



CALF recognised as national reference lab for dairy & dairy products

The Food Safety and Standards Authority of India (FSSAI) has recognised NDDB's Centre for Analysis and Learning in Livestock & Food as a national reference laboratory (NRL) for dairy and dairy products. CALF has become the only NRL in the country for milk and milk products. CALF was so far a referral lab of FSSAI for milk and milk products for various analyses.

In total 13 accredited laboratories across the country have been accorded the status of national reference laboratories in specific areas. Of this, eight are from government sector while the rest five are from private sector.

The objective of NRL is to create a laboratory network at par with global food testing and research laboratories, which provide method development, method validation training and proficiency testing.

It should evaluate the performance of FSSAI notified laboratories and coordinate exchange of information amongst FSSAI notified laboratories.

The nomination of CALF as NRL for dairy and dairy products provides an opportunity to improve the method of testing of dairy products as multiple types of tests are performed on daily basis in dairy products. The results of these tests influence the outcome as to whether it complies or not with legislation for the industry.

CALF would work on harmonisation and develop methods for routine testing processes to help in achieving higher level of confidence in comparability of results for taking suitable decisions by the stakeholders. As a NRL, CALF will be a knowledge and resource centre for information on analytical science in milk and milk products.

Marketing programme for dairy cooperative managers



Over the years, marketing has emerged as a major challenge for dairy cooperatives and producer companies. To address this critical issue, NDDB organised training programmes for marketing managers of dairy cooperatives and producer companies under NDP I. The training programme, conducted by faculty from Indian Institute of Management (IIM), Bangalore, was designed by keeping in mind the contextuality of dairy cooperatives. The programme highlighted multiple frameworks and approaches that could be used for marketing.

Content of the training was delivered through several hands-on exercises (that had specific application of marketing knowledge to dairying domain), relevant case studies, video presentations and interactive lecture sessions. The programme covered inputs on rural marketing, principles of segmenting, targeting and positioning as applied to dairy, building a brand, preparing a marketing plan, communicating to the customer, managing the product line and handling dairying as a business.

Four such training programmes for marketing managers from dairy cooperatives, producer companies, DADF and NDDB were organised last year. The fifth batch underwent training during 11-14 June 2019 at NDDB, Anand. 24 participants from dairy cooperatives and producer companies in Western and Northern Regions and NDDB participated in the training programme.