

Milk-a nutritional powerhouse

Milk is often hailed as a nutritional powerhouse, and for good reason. It is a rich source of essential nutrients that are vital for overall health and well-being. From childhood through adulthood, milk plays a crucial role in maintaining optimal health. In this essay, we will explore the benefits of milk and why it remains a staple in diets worldwide. First and foremost, milk is renowned for its high calcium content. Calcium is essential for the development and maintenance of strong bones and teeth. During childhood and adolescence, when bone growth is at its peak, adequate calcium intake is critical to ensure proper skeletal development and to reduce the risk of osteoporosis later in life. Additionally, calcium plays a crucial role in muscle function, nerve transmission, and blood clotting, highlighting its importance beyond bone health. Furthermore, milk is an excellent source of protein, which is essential for building and repairing tissues, as well as for supporting immune function. The protein found in milk is considered high-quality protein, as it contains all nine essential amino acids that the body cannot produce on its own. This makes milk an ideal dietary source of protein, particularly for vegetarians and individuals with higher protein requirements, such as athletes or those recovering from illness or injury. In addition to calcium and protein, milk is also rich in other essential nutrients, including vitamin D, vitamin A, vitamin B12, potassium, phosphorus, and riboflavin. Vitamin D is crucial for calcium absorption and bone health, while vitamin A supports vision, immune function, and skin health. Vitamin B12 is essential for red blood cell formation and neurological function, making it particularly important for vegetarians and vegans who may have limited dietary sources of this vitamin.

A Grand Finish to world's Largest Democratic Festival

The seven phase election to the world's largest democracy has a grand finish today with the Prime Minister Narendra Modi in the election fray from coveted seat of Kashi and the festival of democracy will come to end on 1st of June 2024. In total 57 Lok Sabha seats will go to polls on the last seven phase and the counting of all the phases will take place on 4th June and in all probability it will be clear which party or group of parties will come to power. The general impression is that NDA government of Narendra Modi will get the power for the third time in succession. The total number of 10.06 cr registered voters will cast their ballot in the last phase and with it the biggest and largest electoral exercise will come to close and with it all the eyes are now set on the exit polls as they will definitely show which party or coalition of parties will occupy power at the centre. The total number of 543 seats are there and 272 seats are required to form the government. BJP claims that this time they will cross the mark of 400 seats but the things indicate that even if the NDA will not reach 400 mark, it can get more than 350 seats which implies that BJP will form the government for the record third time and it will be a strong government capable to pilot the nation with determination and grit. It is in the fitness of things to note that UPA government came to power in 2009 and repeats its 2004 showing and comes back to power, increasing its tally to 262. In 2014 Narendra Modi leads the BJP to a clear majority with 282 seats and 31.31% of the votes to wrest power. In 2019, PM Modi wins his second election riding a dominant showing by the BJP. In 1999, the BJP led NDA Bloc wins near majority and forms the government with the support of TDP. With the closure of the largest democratic exercise all the votes will be in the EVM's and on the 4th of June the counting of votes of all the seven phases of polls will take place and in the noon, it will be crystal clear which combination of parties will win the elections and come to power at centre. The political parties, poll experts and the general public are waiting anxiously and eagerly for the electoral outcomes and the picture will be clear on June 4, as the day advances and in all probability Modi is all set to get the third term in succession to finish the agenda of the saffron party and carry on the developmental agenda and inclusive politics of which BJP boasts. In his third term and avatar BJP will chalk its route to further consolidate development and inclusivity and it will finish those tasks for which it has got the highest mandate and will try to come up to the expectation of the electorate. The new NDA government will accomplish the uniform common code for all Indians and it will be the yeoman's task and along with UCC, CAA will also be implemented in the third term of the Modi government. When UCC and CAA will be accomplished, it will revolutionize the Indian polity and it will be written in the golden letters in the history of independent India. Modi has emerged as a popular world leader and his position as a global leader will further be strengthened in the days to come and Modi's say in international arena will be a great asset for India and he will continue to guide the world and the world is going to accept the leadership of Modi. Now that all the votes of the seven election phases are sealed in EVM's and on June 4, the counting of all the votes will take place and as the day advances, it will be clear as to who will sit on the throne of New Delhi. The churning of the electoral exercise will be made on 4th of June and nectar as well as the poison will come out from the electoral churning and it will become obvious as to which combination of parties will occupy the coveted Delhi throne. Democracy will triumph once again on the political horizon and landscape of India. All eyes are set on the counting on 4th June and the things will be clear on the forenoon and the winner will have a field day. People and the political parties as well as the poll experts are waiting for 4th of June with belated birth as it will be on this day of counting which way the wind will blow and which party/combination of parties will win the elections. Even as the votes are sealed in electronic voting machines, there is probability that BJP will come out to win the elections with flying colors and the right wing saffron party will win the polls third time in succession and Modi will become the prime minister the third time. The grand tamasha will unfold its mystery and Modi will again gain power the third time in succession and the largest electoral exercise will bear its fruit and the new government will be in place soon. The grand finale of the world's largest democracy has come to end successfully and with it the prospects of the new centre government will be clear as the day of counting advances and the country will have a new democratic government soon which will be responsive to the needs, concerns and aspirations of the electorate. This festival of democracy will chose the new centre government which will come to the expectation of the people. All the votes of the seven poll phases are sealed in EVM's and the new centre government will be soon in place after the counting of the aggregate votes and on the forenoon of the day of counting on 4th June, the picture will be clear and the country will have a new centre government in place as per the wishes and aspirations of the people. In short the grand tamasha of the largest electoral exercise has come to a glorious close on 1st June with the voting of 57 Lok Sabha seats including of the Prime Minister Modi and on 4th June it will be clear which way will the wind blow and who will win the election and form the new government at centre. (The author is a columnist, social and KP activist).

