



## Himachal CM launches fortified milk 'Him Gauri'

29 November 2019 | PNS | Shimla

Himachal Pradesh Chief Minister Jai Ram Thakur on Thursday launched Him Gauri, the fortified cow milk brand by state-run cooperative Milkfed in collaboration with TINI-Tata Trusts and the National Dairy Development Board. The milk will be sourced from indigenous hill cows.

The Chief Minister said the fortified milk with vitamin A and D is widely used to help people getting nutrients that may otherwise be lacking in normal diet. The fortified milk contains extra vitamins and minerals that are not naturally found in milk in sufficient amounts.

The Chief Minister said Milkfed was doing commendable job by collecting 1.40 lakh litres daily from farmers in rural areas of the state. Thakur said the dairy development has been playing a pivotal role in strengthening the rural economy. The dairy sector could go a long way in doubling the farmer's income by 2022, which is the vision of Prime Minister Narendra Modi.

He said two new milk processing plants would start functioning in Duttanagar in Shimla district and in Mandi by 2020 under centrally sponsored project, which will double the potential of the milk plants.

Rural Development and Panchayati Raj Minister Virender Kanwar said the Him Gauri brand has the milk of the indigenous "pahari" cows, adding that the milk of Pahari cow was nutritious. He said the State Government was also committed to conserve and protect indigenous breed of cattle, adding that Animal Husbandry and Dairy Development was helping the farmers in strengthening their economy. Milkfed Chairman Nihal Chand Sharma said the corporation is daily providing 14,000 litre milk to armed forces.

Senior Advisor Tata Trust Vivek Arora said 150 lakhs litre of milk is being fortified in the country daily. He appreciated the efforts of the state for taking steps to fortify milk, oil and rice.

National Dairy Development Board Coordinator G. Raj said that now people of the State would get fortified Him Gauri milk within Himachal Pradesh. Managing Director Bhupinder Attri gave details of the importance of fortification of milk for general health of human beings.

## Milkfed's fortified milk launched

Nov 29, 2019

Shimla, November 28

Chief Minister Jai Ram Thakur today launched Milkfed's fortified milk 'Him Gauri' with vitamin A and D in collaboration with TINI-Tata trusts and the National Dairy Development Board.

He said the milk was widely used around the world and offered several benefits compared with unfortified milk.

Fortified milk is cow milk that contains extra vitamins and minerals that are not naturally found in milk in sufficient amounts.

Thakur said it was necessary especially for children to have balanced and nutritious diet. Milkfed was collecting about 1.40 lakh litres daily from farmers.

The dairy development board was strengthening the rural economy and would go a long way in doubling the farmers' income by 2022. This is also the vision of Prime Minister Narendra Modi. The Chief Minister said two new milk-processing plants would also start functioning at Duttnagar in Shimla and Mandi by 2020 under a Central-sponsored project.

In 'Him Gauri' milk, vitamin A and D were added as they were heat resistant.

Rural Development, Panchayati Raj and Animal Husbandry Minister Virender Kanwar said the initiative was commendable. The milk of Pahari cow was nutritious and now the government had launched this milk.

Chairman, Milkfed, Nihal Chand Sharma said it was providing about 14,000 litre milk daily to the armed forces. The rates of milk procured from farmers were increased, he added. — TNS

# THE TIMES OF INDIA

## CM launches fortified milk in Himachal

TNN | Nov 29, 2019, 07.10 AM IST

Shimla: Dairy development has been playing a major role in strengthening the rural economy of the state and could go a long way in doubling farmers' income by the year 2022, said chief minister Jai Ram Thakur on Thursday.

The CM was speaking at the launch of Milkfed's fortified milk (with Vitamin A and D), an effort in collaboration with TINI-Tata Trusts and National Dairy Development Board. He said fortified milk was widely used around the world to help people get nutrients that may otherwise be lacking in their diets.

Sharing its benefits, he said fortified cow milk contains extra vitamins and minerals that are not naturally found in normal milk in sufficient amounts. Milk is a nutritious product, especially for children, so it should contain all required nutritional ingredients.

Thakur also commended Milkfed for collecting about 1.40 lakh litres of milk daily from farmers in rural areas of the state.

He said two new milk processing plants would also start functioning at Duttanagar in Shimla and in Mandi by 2020 under the centrally-sponsored project, which will double the potential of milk plants.