

National Milk Day 2018: How Verghese Kurien helped India to become world's largest milk producer

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India now stands as the largest milk producer around the world for the last two decades from being a milk-deficient nation once.

As a country, India today is self-sufficient in production of milk. However, the country didn't arrive at this with utmost ease. These were painstaking efforts by Verghese Kurien that India became sufficient to meet its dairy needs, earning complete sufficiency in milk. In 2014, all the dairy majors of the country, along with the Indian Dairy Association, resolved to observe Kurien's birthday, November 26, as National Milk Day.

Milk production

Credited as the 'Father of India's White Revolution' in the country, Verghese Kurien was a social entrepreneur whose 'billion-litre idea', Operation Flood is said to be the world's largest agricultural dairy development programme. It were his efforts which helped in making dairy farming in the country the largest self-sustaining industry and also the largest employment provider in the rural side.

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It was in the year 1970, that Operation Flood was launched providing independence to the dairy farmers. More than 700 towns and cities were connected by the National Milk Grid, which not only helped in closing the gap between milk producers and customers but also reduce price variations. It resulted in helping hike production of milk, increase rural incomes and offer fair prices to the consumers. Operation Flood helped in creation of a national milk grid linking producers throughout the country and helped in limiting the role of the middlemen.

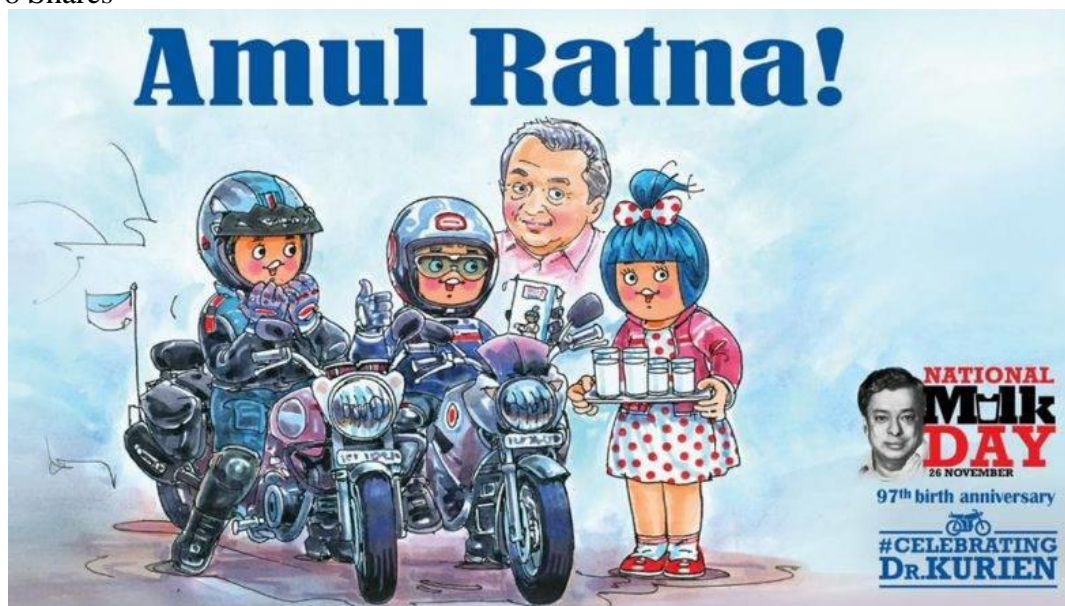
He is credited with pioneering successful 'Anand model' of Gujarat to replicate it in other parts of the country. Amul cooperative is India's largest food brand at present, where no milk from a farmer was refused. Roughly, 70–80 percent of the price by customers went as cash to dairy farmers who looked after the overall marketing, the procurement and the processing of milk.

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National Milk Day 2018: Amul Dedicates 'Amul Ratna' Doodle to Dr Verghese Kurien

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Amul doodle (Photo Credits: Amul Twitter)

India celebrates National Milk Day on November 26 commemorating the contribution of Dr Verghese Kurien towards Milk Revolution in the country. Paying tributes to the great mind's thought that gave birth to Operation Flood, which is the world's largest dairy development programmer, Amul has dedicated a doodle to Kurien on his 97th birth anniversary. The doodle shows Kurien in the background as the Amul girl, their mascot offers milk to bikers.

The bikers depict the rally which began from Jammu on November 17 and covered various dairy farms village cooperative societies before entering Gujarat. They covered Himmatnagar, Udaipur, Sabar Dairy in Himmatnagar, Panchmahal Dairy in Godhra, Surendranagar and various other places. Amul tweeted the doodle with the caption 'Celebrating the legacy of the Milkman of India!' with the words 'Amul Ratna!' in the caricature.

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Here is Amul's doodle on National Milk Day honouring Verghese Kurien's efforts towards Milk revolution in India:

After completing his education in America, Kurien returned to Anand in Gujarat and worked at the dairy division. Kurien's Operation Flood launched in 1970 connected 700 towns and cities in India by the National Milk Grid. This programme helped connect milk producers and consumers also helping farmers. He lived in Anand for the rest of his life monitoring and working towards the betterment of the milk revolution.

He passed away at the age of 90 following an illness on September 9, 2012. The mascot of Amul and their tagline 'Utterly Butterly Delicious' is one of the most recognised brands in the country. Their doodles on topics of national interest are much loved among people.