Empowerment of Farmers through Dairy Farming

DR BANARSI LAL

Every year 1st June is observed as the World Milk Day across the globe to create awareness on milk as a global food and to highlight the importance of nutrition and economic importance of milk and dairy products for the mankind. The theme of 2024 World Milk Day is dairy and its role in giving people the nutrients they need to stay healthy. The idea is to highlight how dairy contributes to a balanced and helps to nourish people across the globe. This particular day provides an opportunity to focus attention on milk and publicise the activities connected with the milk industry. On this day articles, news, press releases etc. are published to highlight the nutritional benefits of milk among the people. Free milk camps are also organised to distribute the free milk among the children. Various programmes such as essay writing, quiz competitions, sports activities, group discussions etc. are organised in schools, colleges, universities and various other educational institutions. This day was firstly observed in 2001 by the many countries across the globe and the day as 1st June was decided by the Food and Agriculture Organisation (FAO) of the United Organisation. This day helps to increase the awareness on all aspects of natural milk such as its natural origin, nutritional value and various milk products including its economic importance. Various health organisations take part in the celebration of this day and also to disseminate the message of milk importance to the common man through the various promotional activities.

Milk is a great source of various nutrients required by the body such as calcium, magnesium, zinc, phosphorus, iodine, iron, potassium, folates, vitamin A, vitamin D, Riboflavin, vitamin B12, fat etc. Milk provides instant energy to the body as it contains high quality proteins. Milk is an important liquid for everybody. Milk helps us to have a better health and to maintain it for achieving our goals of life. On this day every information about the positive effects of milk on the body is provided to the people. Milk helps to develop the body muscles and solves the problem of weakness in the body. Mother milk is also very essential for the children to keep them healthy and fit. Now-a-days people are trying to maintain their body by various types of exercises and Yoga. They are also consuming various types of weight gaining powders without thinking about their side effects. There is urgent need to develop the awareness on the positive effects of the milk on our bodies so that we can achieve our goals in our lives. Now-a-days people eat many types of junk food but that can be harmful for the body. Milk contains every type of nutrients which make our body healthy and fit. Milk has many uses for the different people and various types of products can be made from it.



