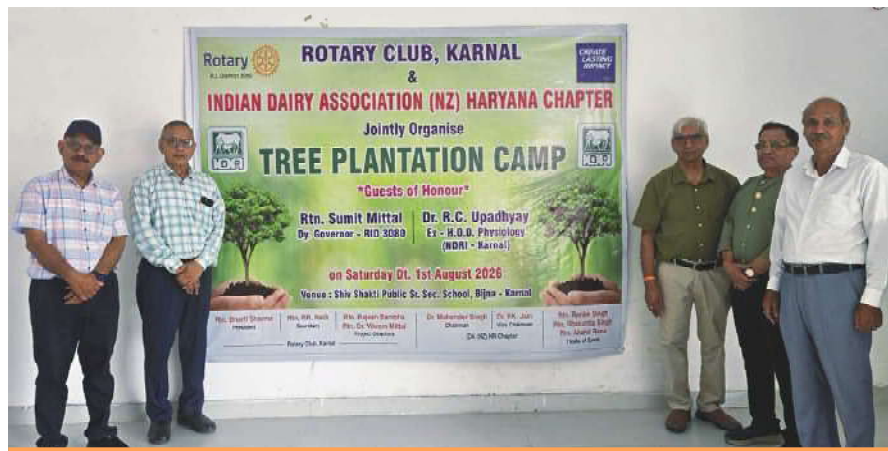


## IDA Haryana State Chapter: Tree Plantation Programme



The Haryana State Chapter (HSC) of the Indian Dairy Association (IDA) organised a *Tree Plantation* Programme on the theme “*Go Green, Live Green*” in Bijana village, Karnal, in association with the Rotary Club. The programme was attended by around 100 students. The students, along with members of the HSC Executive Committee, planted trees on the school premises. A total of 71 plants, including medicinal plants, were planted.

After the plantation, Dr. Mahendra Singh, Chairman, HSC, explained the significance of trees in reducing ambient temperature and promoting carbon sequestration. Carbon sequestration is a natural process in which plants capture atmospheric CO<sub>2</sub> and store it as biomass through photosynthesis in the presence of sunlight. He also highlighted the usefulness of trees for indigenous cattle breeds such as Sahiwal, Tharparkar, Rathi, Red Sindhi and Gir, which are more climate-resilient than crossbred cattle.

He explained that prevailing hot and humid conditions favour the growth of pathogens and increase the incidence of udder inflammation and mastitis in cows. Cows managed in shelters surrounded by large tree canopies experience temperatures 4–6°C lower and are less affected by heat stress. Trees absorb atmospheric carbon dioxide and release oxygen, thereby helping to mitigate

the effects of heat stress.

Dr. R.C. Upadhyay, an eminent climatologist and Chief Guest, stated that climate change affects both abiotic and biotic systems. Abiotic impacts mainly affect productivity and health, while biotic impacts contribute to the spread of diseases and disease vectors. Bacterial and viral infections can adversely affect human health and the immune system. Rising temperature and humidity also influence global warming, animal productivity and health. He

emphasised the need to reduce the carbon footprint by limiting the use of vehicles for short-distance travel and conserving energy.

Dr. Upadhyay further elaborated on the significance of tree plantation and emphasised that more trees should be planted at appropriate locations to help reduce greenhouse gas emissions and enhance carbon sequestration.

Shri P.K. Jain, Vice-Chairman, HSC coordinated the plantation programme and interaction with the students. Dr. G.C. Mutreja, Treasurer, IDA (NZ) and Dr. Parveen Kumar, former HSC member were also present and actively participated in the tree plantation activity.

At the conclusion of the programme, the Chairman thanked the students, faculty members, Rotary Club President Madam Bharti Sharma and School Director Shri Ranbir Singh for extending their support and providing the necessary facilities, which contributed to the success of the programme.



## IDA Tamil Nadu Chapter Conducts Two-Day Training Programme



The Indian Dairy Association (IDA), Tamil Nadu Chapter, organized a two-day training programme on **"Sales and Distribution Skills for the Dairy Industry"** on 20–21 July 2026 at the Southern Regional Demonstration and Training Centre (SRDTC), National Dairy Development Board (NDDB) Campus, Erode. The programme was aimed at strengthening the sales, marketing and distribution capabilities of dairy professionals in an increasingly competitive dairy sector.

The programme brought together dairy professionals, entrepreneurs, executives, cooperative personnel, marketing professionals and young managers from various dairy organizations across Tamil Nadu. It focused on providing participants with practical knowledge and contemporary strategies to enhance market penetration, improve distribution efficiency and promote sustainable business growth.

The programme was inaugurated by Shri Ramamoorthy Sundaram, Managing Director, RGS Feeds, Erode, who highlighted the growing importance of customer-centric sales strategies, superior product quality and efficient distribution systems in ensuring the long-term success of dairy enterprises. He appreciated the initiative of the IDA Tamil Nadu Chapter in strengthening the managerial competencies of dairy professionals through focused capacity-building programmes.

