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Combating malnutrition through school milk program by APDDCF in Andhra Pradesh, India

Madhusudana Rao

Andhra Pradesh Dairy Development Cooperative Federation Ltd., India

Childhood under nutrition is an important public health and development challenge in India. Undernourished children have significantly higher risk of mortality and morbidity. Besides increasing the risk of death and disease, under nutrition also leads to growth retardation and impaired psychosocial and cognitive development. With appropriate nutritional and clinical management, many of the deaths can be prevented.

A scheme in the name of Indiramma Amrutha Hastham, has been launched in 103 high risk integrated child development services with an outlay of Rs. 100 crore to reduce the incidence of low birth babies, malnutrition among children, reduce the incidence of infant and maternal mortality. An estimated 3.5 lakh pregnant and lactating women will be provided “one full meal” under the programme.

Keeping in view of the nutritional status of the children, as per the request of the APDDCF, Government of Andhra Pradesh has accepted the proposal to include milk as one of the item in the menu for the children in Anganwadi Centres.

The scheme took off well and now Vijaya Milk is being made available in the highly risk ICDS projects in the districts of Andhra Pradesh. The Tribal Welfare Department in khammam district has accorded permission to supply of vijaya milk in 6 layer tetrapack to all the 119 tribal institutions in the District.

Further, the ICDS projects in a few districts such as Nalgonda, Khammam have opted for supply of Double Toned Vijaya milk in tetrapacks, to ensure quality milk to the children.

Biography

Madhusudana Rao was the gold medallist in BSc Dairy Technology and completed MSc Dairy Technology, MBA (HRM), PG Diploma in Rural Development in first Division. He served the APDDCF for 20 years in Milk Procurement Wing and was instrumental in reviving Dairy Activity through Women Self Help Groups in Chittoor District. He is a regular writer on topical issues in various Telugu magazines. With the passion to serve in rural development sector, he is working on deputation as Assistant Project Director, with District Water Management Agency in Adilabad, which is predominantly a tribal area.

madhuapdairy@gmail.com