



# NEHRU MEMORIAL COLLEGE

(Autonomous)

Reaccredited with "A+" Grade (2<sup>nd</sup> cycle) by NAAC  
(Affiliated to Bharathidasan University), Tiruchirappalli District, Tamil Nadu  
Puthanampatti - 621 007.

## REPORT ON GUEST LECTURE ON "EMERGING TRENDS IN MILK BY-PRODUCTS"

Nehru Memorial College, Puthanampatti, Department of Management Studies has organized a Guest Lecture on EMERGING TRENDS IN MILK BY-PRODUCTS" for BBA and MBA Students on 13<sup>th</sup> September 2022. The program was started at 10.30 a.m. with a prayer song.

Dr. P. Seeralan, Director, Department of Management Studies welcomed the gathering and Dr M.Mohanraj introduced the resource person.

The chief guest, Mr. C. C. Ganesan, General Manager, VETHAA (Vedam Milk Products), Trichy has delivered the Lecture. He has explained elaborately procurement policy, the eight different types of milk available to the consumer and how to increase the shelf life of milk. In addition he described dairy industry and future trends in global scenario. He also enlighten<sup>ed</sup> how to identify adulteration of milk and various types of valued added products like skimmed milk, curd, butter milk, Lassi, milk khova, ghee, paneer. Around 97 students were participated.

Program ended at 12.30 p.m. with vote of thanks by Dr N. Kannadasan Assistant Professor, Department of Management Studies.

*T.D. Anilini*  
Programme Organizer

*Seeralan*  
Head of the Department

*Dr. A.R. Ponperiasamy*  
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