University Pulse

A monthly Newsletter of

Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana



Pashu Palan Mela





Guru Angad Dev Veterinary and Animal Sciences University organized its two-day *Pashu Palan Mela* on 18-19 September 2026, bringing together thousands of livestock farmers, entrepreneurs, students and industry stakeholders on one platform for knowledge dissemination and sharing of expertise and experiences. S. Bhagwant Singh Mann, Hon'ble Chief Minister of Punjab conferred the University's Chief Minister awards to three livestock farmers in Innovative Cattle Farmer category; Innovative Poultry Farmer category; and Value addition of livestock produce. S. Gurmeet Singh Khuddian, Hon'ble Cabinet Minister for Animal Husbandry, Fisheries and Dairy Development of Punjab inaugurated the *Mela* held under the theme 'Strengthen Biosecurity – Prevent Animal Diseases'. Dr. J.P.S. Gill, Vice-Chancellor highlighted the achievements of the University in breed improvement, Embryo Transfer Technique, Mobile Feed Testing facility, diagnosing diseases in both animals and humans and treatment of animals for uplifting farmers' economic status. The *Mela* featured more than 100 stalls, showcasing the University's technologies, superior germplasm, value-added dairy and meat products, fisheries innovations, animal nutrition solutions and farmer-oriented services. Prominent veterinary pharmaceutical companies, livestock equipment manufacturers and feed producers also participated in the Mela. Sh. Harpreet Singh Sandhu, State Information Commissioner, Government of Punjab, was the chief guest at the closing and prize distribution ceremony.

New Products and Technologies Launched





The University developed various new products and technologies which were launched by dignitaries and displayed at Pashu Palan Mela of the University during 18-19 September 2026. Under its '**GADVASU Pure**' brand, the University developed several products including a specialized '**Goat-milk Shampoo**'. A high-value-added dairy product' **Makhmali Cream Cheese**' developed from buffalo milk contains about 31% fat and 9% protein per 100 g, with less than half the fat content of butter. Another released '**Ricotta Cheese Spread**' is a nutritious value-added dairy product prepared from cheese whey. It has a soft, creamy and spreadable texture with a pleasant taste and helps in the effective utilization of cheese whey. '**Goat Milk Feta**' is a high-value-added cheese prepared from goat milk. It has a characteristic soft, crumbly texture and a pleasant, tangy taste. '**Cottage Cheese**' is a high-value-added dairy product that is rich in protein and low in fat. It has a soft, mild and creamy texture and can be used in a variety of culinary preparations. 'Sahiwal Cow Milk' was also launched at the function. Another significant innovation exhibited is a rapid '**Paper-strip kit for milk adulteration detection**'. The kit can identify common adulterants such as urea, neutralizers, salt, hydrogen peroxide and formalin within 30 seconds to five minutes, providing a practical tool for ensuring milk quality and consumer safety. A Compilation of all **the Chief Minister's awards recipients booklet**, a book titled '**India's Meat Heritage**' and a mobile application named '**Antoflip: flip and learn**' were also released.

Animal Judging Competition for Veterinary Students



The University organized an Animal Judging Competition to strengthen young veterinarians' practical skills in the art and science of animal assessment, selection and breed improvement. The competition featured 19 teams, comprising a total of 57 students, who evaluated Murrah and Nili-Ravi buffaloes and Holstein Friesian (HF) cattle using breed-specific score cards developed after getting inputs in a brainstorming session. The event provided students a hands-on exposure to apply their knowledge of breed characteristics and animal conformation while developing their skills in observation, comparative assessment and decision-making. Dr. J.P.S. Gill, Vice-Chancellor, stated that the initiative towards preparing a team of skilled animal judges could go a long way in facilitating the selection of high-potential animals and contributing to breed improvement. Dr. R. S. Grewal, Director of Extension Education, stated that animal judging plays an important role in identifying animals possessing desirable traits for breeding and production purposes. He emphasized that such competitions provide students with practical exposure to animal assessment and help them develop the ability to make informed judgments, thereby contributing to genetic selection and improvement of livestock breeds.

