



**Prof. B S Bhargava Chair on Decentralized Governance & Development
Centre for Rural Management (CRM), Kottayam, Kerala**

**Dr. Verghese Kurien Centenary Celebrations
Institute of Rural Management Anand (IRMA), Gujarat**



National Webinar on

**"The Legacy of Dr. Verghese Kurien on the Current Development Discourses :
Reflections on Kerala and Beyond"**



Lead Panelist

Prof. H. S. Shylendra
Professor, Institute of Rural Management
Anand (IRMA), Gujarat, India

Panelists



Prof. V. Venkatakrishnan
Professor and Dean
KIIT School of Rural Management
Deemed to be University
Bhubaneswar, Odisha.

Dr. V. Mathew Kurian

Hon. Joint Director, Dr. K. N. Raj Centre,
Mahatma Gandhi University (MGU),
Kottayam, Kerala.



Dr. Joy Elamon

Director General
Kerala Institute of Local
Administration (KILA), Thrissur.

Dr. P.P. Balan

Former Director of KILA &
Senior Consultant, MoPR
Govt. of India, New Delhi.



Prof. Joseph Tharamangalam

Professor Emeritus
Department of Sociology and
Anthropology
Mount St. Vincent University
Halifax, Canada.

Prof. John S Moolakkattu

Professor
Central University of Kerala,
Kasaragod, Kerala &
Chief Editor, Gandhi Marg.



Moderator

Dr. T M Joseph, Hon. Professor, Prof. BS Bhargava Chair on Decentralized Governance and Development,
CRM, Kottayam & Principal, Mount Carmel College, Karukadom, Kothamangalam, Kerala.

Organized by

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Join Zoom Meeting

<https://us02web.zoom.us/j/83895711632?pwd=ZlhSek56a2ZYVWdTMzE3NlFRaXFzZz09>

Meeting ID: 838 9571 1632, Passcode: 857904

You are Cordially Invited

Please sign in at least 10 minutes before 6 .00 p.m (IST) on 18 December 2021
Greetings from Dr. Jos Chathukulam, Director, CRM, Kottayam, Kerala



**DR. VERGHESE
KURIEN
CENTENARY**



" The Legacy of Dr.Verghese Kurien on the Current Development Discourses : Reflections on Kerala and Beyond"

November 26, 2021 marked the birth centenary of Dr.Verghese Kurien, the legendary ‘Milkman of India’, who catapulted India to be the world’s largest milk producer. Dr.Kurien, the architect of India’s White Revolution once said “India’s place in the Sun will come from the partnership between wisdom of its rural people and skills of its professionals.” Then on another occasion Dr.Kurien said “India needs to show an honest face, a kind face, a human face - and not an arrogant face as the powerful nations of today (do)”. This vision and philosophy of Dr.Kurien is of increased relevance even today, especially at a time when there are various reports of agrarian distress due to ‘defective policies’ targeting country’s agricultural and cooperative sectors. Dr.Kurien, who pioneered the cooperative dairy movement in India played an instrument role in empowering the ‘ordinary milkman’ and milkmaid’ and the dairy framers at the grassroot level, and made them key players in India’s struggle for economic development and progress. Dr. Kurien’s vision was that of a dairying that could help transform the lives of India’s rural people and he saw cooperatives as a catalyst in building dairy farming in India and thereby to empower India’s rural people. Dr Kurien is credited with creating a model of business – ‘Professional Rural Management’ in which a cooperative like AMUL focused on staying profitable by treating its millions of dairy farmers as stakeholders. Dr.Kurien introduced a sense of professionalism to the dairy management and spearheaded a ‘Professional Rural Management’ supported by a ‘robust supply chain, modern technology and production systems, marketing, organization building and a strategic vision. Dr.Kurien’s ‘Professional Rural Management’ ushered in a socio-economic revolution among rural farmers in the country. Under this ‘Professional Rural Management’, the rural producers are empowered to take charge of their own destiny in which they sell products directly to the consumers without the interference of any middlemen. Today, India desperately needs more and more ‘Professional Rural Management’ institutions and visionaries like Dr.Kurien to augment rural income of farmers through sustainable livelihoods. Dr.Kurien built a democratic structure of farmer-controlled cooperatives to bring about economic and social development in rural areas.

Drawing inspiration from the success of AMUL, built by Dr.Kurien, many cooperatives flourished across the country. Kerala Co-operative Milk Marketing Federation, one of India’s biggest dairy co-operatives, popularly known as MILMA is one among them. Kerala is one of the few states that has promoted collective farming by cooperatives and community networks and notable among them is *Kudumbashree*, one of the largest women collectives in India. Today, Kerala has one of the most vibrant networks of cooperatives that function across sectors including agriculture, dairy, industry and services like banks, colleges and even hospitals. The spread and growth of cooperatives in different sectors that have played a pivotal role in the financial growth and overall development of the state. While Dr.Kurien has always courageously resisted political and bureaucratic interference in the management of cooperatives, in Kerala, cooperatives were groomed as a ‘child of politics’. The hegemony of political parties and its contribution in building a robust cooperative movement makes it more complicated. Nevertheless, cooperatives have played a significant role in the social and infrastructure development of the state is a fact. While many see the formation of a Union Ministry of Cooperation as a move to exercise more political and bureaucratic control over Cooperatives, Dr.Kurien’s birth centenary is an opportune time to reflect upon his vision of professional rural management to kickstart a dialogue on development in Kerala.

We, Centre for Rural Management (CRM), Kottayam, Kerala in collaboration with Institute of Rural Management Anand (IRMA), the brain child of Dr. Kurien is organizing a webinar on " *The Legacy of Dr.Verghese Kurien on the Current Development Discourses : Reflections on Kerala and Beyond* " on December 18, 2021, at 6 pm.