

# Obituary

## Dr. E. Madhavan



The Indian Dairy Association (IDA) shares its deep sorrow at the demise of Dr. E. Madhavan, a distinguished dairy professional and veteran of the National Dairy Development Board, Anand, who left for heavenly abode on 16<sup>th</sup> May 2025. He was a Life Member of IDA.

He served as a Central Executive Committee member of IDA for one term and was a motivating force behind all the activities of IDA, particularly IDA (South Zone). His guidance while organizing the Dairy Industry Conference by the IDA (South Zone) was specific to the core of the theme. He was a guiding force for IDA in many ways.

He started his career with Kheda District Milk Producers Union Limited, Anand after he obtained his graduation in veterinary science from Bangalore Veterinary College. He later joined the newly formed Farmers Organization and Animal Husbandry Group at the National Dairy Development Board in the early seventies.

Dr. Madhavan was one of the stalwarts in guiding and providing leadership to the young professionals hired to work in the field across India to replicate successfully the Anand Pattern under the Operation Flood program at the village level in the 1970's. He was the person behind establishing Erode Milk Union in Tamil Nadu along with Thiru S.K. Paramasivan, Founder & First Chairman of the Union.

As a team leader deputed by NDDB to the Erode Milkshed in 1973, he faced several challenges from the two private dairies, local creameries/milk vendors and the cooperative department. He had successfully overcome all the challenges and established 260 dairy cooperative societies with 30,000 members pouring 50,000 LPD of milk. He served seven years in Erode Milkshed. He engineered the purchase of 69 acres of land for the Union to establish a 1.00 LLPD dairy plant and a 10 MTPD powder plant, the first of its kind in Tamil Nadu under the dairy cooperative sector.

He also pioneered in establishing the Southern Regional Demonstration and Training Center under NDDB at Erode adjacent to the Erode Union campus. These infrastructures reverberate his achievements and would continue till these structures exist. Above all, the milk producers in the milk shed will continue to remember his contributions to the farming community in upgrading their socio-economic status in society. He superannuated from NDDB as Regional Director, NDDB, Bengaluru.

With the demise of Dr. Madhavan, the dairy fraternity has lost a veteran field worker with a farmer-centric approach, a good planner, and a versatile professional who handled tough challenges and overcame those to achieve the goals. He was a tough task master, a good friend and well-wisher for the achievers, a seasoned trainer.

The Indian Dairy Association pays rich tribute to the Late Dr. Madhavan and prays eternal peace for the departed soul. May God give enough strength to his family members to cope with this profound loss!