Milk is an integral part of our culture. From drinking to cooking to making different edible food items, milk is important. The nutritional value of milk and milk products to maintain proper health condition of human beings is universally recognized. Dairy sector has prominent role in upliftment of socio-economic status of farmers. Milk production in India is dominated by the small, marginal landholding farmers and landless labourers. Millions contribute with an average herd size of 1-2 cows or buffaloes. This fragmented structure contributes about 70 per cent of national milk. Dairying is one of the leading best suited enterprises in rural India. This sector supports rural people with gainful employment additionally steady income. The Indian dairy sector with a large number of dairy farmers in rural areas has made a tremendous impact on the agrarian economy of the nation. India is the largest milk producer in the world, thus the role of dairy farmers is very important in dairy industry and development of the society. Economic development takes place when a society embraces and encourages entrepreneurial behavior. Livestock is emerging as an important sector in the economy of Jammu and Kashmir and plays a significant role in the socio-economic development. In the Union Territory of Jammu and Kashmir, the number of animals per 1000 human beings are 882 while at national this number is only 457 as per livestock census 2007. In Jammu and Kashmir about 80% of population lives in the rural people and about 60% of the J&K revenue is generated by the agriculture and animal husbandry sector. Dairy farming is a potential source of additional income for the rural people of J&K. The contribution of dairy sector to the national income is invaluable. This sector provides insurance against crop failures. This sector helps in increasing the crop production by providing the drag power, organic manure and cash income on a regular basis. Although India ranked first in milk production but the productivity of milk in hilly areas of J&K is still less. Maximum milk is produced in

certain parts of J&K. Lack of technological dairy information sources is one of the reasons of low milk production for the farmers of hilly areas. The major occupation of the rural people of Union Territory of J&K is agriculture and livestock rearing is the major source of income and employment. Agriculture and allied sectors contribute about 38% to the gross domestic product of which 11% is contributed by the livestock. Dairy sector not only generates income and employment among the farmers but also supplements the varied nutritional requirements of the individual. Livestock rearing is an integral part of rural J&K. It has been observed that livestock population of livestock in Jammu and Kashmir (2011-12) has increased over the year 2009-10. Milk production in Jammu and Kashmir is steadily increasing. One of the major bottlenecks in low production in dairy sector is Jammu and Kashmir's diversified climate e.g. cold desert in Ladakh region and temperate climate in Kashmir region and humid subtropical climate in Jammu region. Small size of land holding is another hurdle for limited milk production in the J&K as J&K does not produce much fodder production because of lack of modern technologies in small farms. Department of Animal Husbandry of J&K and SKUAJST-Jammu and Kashmir are providing the technological guidelines to the farmers and also providing the frozen semen of pedigree bulls to the veterinary dispensaries. India is the largest cattle producer in the world and has large animal diversity and is first in buffalo while second in goat production in the world. 13 per cent of world's cattle population and 57 per cent of world's buffalo population is found in India. Buffaloes contribution towards the milk production in J&K is lesser (0.27%) as compared to the national average (1.84%). Buffaloes breeding programmes can be taken in Jammu and Kashmir. There is need of cross breed and Jersey bulls in the J&K to improve the cattle breed. The emphasis should be given on the use of advanced breeding tools to increase the

breeding bulls. Clinical animal health services with capacity building for superspeciality and advanced medicinal interventions need to be developed. Animal diseases and parasites need to be managed according to the different agro-climatic zones in J&K. Focus should be given on important diseases like foot and mouth disease, mastitis, tuberculosis, metabolic disorders etc. for the safety of animals. Imbalanced animal diet in dairy animals affects their production, reproduction and health. Area specific dairy mineral mixture should be given to the dairy farmers to fulfill the diet of dairy animals. The efforts for the improvement of breed of animals are wasted without proper nutrition. The annual fodder need of J&K is deficit. Majority of livestock rearers in J&K are small and landless farmers who have very limited sources of fodder. Feed and fodder are the main factors for the reduction of dairy development in J&K. Fodder availability especially in the off-season is really a great problem for the dairy farmers. There is need to promote feed and fodder resources in J&K. There is need to promote scientific techniques for hay and silage making. Training on scientific cultivation of fodder should be imparted to the farmers and improved/hybrid seed of different fodder crops should be timely provided to the dairy farmers. Cost-effective nutritious feed should be made by the researchers. Promotions of Urea Molasses Multinutrient Blocks (UMBB) in J&K by the SKUAJST-Jammu have shown significant results for the production and reproduction in dairy sector. Research should made in conversion of agricultural products into cattle feed. In hilly terrains still there are certain habitations which lack road connectivity. There is need to develop the infrastructure of dairy plants especially in the hilly areas so that milk collection can be increased. Also there is need to have bulk coolers, refrigeration systems and also to develop the organized markets in the rural areas which further can help in rural development. The focus should be given on small dairy farmers who lack availability of nutritious feed, timely institutional credits, fodder availability in off seasons of the year, timely quality veterinary care etc. Superior breeds of animals are needed in the rural areas. There is need to have proper linkage between the scientist, extension workers and farmers. The research in livestock production should be according to the socio-economic conditions of the farmers. Dairy technologies should be made by the scientists according to the socio-economic, size of dairy farm, market approach of the farmers and also the agro-ecological conditions of the region. Through robust partnership with the farmers, cooperatives, FPOs and private companies milk production can be fostered and farmers can be empowered. (The writer is Sr. Scientist and Head of KVK, Reasi SKUAJST-J).

