



**NEWS RELEASE**

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## **Verka celebrates World school milk Day**

World school milk day was celebrated with great enthusiasm and fervor across the leading schools of the region. The day is celebrated to lay emphasis on importance of milk in our diet and what better way than to inculcate the habit of drinking milk from early childhood. Verka the most loved dairy brand organized a drawing competition for the students to mark this day. The students participated with zeal and the winners were duly awarded.

Verka has been a front runner when it comes to celebrating the festivals and participating actively at various levels. Speaking on the occasion, Milkfed Chairman Sh. Amarjit Singh Sidhu said, "it is important for our kids to know the importance of healthy eating. With so many options available we tend to make the wrong choices. Days like these help us to educate and teach them the importance of including milk in their diet. "

World school milk day is an engaging way to teach students about the importance of drinking milk as part of a healthy, balanced diet with an emphasis on milk as an excellent source of vitamins and minerals that kids need to stay active and fit.

Children at times find milk boring; to please their palate Verka has recently launched flavored milk which has all the goodness of milk in their favorite flavor. "At verka we constantly innovate and bring new products to entice our consumers. The flavored milk is one such product which is loved by children and elders alike" added Sh. Sidhu.

It is often said the habits that we develop in early childhood last longer, including milk in the diet is one such habit that should be inculcated among every child for them to have a active and healthy life.

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**THE PUNJAB STATE COOPERATIVE MILK PRODUCER'S FEDERATION LIMITED**

**S.C.O. No. 153-155, SECTOR 34-A CHANDIGARH-160022**

**Tel: +91 172-5041812-13-14-15, Fax: +91 172 5041856, 5041839**

**[www.verka.coop](http://www.verka.coop)**



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