GOVERNMENT OF MEGHALAYA

PRESS RELEASE

National Milk Day 2026 Celebrated in Tura,

Farmers Urged to Adopt Scientific Dairy Farming Practices

TURA: Farmers in West Garo Hills were encouraged to adopt scientific cattle-rearing practices, strengthen dairy cooperatives and explore government support schemes to improve milk production and generate sustainable livelihood opportunities during the National Milk Day Celebration 2026 held at the New Dairy Complex, Ganol, West Garo Hills, on November 26.





Addressing the gathering as Chief Guest, Dr. M. R. Marak, District Veterinary Officer (DVO), urged farmers to adopt scientific methods of cattle rearing for better milk production. She encouraged them to attend relevant training programmes to enhance their knowledge and skills and advised them to approach veterinary doctors whenever they encountered problems related to cattle rearing.

She highlighted that milk was not only a nutritious food but also an important source of livelihood for farmers, particularly those living in rural areas. She further urged farmers to remain in contact with various line departments to learn about and avail themselves of government support and opportunities, including seed subsidies and subsidies for fodder cultivation.

Emphasising the importance of collective efforts in strengthening the dairy sector, she called for the formation of more cooperative societies and encouraged more farmers to take up cattle rearing and milk production. She also urged the farmers present to perform well and set an example that would motivate others in their communities to venture into dairy farming.

Dr. Marak also extended her best wishes to the West Garo Hills District Cooperative Milk Union Ltd., Tura, expressing hope that the organisation would, in the near future, venture into the local production of edible products using milk produced within West Garo Hills.

National Milk Day is observed across India every year on November 26 to commemorate the birth anniversary of Dr. Verghese Kurien, popularly known as the Father of the White Revolution in India. Born on November 26, 1921, Dr. Kurien played a pivotal role in transforming India's dairy sector through the cooperative movement and Operation Flood, which helped make the country self-reliant in milk production. His efforts empowered dairy farmers by strengthening cooperative societies and creating better opportunities for milk production and marketing. The observance honours his legacy while recognising the contribution of dairy farmers to nutrition, rural livelihoods and the country's economic development.

The celebration was organised by the Government of Meghalaya, through the Animal Husbandry and Veterinary Department, Directorate of Dairy Development, Office of the Assistant Director (Dairy), Tura, and Office of the Senior Dairy Officer, Tura, in collaboration with the West Garo Hills District Cooperative Milk Union Ltd., Tura.

As part of the celebration, awards and prizes were presented to dairy farmers and winners of various competitions in recognition of their contributions and participation.



In the dairy production awards, Bablu A. Sangma received the award for Best Quantity of Milk Production, while Sengman G. Momin was recognised for Best Quality of Milk Production.

In the Cooking Without Fire competition, Jangsalchugra A. Sangma secured first position, followed by Aaron K. Sangma in second position, while Shelly M. Momin and Bittu Thapa jointly secured third position.

In the Creative Packaging Design for Dairy Product competition, Dechang G. Momin secured first position, Jeriko Ch. Marak stood second and Bebea Tenganchi R. Marak secured third position.

Meanwhile, in the One-Minute Advertisement on Dairy Products competition, Decheng G. Momin secured first position, followed by Amrikriksang A. Sangma in second position and Chibalin R. Marak in third position.

The programme commenced with the arrival and felicitation of the Chief Guest, followed by an invocation prayer by C. A. Sangma, Chairman of Tura Milk Union. E. Pyngrope, Senior Dairy Officer, West Garo Hills, delivered the welcome address and keynote speech.



A welcome song was presented by the staff of the Assistant Director and Senior Dairy Officer's offices, followed by an address by the ARCS Officer. W. Ch. Marak, Assistant Director (Dairy), Tura, delivered a motivational speech and presented motivational awards.

The recipients of the motivational awards also shared their experiences, while R. G. Momin, Dairy Officer, presented a special song. The programme concluded with a vote of thanks delivered by S. Ch. Marak, Dairy Officer.