

Brief Report on visit to Parag Dairy Plant on occasion of World Milk Day

“**World Milk Day**” is celebrated every year on **June 01**, to raise awareness about the importance of milk and dairy products in our daily lives. Milk Day became a worldwide event on June 1, 2001 and is celebrated every year since then. The United Nations (UN) is responsible for the origins of global celebrations. Over two decades ago, the FAO (Food and Agriculture Organization) established a global Milk Day to emphasize the importance of milk in our lives and societies and draw attention to the dairy industry and popularize its numerous operations. The theme of World Milk Day 2022 was **Dairy Net Zero**, which means that the day aims to reduce greenhouse gas emissions by the dairy industry over the next 30 years. The theme also marks the need to improve waste management in the dairy sector in order to make the industry more sustainable.

The students of Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST) and the Department of Bioengineering visited Dairy Plant to celebrate this occasion. The visit was planned to make students recognize the value of milk in our lives and the significance of the dairy sector. The whole activity was carried out at the **LUCKNOW PRODUCER’S CO-OPERATIVE MILK UNION LIMITED** also known as **PARAG NEW DAIRY PLANT, CHAK GANJARIA, SULTANPUR ROAD, LUCKNOW, UTTAR PRADESH, 226002**. The Parag Dairy is one of the oldest Dairy in India. It was established in 1938. The new plant located at Sultanpur road was launched in the year 2021. The plant consists of the following units:

1. CIP (Cleaning In Place)
2. Quality Assurance Lab
3. Milk and milk product storage rooms
4. Milk products manufacturing units (Paneer, Ghee, Butter, Khoa, Chenna kheer)
5. Packaging unit
6. Butter stored room

The plant consists of 4 silos having a capacity of 60,000 litres each. They procure milk from 15 nearby districts and provide bulk milk coolers to prevent the spoilage of milk. Prashant Arya, Marketing Director, Parag dairy, Lucknow and their expert team members provided fruitful information about the milk procurement system, platform test, pre-heating process, milk processes, pasteurization, homogenization, Quality Assurance and Quality Control Lab, and different production units of Parag milk and milk products.

The initiative was taken by Dr. Saba Siddiqui, Head, Department of Agriculture, IIAST, and Dr. Alvina Farooqui, Head, Department of Bioengineering, with an objective to provide real-life exposure to the students about the dairy industry and their mode of operation.

Around 170 students from both departments actively participated in the event. The visit was conducted under the supervision of faculty members Dr. Pankaj Kumar Gupta, Er. Uday Veer Singh and Er. Ashfaq from the Department of Agriculture and Er. Poonam Sharma, Dr. Rahul Singh, Miss Sufia Aziz Siddiqui, and Miss Ghazala Anjum from the Department of Bioengineering. The visit was successful and students learned about the importance of the dairy sector which contributes to Sustainability, Nutrition and Livelihood.





BREAKING NEWS

NEWS AGENCY SINCE 2008 **एक्सप्रेस**

(A unit of B.N.E. Media Network Pvt Ltd)

रूप में इन्टिग्रल विश्वविद्यालय के डिपार्टमेंट आफ एग्रीकल्चर एवं डिपार्टमेंट आफ वायो इन्जीनियरिंग के 190 छात्र छात्राओं को डेयरी भ्रमण कराते हुये मनाया गया। इस उपलक्ष्य में प्रशान्त आर्य, पराग डेयरी लखनऊ के मार्केटिंग मैनेजर द्वारा पराग दूध के विषय में छात्र-छात्राओं को पराग ब्राण्ड सन 1938 से निरन्तर सम्मानित उपभोक्ताओं को पराग दुग्ध एवं दुग्ध उत्पाद उपलब्ध कराया जा रहा है, के विषय में महत्वपूर्ण जानकारियां दी गयी। विश्व दुग्ध दिवस के अवसर पर छात्र-छात्राओं को पराग के नये डेयरी प्लाण्ट पर निकट वर्ती जिलों से शुद्ध प्राकृतिक दूध को ग्रामीण किसानों से हाइजिनिक कण्डीशन में प्राप्त करने, बल्क मिल्क कूलर के माध्यम से ठण्डे दूध इन्शुलेटेड टैंकर से दूध को ले आते हुये पराग के अत्याधुनिक डेयरी प्लाण्ट में लाकर हाइजिनिक कण्डीशन में पराग दूध को पाश्चुराईजेशन एवं होमोजनाईजेशन करने की विधि छात्र-छात्राओं को बताई गयी साथ ही पराग दूध को प्रोसेस करते हुये पराग के उच्चगुणवत्ता के उत्पाद जैसे घी, मक्खन, पनीर, मटठा, छाछ , रसगुल्ला, गुलाब जामुन, दही, बेसनलड्डू, बूंदी लड्डू, पेडा, कलाकन्द, पतीसा, छेना खीर, चावल खीर, मिल्ककेक, श्रीखण्ड आदि के विषय में श्री प्रशान्त आर्य द्वारा छात्र-छात्राओं को अवगत कराया गया। पराग दूध एवं पराग उत्पाद को पैक करके मार्केट में उचित दामों पर बिक्री कर किसानों को उचित मूल्य दिये जाने के बारे में बताया गया। चक गंजरिया स्थित पराग के नये डेयरी प्लाण्ट भ्रमण के उपरान्त छात्र-छात्राओं द्वारा पराग के उत्पादों का उपभोग करने के उपरान्त छात्र-छात्राओं के चेहरे पर मुस्कान आ गयी।