As part of the inaugural ceremony, floral tributes were paid to the bust of Dr. Verghese Kurien, the visionary architect of India's White Revolution. The bust was garlanded by Shri C.P. Charles, along with IDA office bearers, faculty members and participants, as a mark

of respect for Dr. Kurien's immense contribution to the development of India's dairy cooperative movement.

The comprehensive training programme covered several important aspects of dairy sales and distribution, including the demand and supply scenario of milk in India and Tamil Nadu; the distinction between sales, distribution and marketing; identification of brand strengths and market opportunities; the importance of quality in enhancing sales of milk and milk products; essential selling skills for dairy sales executives; development of robust and efficient distribution networks; rural marketing strategies for dairy products; marketing through Village Level Collection Centres (VLCCs) as a sustainable business model; the importance of costing in sales and distribution decisions; and selection of an appropriate product mix to improve profitability and market reach.

The programme featured an experienced panel of faculty members comprising Shri C.P. Charles, CEC Member, IDA; Dr. V.S. Venugopal, former NDDB expert; Shri K.S. Kanna, Chairman, IDA Tamil Nadu Chapter; and guest faculty Ms. S. Sangeetha, Manager (Marketing), Tamil Nadu Cooperative Milk Producers' Federation Limited (TCMPF), Head Office, Chennai.

The faculty members shared their industry experience, practical case studies and insights through interactive sessions covering current market trends, consumer behaviour, distribution management, pricing strategies and quality-driven sales practices. The sessions encouraged active participation and enabled delegates to exchange ideas and discuss practical solutions to emerging challenges in dairy marketing and distribution.

Addressing the participants, Shri K.S. Kanna emphasized that the future growth of the dairy industry depends not only on increasing milk production but also on developing efficient sales and distribution systems supported by superior product quality, customer satisfaction and innovative marketing approaches. He stated that strengthening the capabilities of dairy professionals in these areas would contribute significantly to improving the competitiveness and profitability of both cooperative and private dairy organizations.

The programme concluded with an interactive feedback session. Participants appreciated the practical orientation of the training and expressed confidence that the sessions would help them implement improved sales and distribution practices in their respective organizations. The IDA Tamil Nadu Chapter reaffirmed its commitment to organizing more industry-oriented capacity-building

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programmes aimed at strengthening the technical, managerial and commercial competencies of dairy professionals and supporting the sustainable growth and competitiveness of the Indian dairy sector.

## IDA South Zone Election Results Declared

IDA South Zone election results were declared on 11<sup>th</sup> August, 2026. The election was held under the nominated Returning Officer Dr. P.A. Shankar. The other election committee members were Dr. K.T. Sampath and Dr. Heartwin A. Pushpadass.

The newly elected members of IDA-SZ ZEC for the term 2026-2029 are: **Chairman:** Dr. N.V. Belavadi; **Vice Chairmen:** Shri N.K. Premal and Dr. C.S. Prasad; **Secretary:** Dr. S. Subash; **Treasurer:** Dr. Kajal Shankar Roy; **Members (RE):** Ms. Indu B, and Dr. Laxmana Naik N; **Members (PP):** Shri Mohan Kumar Returi and Shri Anil Kumar Parvataneni; **Members (DI):** Shri Srinivas Govindaiah and Shri M Krishnan; **Members (MP):** Shri V Venkatachalapathy and Chikkaballapur Dist. Coop. Milk Producers Union Limited, Karnataka.

## IDA (East Zone) Elects New Zonal Executive Committee for 2026-2029

The election process for the Indian Dairy Association (IDA), East Zone, commenced on 10<sup>th</sup> July 2026. The election was conducted through an online voting system in a transparent and well-organised manner under the supervision of the nominated Returning Officer, Shri Dharmendra Kumar. The other members of the Election Committee were Shri Sajal Biswas and Shri Ashwini Kumar.

The election results were declared on 10<sup>th</sup> August 2026, and the new Zonal Executive Committee (ZEC) for the term 2026-2029 was elected unanimously. The newly elected IDA (East Zone) ZEC formally assumed office during the 141<sup>st</sup> ZEC Meeting held on 14<sup>th</sup> August 2026. The transition was marked by gratitude and reflection, along with a shared commitment to the continued growth and development of the dairy sector. The ZEC expressed its appreciation to the Election Committee members for conducting the election smoothly.

Outgoing Chairman Dr. D.C. Sen welcomed the members of the ZEC and thanked all members and office-bearers of IDA East Zone for their support and cooperation during his tenure.

The newly elected members of the IDA (East Zone) ZEC are:- **Chairman:** Dr. Ashis Roy Burman; **Vice Chairmen:** Shri Sameer Kumar Parida and Shri Pavan Kumar Marwaha; **Secretary:** Dr. Sabyasachi Roy; **Treasurer:** Ms. Chaitali Chatterjee; **Member Category (MP):** Shri Shyam Shankar Prasad Thakur and Shri Rajeev Kumar Mishra; **Member Category (PP):** Shri L. Steady Shangpliang and Shri Amit Kumar Suman; **Member Category (DI):** Shri Dhiman Das and Vaishal Patliputra Dugdh Utpadak Sahkari Sangh Ltd.; **Member Category (RE):** Dr. Subrata Kumar Beg and Shri Suryamani Kumar.