



GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

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AMUL successfully completes ‘INTRODUCING DR. KURIEN’ Bikeathon

26th November, 2017

Every year on 26th November, India celebrates the birthday of Dr Verghese Kurien, Father of Milk Revolution in India, as the National Milk Day. This year, Gujarat Cooperative Milk Marketing Federation Ltd. (Amul Federation) commemorated Dr. Verghese Kurien’s 96th birth anniversary with a unique programme - a 7-day bike rally from his *janmabhoomi* Kozhikode, Kerala, to his *karmabhoomi* Anand, Gujarat. This unique rally started on the 20th of November and culminated today on 26th November. The rally spanned a total of 1700 km across 8 cities covering the states of Kerala, Karnataka, Goa, Maharashtra and Gujarat. This exciting journey explored the life and work of the man who turned India from a milk deficient nation to one of the



largest producer of milk in the world. The rally was titled ‘Introducing Dr. Kurien.’ This interesting expedition aimed to keep afresh the value of Dr. Kurien’s contributions in the minds of all, especially the youth. What could have been a better way to introduce the legend than hearing his story directly from the people whose lives have been touched by the Milkman!

A team of about 50 bikers traversed the beautiful west coast of India through Kozhikode – Mangalore – Hubballi – Goa and then came through Kolhapur – Pune – Virar – Vadodara, to culminate in a grand finale at Anand, the milk city where Dr. Kurien spent a major portion of his life. Throughout this journey, the team met people whose lives were touched by Dr. Kurien and visited various institutions created and inspired by the Milkman.





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The Kerala stretch saw active involvement from Kerala State Milk Marketing Federation which markets brand 'Milma' On 21st November, at Mangalore, Karnataka Milk Federation which markets brand 'Nandini' welcomed Dr. Kurien rally to its dairy at Kulashekar. On the way through Hubballi and Goa, there were displays and distribution of milk and milk products by channel partners from the vast distribution network of brand Amul. Officials from Goa Dairy joined the rally on 21st November at Cancaona region and escorted Dr. Kurien rally to Goa Dairy. This was followed by a meet and greet with the officials of Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd. popularly known by the name Gokul Dairy.

Dr. Kurien's messengers were then welcomed by Katraj Dairy, Pune. This epic ride then took an epic turn towards Kamshet village in Maharashtra where the riders took a dive into the lives of farmers which were transformed by the Milkman. After this short village stay, the rally touched Amul Dairy and Ice cream plant, Virar. Dr. Kurien's bikers then covered its crucial leg through Valsad, Surat, Bharuch, and Vadodara thereby visiting some of the strongest milk unions set up by Dr. Kurien

In the grand finale at Anand, the rally touched all the institutions of excellence set up under the aegis of Dr. Kurien – National Dairy Development Board, National Cooperative Dairy Federation of India Limited, Institute of Rural Management, Anand, Indian Dairy Machinery Corporation, Anandalaya school, Tribhuvandas Foundation, Vidya Dairy, Kaira Milk Union and GCMMF Ltd.

Shri Jethabhai Patel, Chairman, GCMMF, Shri R. S. Sodhi, Managing Director, GCMMF, Dr. K. Rathnam, Managing Director, Kaira Union and Ms. Nirmala Kurien, daughter of Dr. Verghese Kurien were present and felicitated all the bikers. On this occasion, Chairman, GCMMF, recollected the momentous contribution of Dr. Kurien and recounted personal anecdotes on his interactions with the Milkman of India. He eulogized Dr. Kurien who brought about a paradigm shift in the dairy industry and transformed the lives of 158 lakh milk producer members of India. Such has been the creation and success of the AMUL Model that the entire world wants to replicate this.

Shri R. S. Sodhi, Managing Director, GCMMF, remembered his early days when he was mentored personally by The Milkman of India himself. He expressed his gratitude for laying down a strong foundation of values like integrity, commitment, dedication, and hard work, which continue to thrive in the DNA of the organization.





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This is first time various State Milk Marketing Federations like Milma, Nandini, Goa Dairy, Gokul Dairy, Katraj Dairy and GCMMF joined hands for a fitting tribute to the common Milkman who transformed dairy industry in India.

GCMMF is India's largest food product marketing organization with annual turnover of Rs.27,043 crores during the year 2016-17. GCMMF aims to achieve a turnover of Rs.50,000 crores by 2019-20.

