

## CH. Vedram ji Nagar Award



Mr. B.M. Vyas

Mr. B.M.Vyas, presently the Managing Director of Gujarat Co-operative Milk Marketing Federation Ltd., Anand has been chosen the recipient of, Ch. Vedram Ji Nagar Award for the year 2008 for his unmatched contribution in the progress of dairy industry for last many years.

Ch. Vedram Ji Nagar Award has been instituted jointly by Board Members of Vedram & Sons Pvt. Ltd. (Paras Group) and IDA in memory of Late Mr. Choudhary Vedram Ji Nagar, the legend, behind Paras Group, who for the purpose of strengthening and sustaining the White Revolution, started the dairy enterprise to maximize the returns for the poor farmers and to build a network chain of milk and dairy products to cater to the needs of millions. Ch. Vedram Ji Nagar

Award implies to honor those who have done extra ordinary technology innovation in the field of Animal Science or Dairy Technology having major impact in the development of Indian Dairy Industry. The award consists of memento & citation besides a cash prize of Rs. One Lakh.

Mr. Vyas's contribution to this field is the tremendous growth of almost Rs.6,500 crore in Sales Turnover of cooperatives under Amul, India's largest and most successful network, which is providing respectful livelihood to millions of farmers of our country.

Mr. Vyas was born on 5th May 1950 at Kotda Pitha in Amreli district of Gujarat, He, completed B. E (Mechanical) from Sardar Patel University ,V.V.Nagar in 1971. In 1986, he did General management Programme from the Institute of Rural Management (IRMA) Anand. He has held various positions in Federation, as Dy. Manager, Manager, Asst. General Manager and General Manager. Prior to joining Federation, he has worked at Amul Dairy, Anand for eight years.

While serving in GCMMF, he introduced the concept of Total Quality Management across the supply chain, developed and launched 30 new products and developed India's largest cold chain network including creation of India's largest ice-cream and fresh milk brand. He guided in implementation of Self-Leadership Development Programme at village level, which led to transparency and deployment of modern technology at village level in form of Automatic Milk Collection System, Bulk Milk Chilling Units, etc.

It was under leadership of Mr. Vyas that GCMMF could become the first and only Indian Organization to receive the 2007 IDF Marketing Award under Nutri-Marketing category apart from being honoured with various prestigious awards including: Best of all 'Rajiv Gandhi National Quality Award-2002' and 'TMC Ramakrishna Bajaj Quality, Award'. Mr. Vyas has also been bestowed with several Awards in his personal capacity like 'QIMPRO- Gold Standard Award', 'National Citizen Award 2001', 'Certificate of Appreciation for Exemplary Marketing Practices by Rotary Club', 'Shalin Manav Ratna Award by Anupam Mission, Mogri-2006' etc.

His contribution to the dairy and allied professions have been recognized nationally and internationally, which is evident from his representations on the board of several organizations, bodies and committees like, Permanent Committee of Commission C, International Dairy Federation; Socio-economic Summit under the aegis of Les Rencontres du Mont-Blanc (the Mont Blanc Meetings); Export Inspection Council of India.

Ch. Vedram Ji Nagar Award to Mr. Vyas is a befitting tribute to his services and contributions to the Indian Dairy Industry.