Milk, Nourishing and Enriching Lives globally Doodh Doodh Doodh, Doodh hai wonderful pee sakte hai Roz glassful!

DR AMEETA SALARIA

Milk has been known as nature's most complete food for decades, to the current 6 billion people in the world. Milk offers an evolutionary advantage due to its hydration and rich nutritional content. Today, dairy milk and dairy product consumption are promoted in public health policies worldwide and are considered to play a crucial role in human nutrition. This natural wonder food is a powerhouse of nutrition and supports the livelihood of about one billion people globally. On 1st June every year world gears up to celebrate Dairy Day Globally. The event showcases the dairy's vital role in global food systems, providing economic, nutritional, and social benefits to a large proportion of the world's population. The calendar date of 1st June carries global nutritional significance and coincides distinctively with the onset of summer annually, this observance underlines milk's importance as an indispensable food source worldwide. The unique timing provides an opportune moment to spread awareness regarding dairy's role in food security while celebrating associated industries. On this day nutritional experts and farmers unite internationally on this particular date, resonating clearly - milk matters for global health.

History: World Milk Day was introduced in 2001 by the Food and Agriculture Organisation of the United Nations (FAO) to recognize the importance of milk as a global food, and to celebrate the dairy sector. Each year since, the benefits of milk and dairy products have been actively promoted globally, supporting livelihoods. This Day provides an opportunity to focus on milk and to publicize activities connected with milk and the milk industry. The fact that many countries choose to do this on the same day lends additional importance to individual national celebrations and shows that milk is a global food. June 01 was chosen for World Milk Day because several countries were already celebrating a national milk day on or around this time. Milk Day celebration offers a perfect opportunity to spread the message about adding milk to your daily diet to make it balanced. **Theme:** Each year, World Milk Day adopts a specific theme to focus on various aspects of the dairy industry. Activities range from educational campaigns about the benefits of milk to dairy-related events and promotions. These efforts aim to engage consumers, farmers, and policymakers in discussions about sustainable dairy practices, animal welfare, and the role of dairy in combating malnutrition. Over the years, the celebration of World Milk Day has incorporated different themes to address new-age issues and to draw attention to certain aspects of milk. The previous ones include food security, climate change, nutrition and sustainable development, and children's nutritional needs. The year 2024 Milk Day is celebrated with the theme of the vital role dairy plays in delivering quality nutrition to nourish the world. Dairy is an accessible, affordable, and nutrient-dense food, and an essential part of balanced diets

World Milk Day Celebration 2024

across the world. This year's theme will revolve around the value that the dairy sector holds in providing the quality nutrition that is required to feed our planet. Dairy is somewhat inexpensive, wholesome and inarguably the most consumed food globally. **Objective of the program**

- To recognize the importance of milk as global food with its magical nutritional benefits
- Focus on livelihood potential across the globe
- Communicating the impacts of dairy industry on the environment and ways to reduce its environmental footprints.

