

IDA West Zone Celebrates World Milk Day with Series of Events

The IDA (West Zone) celebrated World Milk Day 2025 on 1st June with two significant public outreach events held in Mumbai. The focus was to create awareness about the nutritional importance of milk and dairy products, dispel prevailing myths, and engage directly with health-conscious citizens and informed consumers.

Event 1: Morning Awareness Program at Juhu Beach, Andheri (West), Mumbai

The day began with an early morning session at Juhu Beach, drawing participation from regular walkers, fitness enthusiasts, yoga groups, and senior citizens. Over 200+ individuals took part in this interactive awareness event.

Some of the dignitaries present during the morning awareness programme were: Dr. J.B. Prajapati, Chairman, IDA (WZ); Dr. J.V. Parekh, Vice Chairman, IDA (WZ); Shri Madhav Patgaonkar, Secretary, IDA (WZ); Shri Anil Hatekar, Treasurer, IDA (WZ) and MD, Mahananda Dairy; Shri Arun Patil, Vice President, IDA.



The dignitaries addressed the audience on: Nutritional value of milk and dairy products; Importance of dairy in balanced diets; and Health benefits and myth-busting regarding milk consumption.

The session was dynamic and interactive, with a number of public queries answered on the spot. Dairy cooperatives such as Warana and Gokul provided their products to the attendees, which added

significant value to the event. Their contributions were deeply appreciated.

Event 2: Consumer Awareness Program at Jeshthalaya Hall, Borivali (West), Mumbai
in collaboration with Mumbai Grahak Panchayat

The second program was conducted in association with Mumbai Grahak Panchayat, targeting consumers and senior citizen groups in Borivali. The event was held at Jeshthalaya Hall and was well-attended by informed and active residents of the locality.



The program was warmly opened by Shri Pankaj Kulkarni, Life Member of IDA and Active Member of Mumbai Grahak Sanstha (Borivali Branch), who welcomed the dignitaries and set the context of the discussion.

Some of the dignitaries present during the evening programme were: Dr. J.B. Prajapati; Dr. J.V. Parekh; Shri Madhav Patgaonkar; Shri Anil Hatekar; Shri Arun Patil; Shri Rajesh Lele, CEC Member; Dr. Suhasini Sant, President, Mumbai Grahak Panchayat (Borivali Branch); and Shri Rajendra Rane, Senior Representative, MGP.

Shri Madhav Patgaonkar spoke on "An overview of the association's vision, initiatives, and role in promoting the dairy industry," while Dr. J.V. Parekh deliberated on "Milk and its Constituents & Importance." It was an insight into the nutritional make up of milk and its essential role in human health.

Dr. J.B. Prajapati spoke on Milk, Health, and Myths. A fact-based discussion took place addressing common misconceptions and the health benefits of milk.

Shri Rajesh Lele spoke on "Antibiotics in Milk & Quality for Cheese and Infant Food ". He explained the importance of milk purity and the implications for special-use products.

Dr. Anil Hatekar deliberated on "Farmer to Dairy Plant: Value Chain Insights." A walkthrough of the journey of milk from farmers to consumers, highlighting safety, hygiene, and cooperative systems.

Shri Arun Patil spoke on "Dairy Processing, New Products & Modern Technology." The topic covered innovations and value addition in the dairy industry through processing and tech adoption.

The State Co-operative Federation - Mahanand Dairy supported the program and offered dairy products to attendees, further enhancing engagement and goodwill.

Event 3: Educating Consumer the Nutritional Value of Milk & Milk Products in Association with Consumer Guidance Society of India (CGSI) at Mahim (West)

The third event was held in association with the CGSI at Mahim (West). A special highlight of the program was the distribution of 150 cups of lassi by Gokul Dairy. Displayed Standees were explaining the nutritional value of milk & milk products.



All events served as meaningful platforms to engage directly with citizens, promote scientifically sound messages on milk consumption, and showcase the commitment of Indian dairy cooperatives and professionals.

The IDA (West Zone) expresses its sincere gratitude to all participating organisations, dairy partners, speakers, and consumers who made World Milk Day 2025 a memorable one.