Strengthening of Collaborations

University signs MoU with Apni Kheti to Strengthen Digital Extension Services



The University and Cogneesol Agtech Private Limited (*Apni Kheti*) have signed a Memorandum of Understanding (MoU) to strengthen digital extension services and facilitate wider dissemination of scientific knowledge and technologies among farmers and livestock owners. The MoU was signed by Dr. Ravinder Singh Grewal, Director of Extension Education and Sh. Chamkaur Singh, Partnership & Alliance Lead, Cogneesol Agtech Private Limited (*Apni Kheti*) in the presence of Dr. J.P.S. Gill, Vice-Chancellor. The collaboration aims to provide digitally enabled solutions to farmers and livestock owners by improving access to reliable and scientific information related to livestock, poultry and fisheries. It will facilitate dissemination of production technologies and innovations developed by the University through Apni Kheti's extensive digital outreach network. Dr. J.P.S. Gill, Vice-Chancellor appreciated the initiative and emphasized the role of digital platforms in providing timely scientific information to farmers. He highlighted that the partnership will strengthen farmer–expert linkages and facilitate joint research, extension and outreach activities in livestock, poultry and fisheries.

VLIIF- Incubated Startup Joins Hands with ILS to Combat Aflatoxin Contamination in Dairy



The Veterinary and Livestock Innovation and Incubation Foundation (VLIIF), a section 8 company of the University, facilitated a strategic collaboration between its incubated startup Frontrunner Farms India Pvt. Ltd. (FFIN) and the Institute of Life Sciences (ILS), Bhubaneswar, to develop and field-validate microbial interventions against aflatoxin contamination in dairy feed and milk. Under the MoU, the partners will explore the use of indigenous, non-toxigenic microbial isolates to suppress toxin-producing Aspergillus flavus. The initiative represents a convergence of biotechnology, academic research, entrepreneurship and field-level dairy innovation, with the potential to support safer feed and milk production.

Farmers Reap Carbon Benefits



Farmers from Punjab and Haryana adopting resource-conserving agricultural practices were felicitated at the '**Honouring Our Farmers**' event, highlighting carbon credits as an emerging incentive for climate-resilient agriculture. The farmers were felicitated in the presence of Dr. M. L. Jat, Secretary, DARE & Director General, ICAR and other dignitaries. Dr. J.P.S. Gill, Vice-Chancellor of the University advocated eco-friendly agricultural practices.

Training on Clean Milk Production and Value Addition



The Directorate of Extension Education of the University in collaboration with Ambuja Foundation, Bathinda, organized a one-day training programme on '**Clean Milk Production and Value Addition of Milk**' for 56 Dairy Women Entrepreneurs. The programme aimed at strengthening the technical knowledge, entrepreneurial skills and income-generating capabilities of women engaged in dairy farming, through scientific dairy management, hygienic milk production, milk processing, value addition and development of profitable small-scale dairy enterprises. Dr. J.P.S. Gill, Vice-Chancellor, emphasized that empowering women dairy entrepreneurs with scientific knowledge, practical skills and entrepreneurial capabilities can help improve the quality of dairy products, enhance household incomes and create sustainable livelihood opportunities in rural areas. He appreciated the collaborative efforts of the university and Ambuja Foundation.

Session on Success, Happiness and Mental Well-being



College of Animal Biotechnology of the University organized an expert session on '**The New Self: Redefining Success and Happiness**', featuring Dr. Deepika Vig, Coordinator of Research, Punjab Agricultural University, Ludhiana as resource person. Dr. Vig, engaged students in a thought-provoking discussion on purpose, happiness, wellness and holistic well-being. The session encouraged students to view success through the broader dimensions of purpose, self-awareness, relationships, personal growth and well-being.

Dr R. S. Sethi, Dean of the College expressed gratitude to Dr. Vig for sharing her valuable insights and engaging with the students. Dr. J.P.S. Gill, Vice-Chancellor, appreciated the initiative in organizing such a relevant and meaningful session for students. He emphasized that universities have a responsibility not only to impart academic and professional knowledge but also to nurture well-rounded, confident and emotionally resilient individuals. He added that developing a sense of purpose, maintaining mental and physical wellness and cultivating a balanced outlook are essential for young professionals to achieve sustainable success.

Poster making competition and Blood donation drive



The National Service Scheme (NSS) wing of the University organized community service activities including a poster-making competition under the theme 'Save life', Jal Seva (water distribution) and two-days blood donation drive during the *Pashu Palan Mela*. More than 60 units of blood were collected during the drive to save lives as community service. Dr. J.P.S. Gill, Vice-Chancellor motivated NSS volunteers and extended gratitude to the team of Civil Hospital, Jagraon for blood collection. Dr. J.S. Hundal, Director Students' Welfare commended the noble activities conducted by NSS Volunteers and also thanked Samvedna Trust for lending a helping hand during the camp.

Compiled by Dr. Nirmal SIngh, University Librarian, Dr. S. S. Randhawa, Dean, College of Veterinary Science and Dr. Nitin Mehta, Professor-cum-Head, Department of Livetsock Products Technology

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