Four Days Long “World Milk Day” Campaign @ ICAR-IVRI
in the Lockdown format concluded today

A four day long “World Milk Day” Campaign @ ICAR-IVRI in the Lockdown format concluded today i.e., 01 June 2020. The program had started on 29th May 2020 with distribution of milk packets to the needy and poor people in the slums of Bareilly.

The concluding programme was organised in the institute which was inaugurated by Dr R.K. Singh Director, & VC, ICAR-IVRI, Izatnagar by distributing milk packets and other value added milk products to the contractual workers working in the institute. The programme was graced by Dr Mahesh Chander, JDEE, Dr S. Mendiratta, HDLPT, Dr A K Verma, HDAN, Dr SVS Mallik HDVPH Division and scientists from the Extension and LPT Divisions. The milk packets and milk products were distributed to a total of 115 contractual workers (male and female).

The major objective of the celebration was to create awareness about the importance of milk as a complete food, the slogan being “Drink Milk-Be healthy”.

Day 1 of the World Milk Day Campaign (29th May 2020) began at 9.30 am with various scientific and technical personnel geared up to distribute the pasteurised and packed milk produced by the institute. Dr Mahesh Chander, Joint Director Extension Education inaugurated the event with distribution of milk packet to a small girl residing in slum, just outside the IVRI premises. Thereby, the other scientific members viz, Dr Mendiratta, HD, LPT Division, Dr Rupasi Tiwari, I/C, ATIC and various technical officers distributed the packets to the women, children, handicapped / aged men by visiting the slums in the Bareilly urban area. The distribution was done following all the norms of the Lockdown 4.0 viz., wearing masks, social distancing etc. The packets were distributed to a total of 300 beneficiaries located at the surrounding areas of IVRI, DDPuram and Kodesia. Children’s and women eagerly came forward to take the packets which revealed their awareness about the importance of milk.
On Day 2 of the campaign (30th May, 2020) the programme started at 9.45 AM with Dr R.S. Suman, PS, DEE, Dr Madan Singh, SS and various technical officers, who distributed the milk packets to a total of 300 beneficiaries (women, children, handicapped / aged men) residing at Anath Ashram (Gents and Ladies) Kishore Bazar, Civil Lines and Kushth Rog Ashram & Rehabilitation Centre Ramganga, Bareilly following all norms of the lockdown.
Day 3 of the campaign was organised on 31\textsuperscript{st} May 2020. The programme started at 9.45 Am with Dr B.P. Singh, PS, JDEE and Dr Shruti, SS, DEE and other technical and supporting staff who distributed the milk packets along with buttermilk to the poor people residing in the slum areas of Delapeer, & Kohadapeer.
Day 4 of the World Milk Day Campaign was organised on 1st June 2020 in the Institute premises wherein the contractual workers of the institute were gifted with the packed milk and milk products.

The four days long “World Milk Day” campaign which mainly focussed on distribution of packed milk and milk products to the needy & poor people benefitted a total of 1000 beneficiaries, from the weaker section of the society and generated awareness towards the importance of milk for a healthy body and a healthy mind.