

IDA (West Zone) World Milk Day Celebrations

The Indian Dairy Association (West Zone) organized the World Milk Day celebrations at Juhu Beach, Mumbai, on 1st June 2026, starting from 7 am to 9 am. The program aimed to reach out to the general public to educate them on the nutritional goodness of milk and highlight the crucial role of the dairy sector in health, nutrition, and the rural economy.

The event saw an enthusiastic turnout of approximately 250 fitness enthusiasts who joined the session during their morning exercise and walks. The program was anchored by Shri Madhav Patgonkar, Secretary, IDA (WZ). The dignitaries who attended the event included Shri Arun Patil, Vice President, IDA; Dr. J.B. Prajapati, Chairman, IDA (WZ); Dr. J.V. Parekh, Vice Chairman, IDA (WZ); Shri Shyju Sidharthan, Vice Chairman, IDA (WZ); Shri Anil Hatekar, Treasurer, IDA (WZ); and Shri Rajesh Lele, Member, CEC.



Technical interactive sessions were organized on the event, addressing common consumer queries and clarifying myths:

- **Nutritional Value:** Shri Arun Patil emphasized that milk is a "complete food" and explained the economic distribution of consumer purchases to the farmers.
- **Health and Quality:** Shri Anil Hatekar compared the wholesomeness of cow/buffalo milk against plant-based alternatives and provided practical advice for consumers on purchasing quality paneer, recommending that consumers compare prices with milk and opt for branded products. He also acknowledged the vital contribution of women farmers in the dairy sector.
- **Nutrition and Health:** Shri Rajesh Lele highlighted that a single glass of milk provides essential nutrition for optimal organ function, describing it as one of the safest and fastest sources of nutrition for individuals.

Consumer Engagement and Collaboration

A key focus of this year's celebration was the ongoing collaboration with the Mumbai Grahak Panchayat to educate citizens on milk adulteration. The association highlighted their initiative of providing two testing machines to support transparency and quality assurance for consumers. Representatives from the Mumbai Grahak Panchayat also addressed the gathering, reaffirming their commitment to representing and protecting consumer interests.

The association extends its sincere gratitude to Mahananda, Warana, and Gokul dairies for their active support. These organizations provided flavoured milk and chhaas to all the fitness enthusiasts in attendance, which greatly enhanced the outreach and engagement of the event.



