

MILKATHON 2025

INNOVATE FOR GLOBALIZATION OF INDIAN DAIRY INDUSTRY



Jointly Organized by: ICAR-NDRI, Karnal & NDRI Graduate Alumni Association (NGAA)

Research & Business Idea Contest for Students

Important Dates

Last date of idea submission:	31 st August, 2025
Date of communication to short-listed teams:	3 rd September, 2025
Date of presentations of short-listed ideas:	6 th September, 2025
Date of announcement of winners:	8 th September, 2025
Date of Presentation of Winners:	20 th September, 2025 at 12 th National Seminar, ICAR-NDRI, Karnal

Venue

Presentation of Short-listed Ideas:
Hybrid Mode

Presentation of Winning Ideas:
At 12th National Seminar, ICAR-NDRI, Karnal



About the Contest

ICAR-NDRI invites dynamic and visionary students to participate in **Milkathon 2025**, a platform to showcase innovative **research** or **entrepreneurial** or **researchable-cum-business ideas** that can shape the future of India's dairy sector. This contest is part of a national seminar on **Globalization of Indian Dairy Industry** on building a **Viksit Bharat (Developed India)**.

The event is an initiative by **ICAR-National Dairy Research Institute, Karnal** in collaboration with the **NDRI Graduate Alumni Association (NGAA)** to foster innovative thinking among students toward building a **sustainable, self-reliant, and technology-driven dairy sector**.

The contest encourages students to ideate and propose **research-based or entrepreneurial solutions** or **researchable-cum-business ideas** addressing key challenges in dairy production, processing, animal health, feed and fodder

sustainability, waste management, climate resilience, and value addition for globalization of Indian dairy industry.

As India moves toward the goal of **Viksit Bharat by 2047**, the dairy sector must evolve through **eco-friendly, efficient, and inclusive models**, which could be propelled by globalizing the **Indian Dairy industry**. This event serves as a platform for young minds to contribute towards:

- **Reducing the environmental footprint** of dairy operations
- Promoting **circular dairy economies**
- Enhancing **animal welfare and productivity**
- Leveraging **digital technologies and indigenous knowledge**

By linking youth innovation with national development priorities, Milkathon 2025 aims to **catalyze sustainable transformation** in India's dairy ecosystem.

Focal Theme: "Milkathon 2025: Innovate for Globalization of Indian Dairy Industry"

Theme 1

IOT and Precision based Precision in Dairy Production, Processing and Marketing

- Development of low-cost, IoT-based sensors for real-time monitoring of animal health, feeding, and behaviour.
- AI/ML-based models to predict mastitis, heat stress, or estrus detection.
- AI/ML models to optimize product shelf life, sensory, and nutrition of food and feed
- Precision farming tools for automated fodder management and manure utilization.
- AI-driven tools for predicting market trends

Theme 2

Climate Smart Technologies for Sustainable Dairy Farming

- Strategies for methane emission reduction from dairy animals.
- Decision-support tools for climate-smart dairy farming practices.
- Carbon and water footprint calculators for dairy farms.

- Tools for carbon credit calculation and trading for sustainable dairying.
- Circular business models using co-products of milk processing

Theme 3

Quality, Safety and Value Addition in Milk Value Chain

- Technology-based solutions for real-time milk traceability and quality assurance.
- Smart cold chain systems for milk collection and distribution, especially in rural areas.
- Energy-efficient and renewable alternatives for dairy processing.
- Innovative functional dairy products and ingredients

Who Can Participate?

- Undergraduate, Postgraduate, and Doctoral Students from Agriculture, Dairy Science, Food Technology, Veterinary, Engineering, Business, and allied fields.
- Participation is in Team only with each team consisting of four members.
- Inter-disciplinary team is preferred.

Submission Guidelines

PPT Slide	Research Idea	Business Idea	Research-cum-Business Idea
1	Title	Title	Title
2	Team	Team	Team
3	Problem Statement	Problem Statement	Problem Statement & Market Need
4	Proposed Solution	Proposed Solution & Value Proposition	Solution & Value Proposition
5	Innovation & Uniqueness	Target Market & Competitive Analysis	Competitive Landscape
6	Feasibility & Impact	Business Model	Business Model
7	Implementation Plan	Financial Projections	Go-to-Market Strategy
8	Any other information to support your idea	Any other information to support your idea	Any other information to support your idea

- **Mode of Submission:** PPT or PDF of PPT is to be sent to dr.nraju@hotmail.com or posterngaa@gmail.com
- **Last Date for Submission:** **31st August 2025**

Selection & Presentation

- Shortlisting would be done based on innovativeness and practical feasibility by an expert panel.
- Short listed teams will present their ideas via offline or online mode before a national-level Expert Committee.
- **Winners (Top Two Teams) will get a chance to make their presentation** during the **12th National Seminar** on **20th September 2025** at ICAR-NDRI, Karnal.

Awards & Recognition

- Irrespective of idea themes (research / business / research-cum-business), **overall only TWO best ideas** would be declared as Winners.
- Prize money would be given to the Winner Teams (**FIRST: Rs. 10,000/-; SECOND: Rs. 6,000/-**).
- **Winner** teams will also receive free registration only for the 12th National Seminar and an opportunity to network with industry leaders and scientists.
- All the participants will receive participation certificates.
- Winning ideas may be supported for further development or incubation.

Organizing Team

CHIEF PATRON

Dr. Dheer Singh

Director & Vice Chancellor,
ICAR-NDRI, Karnal

PATRONS

Dr. Rajan Sharma

Joint Director (Research),
ICAR-NDRI, Karnal

Dr. Sukhbir Singh Mann

President,
NGAA

ORGANIZING SECRETARIES

Dr. D. N. Yadav

Head, DT Division,
ICAR-NDRI, Karnal

Mr. Ashok Rao

General Secretary,
NGAA

Contact Event Coordinators for More Details:

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*Let your ideas spark
the next dairy revolution*

Think . Innovate . Transform

