

Seven-day bike rally covering 1,700km to pay tribute to India's Milkman

TNN | Updated: Nov 18, 2017, 07:32 IST



Dr Verghese Kurien

milk deficient nation to world's largest milk producer.

VADODARA: In a unique attempt to pay tribute to Milkman of India, bikers will embark on an expedition titled 'Introducing Dr Kurien' from Dr Verghese Kurien's birthplace Kozhikode in Kerala and reach Gujarat's Anand on November 26 - marking the 96th birth anniversary of Father of White Revolution which is celebrated as National Milk Day.

Through this seven-day journey, covering a total of 1,700km, the bikers will explore the life and work of the man, who turned India from a

The team of around 50 bikers some of them veteran bikers, including an entrepreneur cum rider from Ahmedabad, a female techie from Kanpur and a digital marketing professional from Pune will traverse the beautiful west coast through Kozhikode - Mangalore - Hubballi - Goa and then go through Kolhapur - Pune - Virar - Vadodara to culminate in a grand finale at Anand - milk city where Dr Kurien spent a major part of his life.

"This expedition aims to keep afresh the value of Dr Kurien's contributions in the minds of all, especially the youth. What could be a better way to introduce the legend than hearing his story directly from the people whose lives have been touched by the milkman!" said R S Sodhi, managing director of Gujarat Co-operative Milk Marketing Federation (GCMMF) - the marketers of Amul brand who are organizing the rally with the support of other state federations.

On November 20, the rally will be flagged off from Milma Dairy, Kozhikode by chairman of Kerala Co-operative Milk Marketing Federation Gopala Kurup, chairman of Malabar Regional Co-operative Milk Producers Union Limited K N Surendran and GCMMF's chief operation officer K M Jhala.

After visiting Milma plants at Kozhikode, Kannur and [Kasargod](#), the bikers will be welcomed at Mangalore by [Karnataka Milk Federation](#) which markets brand 'Nandini'.

Similarly, officials from Goa Dairy will join the rally at Cancona region and guide the bikers to Goa Dairy after which the bikers will reach Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd popularly known as Gokul Dairy.

In Maharashtra, the bikers will be welcomed by Katraj Dairy, Pune and also witness production of Amul ice creams at [Amul Dairy](#)'s Virar plant.

In Gujarat, the bikers will cover the crucial leg through Surat and Vadodara while the rally will culminate with a grand finale at Anand where the bikers will witness the production of Amul chocolates at Food Complex, Mogar.

The bikers will also visit prestigious institutes set up or inspired by Kurien, including Tribuvandas Foundation, Institute of Rural Management Anand, Anandalaya School, National Dairy Development Board, Vidya Dairy, Indian Dairy Machinery Company and finally visit GCMMF and Amul Dairy where the closing ceremony will be held.