Gujarat that markets brand Amul.

Several state milk marketing federations which market popular brands like Snowcap, Verka, Vita, Mother Dairy, and Saras, have joined hands with GCMMF to give a befitting [tribute](#) to the milkman who had transformed India’s dairy industry.

The team of bikers from Jammu will enter Gujarat on November 25 where they will join the bikers of the ‘Kutch to Anand’ route at Ahmedabad.