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To promote the study of social and economic problems of agriculture and rural areas and also to promote technical competence for teaching and research in Agricultural Economics and allied subjects through:

- (a) research in problems of agricultural economics and rural development;
- (b) periodical Conferences and Seminars;
- (c) publication of books, reports, papers or summaries of papers either separately or collectively, or in a periodical which may be issued under the auspices of the Society;
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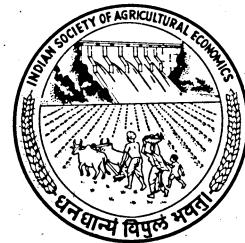
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## DAIRY INDIA

### PLANS TO PUBLISH HANDBOOK ON TRADITIONAL MILK PRODUCTS

The publishers of *Dairy India* have announced plans to publish a comprehensive handbook on Indian milk products. It will focus on emerging technologies that are transforming the art of making traditional milk products. The new database provided in the proposed publication would help dairy scientists, engineers and technocrats to popularize the emerging know-how amongst entrepreneurs, adding a new dimension to India's growing organized dairy sector and enhance its viability.

This first-of-its-kind technical reference handbook on traditional milk products aims to appraise various trends that have taken place to modernize this age-old traditional sector of *mithais* and other related products. It would also explore marketing opportunities, new technologies, investment prospects that this dynamic sector offers today in abundance. Further, innovations made in the development of indigenous products, processes, equipment and packaging would be documented.

The popularity of milk-based *mithai*'s and other delicacies is legendary in the country since time immemorial. Till recently, its production was in the hands of the *halwai*. In the last two decades, steps have been taken to modernize this traditional sector to transform the personalized art into a proven technology. This publication would help meet the growing demand for the Indian sweets in distant lands of America, Europe, Middle-East and Africa.

One impediment, however, in transforming the increasing worldwide interest is the absence of an authentic technical reference handbook on Indian milk products. To fill this gap, the publishers of *Dairy India* requested leading authorities on the subject to help in the compilation of such a compendium. They are: Dr. R.P. Aneja, Mr. A.K. Banerjee, Dr. Ramesh Chandan and Dr. B.N. Mathur.

A volume of about 500 pages, this sourcebook is scheduled for publication later this year. The publishers have invited suggestions for authentic data, recipes and other significant aspects of traditional milk products for inclusion in the proposed handbook. Further, leading makers and manufacturers of *mithais* and indigenous milk products would also have an opportunity to participate in the forthcoming compendium by getting their company profile published in its specially created section, "Who's Who". Details can be had from : The Editor, *Indian Milk Products*, c/o Dairy India, A-25 Priyadarshini Vihar, Delhi-110092; Phones: (91-11)2243326, 2243039, Telefax: (91-11) 2243039, Email : [yearbook@nda.vsnl.net.in](mailto:yearbook@nda.vsnl.net.in).

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