

RAMON MAGSAYSAY AWARD FOUNDATION
A. Magsaysay Bldg., San Luis Street
Manila, Philippines

PRESS RELEASE

August 10, 1963

Dara N. Khurody, Tribhuvandas K. Patel and Verghese Kurien, who led in developing and operating the Bombay milk scheme, have been elected to share the 1963 Ramon Magsaysay Award for Community Leadership.

The Board of Trustees recognizes these three men for creative coordination of government and private cooperative enterprise that has improved the supply of an essential food and sanitation in one of Asia's largest and most crowded urban complexes and raised living standards among village producers.

In the predominantly vegetarian diet of South India, milk provides protein and cooking fat called ghee. For centuries families kept their own milch cattle, usually buffalo. As Greater Bombay's population expanded beyond the island city to over three million there was little room for the cattle. Crowded into unsanitary stables in congested residential areas, many animals died for lack of grazing or other feed. Milk producers began to over-charge for milk, often contaminated and adulterated, and in ever decreasing supply.

D. N. Khurody began in the early 1940's to evolve the scheme that today is revolutionizing the processing and marketing of milk in Bombay. Now Dairy Commissioner and Joint Secretary to Maharashtra State, he was then Milk Commissioner of Bombay City. In that capacity he argued persuasively for Government support and carried to implementation in 1949 the Aarey Milk Colony. Located 20 miles north of Bombay City, this largest dairy establishment in Asia is a combination of model dairy farms and milk pasteurization plant. It distributes clean milk of controlled quality and price to about one and one-half million city dwellers and over 300 hospitals and institutions. Also purchased from Aarey by the Bombay Municipality is the milk issued free daily to some 72,000 undernourished school children.

At the Aarey Colony cattle owners pay rent for farms and the plant buys the milk. Over 20,000 cattle have been removed from Bombay city proper and suburbs by this means. With proper care, milk yield per animal has increased from 18 to 20 percent and thousands of calves and buffalos have been saved from starvation or slaughter. A second plant at nearby Worli which began operation in 1962 is designed to service similarly the other one-half of Bombay's population.

Bombay's growing demand for milk, meanwhile, also has provided the basis for a new rural way of life around Anand some 200 miles inland. Here Tribhuvandas K. Patel and Verghese Kurien were developing the Kaira District Cooperative Milk Producers' Union, begun in 1948 by combining two village milk producers' societies and a dairy processing 500 pounds of milk daily. Now President of the Union, Patel was the organizing genius in building this cooperative effort. As Manager, Kurien provided the necessary administrative and scientific direction to a hard-working staff of specialists, laborers and villager aides. Rapid expansion by 1962 had brought into the Milk Producers' Union 219 farmer societies with 46,400 members and milk processed in that year grossed over \$6,000,000.

The Anand Milk Producers' Cooperative was encouraged by the then Bombay State Government, which contracted for its entire supply of pasteurized milk at stable and premium prices. Veterinary and technical aid was extended to villagers and the Public Works Department built new roads to facilitate collection of milk from out-lying villages. As additional supplies of milk became available these were distributed through the facilities of the Aarey Milk Colony.

As dry season milk production at Anand increased to meet the requirements of the Aarey Colony, this left a surplus during the more productive winter months. To absorb this surplus the Kaira Cooperative Union built a processing plant with generous financial assistance from the Bombay Government. Assistance also came from UNICEF, New Zealand under the Colombo Plan and several other foreign countries.

The new plant was the first in India to produce milk powder, condensed milk and special powdered milk for babies. It is the first in the world to convert buffalo milk into powdered milk. Now marketing these products under the trade name of AMUL through their own all-India sales organization, the Union's concern is further expansion to meet mounting orders.

These advances have raised the quality of the dairy industry as farmer-owners under tutelage of their Union leaders gradually accept new ideas of feeding and caring for cattle and handling milk. Despite prompt cash payments for milk delivered to the Union, however, resistance to change continues to be a major barrier to improved standards of living among conservative villagers.

As evidence of their pioneering leadership, Khurody, Patel and Kurien today are asked to help initiate similar agencies elsewhere in India. Their efforts have become a model of accomplishment by patient but determined joining of government concern with the capabilities and aspirations of ordinary farmers.

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RAMON MAGSAYSAY AWARD FOUNDATION
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A Brief Biography of
TRIBHUVANDAS K. PATEL,
1963 Ramon Magsaysay Awardee for
COMMUNITY LEADERSHIP
(together with Dara N. Khurody and
Verghese Kurien)

Born on October 22, 1903 in Anand, Bombay State (now in Gujarat), Shri Tribhuvandas K. Patel was reared in the Gandhian tradition of combining politics with social work. As a young man he followed the lead of Mohandas K. Gandhi and Vallabhai Patel, participating in a number of civil disobedience movements which led to terms of imprisonment in 1930, 1935 and 1942.

Under guidance of the late Vallabhai Patel, his work with the villagers of Anand has been his major lifetime concern. He was one of the prominent organizers of the Harijan Sevak Sangh, an organization concerned with sending the children of former Untouchables to school, providing them with books and clothing, and breaking the social barriers between Harijans and higher castes. He was also one of the organizers of the Anand Taluka Purchase and Sale Union, a consumer society which purchases cloth and other commodities from factories for sale in the Kaira District.

For his family's livelihood and to provide for the college education of his six sons and one daughter he has run the Deshbandhoo Printing Press with his left hand, so to speak, meanwhile giving his right hand and his heart to these and other ventures for community benefit.

He presently also heads the Kaira District Tobacco Market Committee in Anand, the abovementioned Purchase and Sale Union and the Anand Taluka Agricultural Produce Market Committee, in Nadiad the Lokbandhu Sahakari Prakashan, Ltd. and the Kaira District Cooperative Land Mortgage Bank, Ltd., the Anand-Borsad Shramjivi Sahakari Society and the Gujarat State Cooperative Marketing Society.

As a member of the management boards he serves the Kaira District Central Cooperative Bank, Ltd. and the Kaira District Purchase and

Sale Union in Nadiad, the Gujarat State Cooperative Bank in Ahmedabad and the Bombay State Cooperative Land Mortgage Bank, Ltd. in Bombay.

Perhaps his most important contribution has been the founding of the Kaira District Cooperative Milk Producers' Union, Ltd. which processes milk purchased from local village producers for distribution to Bombay and now sells other dairy products under the trade name AMUL throughout India. He began this Union in 1947, Patel relates, with the blessing of Vallabhai Patel and the inspiration of the recently resigned Union Finance Minister, Morarji Desai. Tribhuvandas Patel became its first President and has been successively reelected despite repeated appeals to be allowed to retire.

His skill in organizational work and his capacity for positive compromise led the Congress Party to elect him in 1962 to Presidentship of the State party organization. Although the Kaira Union's AMUL Dairy is a political asset to the Congress Party because of Tribhuvandas Patel's dual role, he has shown courage and a high sense of integrity in fighting off pressures in an effort to provide the technical staff of the Dairy complete freedom to run an operation which has been highly profitable for the people of the District. Among the political workers he has instilled a sense of mission reminiscent of the Gandhian era. Concerned with the humanitarian aspect of providing safe and cheap milk, he has encouraged them to find ways of financing more free milk for school children. His promotion of the well-being of all classes and castes with the District has endeared him to the villagers. Then in the case of the Kaira Milk Producers' Union he has with tact, diplomacy, and a capacity for hard work led in bringing together the gradually increasing participation of villagers, the social-mindedness of the local Congress workers, and the technical skills of the Dairy staff which he recruited.

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