

Bridging Consumers and the Dairy Industry: IDA (West Zone) Engages with Mumbai Grahak Panchayat

In a unique initiative to strengthen the bond between consumers and the dairy sector, the Indian Dairy Association (West Zone) partnered with the Mumbai Grahak Panchayat (MGP) to organize a series of interactive programs. These sessions were designed to listen to consumer concerns, address complaints, and dispel myths surrounding milk and milk products-an effort that reflects the Association's commitment to transparency and consumer education.

The initiative was promoted by Shri Madhav Patgaonkar, Secretary, IDA (WZ), who has long worked with consumer bodies to tackle issues of adulteration and misinformation. His earlier collaboration with MGP during his tenure at Gokul Dairy had already set a precedent for consumer-centric initiatives, and this new series carried forward that spirit of dialogue and trust-building.

National Milk Day - Borivali

The first program was held at Borivali on National Milk Day, 26th November 2025, where 146 consumers gathered to interact with IDA office bearers. The atmosphere was one of curiosity and openness, as participants listened to detailed presentations on the journey of milk-from farmer collection and testing to chilling, processing, packaging, and distribution.

World Consumer Day - Kandivali

The second program took place at Kandivali on World Consumer Day, 22nd March 2026, drawing an even larger audience of 165 consumers. Once again, the sessions began with structured presentations, followed by an open forum where consumers voiced their questions and concerns. Every issue was addressed with scientific clarity, and participants were informed of their rights under FSSAI regulations. Misconceptions and myths-often fuelled by anti-dairy lobbies-were countered with facts, leaving consumers reassured and better informed.

Empowering Consumers with Technology- MGP's Vile Parle Office

Beyond dialogue, IDA (WZ) also took a concrete step towards empowering consumers by gifting a Milk Analyser, provided by Prompt (INDIFOSS), to the Mumbai Grahak Panchayat. A live demonstration of the equipment was conducted at the Panchayat's Vile Parle office on 7th May 2026, showcasing how technology can enhance transparency and quality assurance in milk testing. On this occasion, Shri Wagal, Vice President, MGP, expressed heartfelt gratitude to the leadership of IDA, including Dr. J.B. Prajapati, Chairman, IDA (WZ); Shri Madhav Patgaonkar; Shri K. Shyju, Vice Chairman, IDA (WZ); Shri Arun Patil, Vice President, IDA New Delhi; and Shri Rajesh Lele, Member, CEC, IDA New Delhi, for their support and the generous contribution.

A Commitment for the Future

In his concluding remarks, Shri Madhav Patgaonkar assured the Mumbai Grahak Panchayat that IDA would continue to extend its cooperation and guidance in the future. This assurance reflects the Association's vision of not only serving the dairy industry but also standing by consumers-educating them, protecting their rights, and building confidence in the purity and value of milk.

These programs mark a significant step towards bridging the gap between consumers and the dairy industry. By fostering dialogue, addressing concerns, and introducing modern technology, IDA (West Zone) has reinforced its role as a trusted partner in ensuring quality and transparency. For the consumers of Mumbai, these sessions were more than just informative-they were empowering, reaffirming their trust in milk as a vital part of daily nutrition and in the industry that delivers it.

