

## World Milk Day Celebrations at VKIDFT, Mannuthy

The Indian Dairy Association (IDA), Kerala Chapter, in association with the Students' Union of Verghese Kurien Institute of Dairy and Food Technology (VKIDFT), Mannuthy, celebrated **World Milk Day 2026** from **June 1 to June 5** with a series of engaging and informative programmes under the theme “**Celebrating Women Farmers.**” The celebrations commenced on June 1 with the release of a poster highlighting the World Milk Day theme by Dr.A. K. Beena, Dean, VKIDFT. A special video paying tribute to the dedication and hard work of women dairy farmers was also released on the occasion. From June 2 to June 4, a variety of competitions and outreach activities were organized for students.

On June 2, the "**Snapshot – Pic with Your Favourite Dessert**" competition was conducted. Participants submitted photographs of their favorite desserts along with suitable captions. The entries were evaluated by a panel of judges based on creativity, originality, and photographic quality.

On June 3, the "**Adverse – Advertisement Photo Recreation**" competition was organized. Participants were provided with dairy products and challenged to recreate popular advertisement photographs. The event proved to be both engaging and educational, enabling students to explore product features and marketing concepts in a creative manner.

On June 4, students visited a nearby special school as part of the outreach programme. They interacted with the children through various fun-filled activities, fostering joy and meaningful connections. Sweets were distributed to the students.



On June 5, participants took part in an **Open Quiz on Dairy Products** and a unique programme titled “**Dairy Decides – Dairy Products Election.**” In this innovative and entertaining event, five dairy products were assigned to students, who campaigned by impersonating the products and highlighting their benefits. Following the campaign presentations and question-and-answer session, teachers cast their votes to elect the winning product. The programme combined fun, creativity, and dairy education, making it a

memorable experience for all participants.

The valedictory function was graced by Ms. Anu Joseph, Founder of Casaro Creamery, as the Chief Guest. She shared her inspiring entrepreneurial journey and experiences that led to her success. Dr.P. Sudheerbabu, Associate Patron, delivered the World Milk Day message. The function was presided over by Dr. A. K. Beena, Dean, VKIDFT.



The celebration concluded with the distribution of attractive prizes to the winners of the various competitions. The five-day programme successfully promoted awareness about the dairy sector while recognizing the invaluable contributions of women dairy farmers and fostering student participation through innovative and enjoyable activities.

