

01-06-2021

KVK Kathua celebrated “World Milk Day”

Krishi Vigyan Kendra Kathua under the aegis of Directorate of Extension, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu celebrated ‘World Milk Day-2021’ by organising a webinar. The programme was organised under the dynamic leadership of Prof. J.P. Sharma, Hon'ble Vice Chancellor and able guidance of Dr. S.K. Gupta, Director Extension. The “World Milk Day” is celebrated every year on 1st June to mark the significance of Milk in human well being and the role of dairying in providing livelihood security to more than 10 crores landless, marginal and smallholder farmers.

This year the milk day is celebrated with the theme “Sustainability in the dairy sector with messages around the environment, nutrition, and socio-economics” Dr. Vishal Mahajan, Senior Scientist & Head, KVK Kathua explained the motive of organising the day dedicated to Milk. He informed about the importance of milk in providing sustainable livelihood. Briefing about the other initiatives of the government to provide livelihood security, he emphasised upon dairying as a lucrative initiative to support the income generation. Earlier, Dr. Berjesh Ajrawat, Scientist (Agricultural Extension) welcomed the participants and discussed the importance of celebrating World Milk Day. Chief Guest of the programme Dr. S.K. Gupta, Director Extension, invoked the ancient literature to emphasised upon the importance of the dairying in the economics of the farming sector and encouraged the farmers to produce quality milk and move towards value addition of milk and milk products. Guest of honour Dr. Satvir Singh Raina, CAHO, Kathua informed the participants about various initiatives of the department of animal husbandry for the upliftment of the dairy farming in Kathua district.

Dr. Vijay Kumar Sharma, Scientist (Animal Sciences), KVK Kathua gave a presentation on the present status and the future prospects of the dairy sector. He emphasised that dairying is acting like a growth engine for providing livelihood security to the farmers. Dr. Umesh Badgal and Dr. Ravjot Singh, VASs, Kathua informed the farmers about the Clean Milk Production, techniques, and its role in producing quality milk. A panel discussion was conducted after the technical sessions in which the experts answered the queries of the farmers. The programme was attended by more

than 60 farmers/farm women. Webinar ended with a formal vote of thanks from Dr. Anamika Jamwal, Scientist (Plant Pathology).