



Department of Food Technology
School of Chemical Technology
Harcourt Butler Technical University, Kanpur



EXPERT LECTURE

BY

Mr. Vilendra Choudhari, CEO–India, Donau Carbon India Pvt. Ltd.

The poster features a blue background with a faint image of a building. It includes the logos of the Association of Food Technologists and Harcourt Butler Technical University. The main text is in white and yellow, with a large diamond-shaped frame containing a portrait of Mr. Vilendra Choudhari. The event details are listed in a yellow box at the bottom left, and the organizers' names are at the bottom right.

ASSOCIATION OF FOOD TECHNOLOGISTS
DEPARTMENT OF FOOD TECHNOLOGY, HBTU

Presenting
EXPERT LECTURE

Crafting Careers in dairy industry : Trends,
Technology, and Industry Readiness

GUEST SPEAKER
MR. VILENDRA CHOUDHARI
CHIEF EXECUTIVE OFFICER – INDIA
DONAU CARBON INDIA PVT. LTD.

VENUE
FT SEMINAR HALL

FRIDAY
JAN 17, 2025

TIME
3 P.M.

Organized By:
Anurag Katiyar
Divyanshu Kulshreshta

@hbtufoodassociation



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Event Report

The Department of Food Technology, Harcourt Butler Technical University (HBTU), Kanpur, in collaboration with the Association of Food Technologists, successfully organized an expert lecture titled “**Crafting Careers in Dairy Industry: Trends, Technology and Industry Readiness**” on **17 January 2025** from 3:00 PM to 4:00 PM at the FT Seminar Hall, HBTU Kanpur. The session was delivered by **Mr. Vilendra Choudhari, Chief Executive Officer–India, Donau Carbon India Pvt. Ltd.**, and a distinguished alumnus of the Department (M.Tech Food Technology, Batch 2005).

The objective of the lecture was to acquaint students with emerging trends, technological advancements, and career opportunities in the dairy industry. **Mr. Choudhari highlighted the increasing demand for A2 milk and its growing business potential**, emphasizing India’s position as the world’s largest milk producer and the sector’s significant contribution to GDP and employment. He also discussed the role of automation and sustainable technologies in enhancing efficiency and productivity within the dairy sector, and stressed the importance of aligning academic skills with evolving industry requirements.

The lecture was followed by an interactive session in which students raised queries related to essential skills for thriving in the food industry, challenges faced during campus placements, adapting to rapid technological changes, and the role of university education in professional growth. Mr. Choudhari shared practical advice and actionable insights, drawing from his academic journey and industry experience.

The event was efficiently coordinated by 2nd and 3rd year B.Tech Food Technology students, who managed seminar hall preparations, technical arrangements, and participant registration. The programme witnessed **more than 60 enthusiastic participation from faculty members, including Professor Vivek Kumar (Head of Department), Associate Professor Anurag Singh, and other faculty members.**

The session concluded with a vote of thanks, expressing sincere gratitude to the speaker for his insightful and inspiring address. The lecture proved highly impactful, reinforcing HBTU Kanpur’s commitment to strengthening academia–industry linkages and preparing students for future challenges in the food and dairy sectors.

Glimpses of the event

Mr Vilendra Chaudhary delivering his insights on “**Crafting Careers in Dairy Industry: Trends, Technology and Industry Readiness**” to Food Technology Students.

