



Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

Brief report on Kisan Goshti organized by Department of Agriculture, IIAST On "Value-Added Dairy Products" in Bhagatpurwa Village

(मूल्यवर्धित डेयरी उत्पाद)

The Kisan Goshti organized by the Department of Agriculture at IIAST on "Value-Added Dairy Products" held on November 28, 2021, in Bhagatpurwa village, played a crucial role in enlightening local dairy farmers about the significance of diversifying their dairy operations. With a focus on value addition, this event aimed to expand the horizons of dairy farming beyond conventional milk production, emphasizing the potential for increased profitability and sustainability through the creation of value-added dairy products. The Goshti was observed under the guidance of Prof. Mohd Haris Siddiqui, Director, Integral Institute of Agricultural Science and Technology and Dr. Saba Siddiqui, Head, Department of Agriculture, IIAST.

Dr. Pankaj Gupta, Assistant Professor at the Department of Agriculture, IIAST, delivered a compelling insight into the various opportunities and techniques available for value addition in the dairy sector. Dr. Gupta's presentation highlighted the transformative potential of value-added dairy products such as cheese, yogurt, butter, and flavored milk, among others, in enhancing the economic viability of dairy farming enterprises. By exploring innovative processing methods and market trends, Dr. Gupta provided farmers with actionable strategies to capitalize on the growing demand for high-quality dairy products. His expertise not only shed light on the technical aspects of value addition but also emphasized the importance of branding, packaging, and marketing in creating a competitive edge in the dairy market.

The Kisan Goshti served as a catalyst for empowering dairy farmers to diversify their revenue streams and improve their livelihoods by adding value to their dairy products. Through knowledge sharing and practical insights, the event fostered a culture of entrepreneurship and innovation within the local dairy community, paving the way for sustainable growth and prosperity in the dairy sector. Overall, the event underscored the importance of embracing value addition as a key strategy for enhancing the competitiveness and resilience of dairy farming enterprises in Bhagatpurwa village and beyond.



Glimpses of the Goshti