Milk a Wonder food Milk provides excellent nutrition for humans of all ages. It provides body-building, bone-forming minerals, energy-giving lactose, and milk fat, health-giving & protecting vitamins, Brain development & immunity boost-up. Milk protects and repairs osteoporosis & dental caries, helps to keep our skin supple, soft, and glowing, relieves stress, and ensures sound sleep, milk is the only source of casein and lactose (unique nutrients). Protection against different fatal diseases. Consequences of avoiding milk are malnourishment, incomplete development of the brain, stress and memory loss, osteoporosis and osteo-malacia, cavity and dental caries, and poor immunity. There are several ways milk can help your body calcium milk to maintain strong bones and teeth. milk proteins build and maintain lean muscle, and help maintain healthy immune system. Vitamin D helps build & maintain strong bones and teeth. Regular intake of dairy keeps a healthy immune system. Phosphorus helps build & maintain strong bones and teeth and supports tissue growth. Vitamin A helps keep skin & eyes healthy; and helps promote growth & maintain a healthy immune system. Riboflavin helps your body use carbohydrates, fats, and proteins for fuel. Vitamin B12 helps maintain healthy immune, blood & nervous function and supports normal energy metabolism. Pantothenic acid helps your body use carbohydrates, fats, and protein for fuel. Niacin is used in energy metabolism in the body. Zinc helps maintain healthy skin. Selenium helps maintain a healthy immune system, helps regulate metabolism & helps protect healthy cells from damage. Iodine necessary for proper bone & brain development during pregnancy & infancy; linked to cognitive function in childhood. potassium helps maintain a healthy blood pressure & supports heart health. It helps regulate body fluid balance & maintain normal muscle function. Milk and milk products like fermented milk products like dohi, yogurt, cheese, etc. an excellent source of probiotics that enhances immunity. Thus, Milk is an accessible, affordable, and nutrient-dense food and an essential part of balanced diets across the globe. It has been a staple food of mankind for over eight thousand years, especially in India where it is regarded as sacred and the Divine food. Milk's special significance in India dates back to Hindu mythology and the Krishna Era. Today India is the world's largest consumer and producer of milk followed by The United States and Europe. Indian heritage

marks the celebration with milk and milk products as part of different festivities. It's been our tradition to welcome the guests with kheer and rabri. To serve dahi as a starter before leaving for some auspicious events. Indian Dairy industry has grown over the years with several local brands flourishing not also here but is entering global market. **Milk Day Activities:** Seeing the heartbreaking suffering of people in our country and the economic hardship many are facing; you can mark the day by gifting a packet of milk to those in need who do not have access to nutritious meals. Another way could be supporting the cowsheds/ghaushalas in your community that practice sustainable and humane dairy farming. Some other Milk Day activities could include drinking a glass of milk and preparing your favorite dishes using milk, participating in local online Milk Day events, sharing the benefits of milk on your social media platforms, and much more. Donating a packet of milk to those in need who do not have access to nutritious meals. Another way could be supporting the cowsheds/ghaushalas in your community that practice sustainable and humane dairy farming. Some other Milk Day activities could include drinking a glass of milk and preparing your favorite dishes using milk, participating in local online Milk Day events, sharing the benefits of milk on your social media platforms, and much more. The celebration of World Milk Day includes various events, activities, seminars, and workshops being organized across the world that show the importance of milk in people's lives. Social media celebrations are also conducted via hashtags such as #WorldMilkDay & #EnjoyDairy. It also motivates dairy farmers to make short-length videos showing the process of farms and dairy sectors so that people can be made aware of dairy practices. India commemorates its Milk Day celebration 2024 by releasing the restored film 'Manthan' across India on June 1 (World Milk Day). The Gujarat Co-operative Milk Marketing Federation (GCMMF) and the Film Heritage Foundation (FHF) released Shyam Benegal's restored 'Manthan' in 100 cinemas across 50 cities in the country. This is a good initiative taken by the Government of India and is a hidden agenda of increasing awareness about milk and the white revolution among our young generation. The future lies in sustainable dairy development and helping small marginal dairy farmers increase their revenues through innovative dairying. In India, the Milk Day celebration this year can be taken as a step towards assuring our future generation from the menace of drug addiction and junk drinks like sweetened carbonated beverages thereby draining their energies. Let us contribute to this milk day celebration with milk and milk-based beverages like thandai, lassi, rabdi, milk smoothies, and shakes as part of our daily thirst quenchers this summer and beating to the global theme of quality nutrition for all. Let us all celebrate this year's milk day to the tune of Anul's milk campaign. (The author is Assistant Professor, Dairy Technology, Faculty of Dairy Technology, R.S Pura SKUAJST Jammu).