

# CASE STUDY- Mr. Verghese kurien

**SUBJECT : (ENTREPRENEURSHIP)**  
**CHAPTERNUMBER:4**  
**CHAPTERNAME :ENTREPRENEURS AS**  
**INNOVATION AND PROBLEM SOLVING**

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**CHANGING YOUR TOMORROW**

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## Mr. VERGHESES KURIEN

- This has been the story of a young engineer who was born in Calicut and was later known as the Father of the White Revolution and was honoured with some of the most prestigious Government awards like Padma Vibhushan, Ramon Magsaysay and Krushi Ratna. He breathed his last on 9th December 2012, but he will always be remembered for his immense contribution to the farmers, to the Amul Brand and to the millions of consumers of dairy. The year was 1964 when our Prime Minister Mr. Lal Bahadur Shastri was invited to Anand to inaugurate the new cattle-feed plant of Amul. He was supposed to return back by end of the day but after reaching Anand he insisted to stay there to learn about the success of the co-operatives.

- He visited almost all the co-operatives with Dr. Kurien and was impressed with the process with which Amul was sourcing the milk from farmers and at the same time helping them to improve their economic condition. Later, he returned to Delhi and asked Dr. Kurien to replicate the Amul pattern across the country. The combined effort resulted in creation of the National Dairy Development Board (NDDB) in the year 1965. Dr. Kurien took charge of NDDB and began the herculean task of replicating the overall pattern of the working at Anand to other parts of the country. By this time the demand for milk was growing at a faster rate than the supply. India could have easily become the largest importer of milk like Sri Lanka if sufficient steps not been taken at that time by the Indian government and NDDB.

- Money was the biggest problem faced by NDDB during that period and was a critical resource needed to revolutionize the milk industry. To deal with it, NDDB tried to pursue the World Bank for loans and other grants with no conditions at all. When the President of the World Bank came to India in 1969, Dr. Kurien told him – “Give me money and forget about it”. A few days later, World Bank approved the loan for NDDB without even a single condition. This help was part of an operation, later known as Operation Flood – which was done to replicate the Anand working pattern across India. Operation Flood was subsequently implemented in India in three phases, adding around 0.1 million cooperatives and 5 million milk producers.

- Dr. Kurien also took several other measures such as developing milk powder, developing several varieties of dairy products, emphasizing on the health of cattle and development of vaccines etc. In 1973, he also set up GCMMF (Gujarat co-operative Milk Marketing Federation) – an individual marketing unit of Amul to sell the Amul as a brand in India as well as abroad. He also founded IRMA – Institute of Rural Management Anand in 1979, to pass on the gained knowledge to future generations and to place rural India on the map of India. As a result of these combined efforts, Amul currently boasts of 15 million milk producers pouring their milk in 1, 44, 246 dairy co-operative societies across the country – a huge chain that has resulted in India's being the largest milk producing country today.

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