Claim / Data Point Supported	Citation	Link
Dr. Verghese Kurien is known as the "Father of the White Revolution" in India; led Operation Flood	Wikipedia: Verghese Kurien	https://en.wikipedia.org/wiki/Verghese_Kurien
Kurien graduated in physics from University of Madras (1940), MS in mechanical engineering from Michigan State (1947), sent to Anand in 1949	Wikipedia: Verghese Kurien	https://en.wikipedia.org/wiki/Verghese_Kurien
Kaira District Co-operative Milk Producers' Union (later Amul) was founded in December 1946 as a response to exploitation by Polson dairy	Yahoo News	https://sg.news.yahoo.com/brand-amul-taste-india-came-life-105154390.html
Sardar Vallabhbhai Patel and Tribhuvandas K. Patel advised farmers to form a cooperative against Polson	Yahoo News	https://sg.news.yahoo.com/brand-amul-taste-india-came-life-105154390.html
Kaira cooperative registered December 14, 1946; led by Tribhuvandas Patel	Scribd: History of Kaira Cooperative	https://fr.scribd.com/document/135188071/History-docx
Polson had monopoly rights to collect milk from Kaira and supply Bombay; farmers went on strike in 1946	Scribd: History of Kaira Cooperative	https://fr.scribd.com/document/135188071/History-docx
Tribhuvandas Patel was the founder chairman of Kaira District Co-operative Milk Producers' Union Ltd.	Amul Dairy (official)	https://www.amuldairy.com/t_k_patel.php
Kurien and H.M. Dalaya developed the process for making skim milk powder from buffalo milk (first in the world)	Scribd: History of Kaira Cooperative	https://fr.scribd.com/document/135188071/History-docx
Amul brand name is an abbreviation of Anand Milk Union Limited	Yahoo News	https://sg.news.yahoo.com/brand-amul-taste-india-came-life-105154390.html
Amul's three-tier cooperative structure: village societies, district unions, state federation	Wikipedia: Verghese Kurien	https://en.wikipedia.org/wiki/Verghese_Kurien
Kurien became head of National Dairy Development Board (NDDB) in 1965, headquartered in Anand	Britannica: Verghese Kurien	https://www.britannica.com/money/Verghese-Kurien
Operation Flood (launched 1970) created a nationwide milk grid, linked producers to consumers, eliminated middlemen	PeepulTree (Live History India)	https://www.peepultree.world/livehistoryindia/story/eras/operation-flood-white-revolution
Operation Flood turned India into the world's largest milk producer by 1998	PeepulTree (Live History India)	https://www.peepultree.world/livehistoryindia/story/eras/operation-flood-white-revolution
Amul’s advertising mascot, the Amul Girl, created in 1966, is the face of the brand	Britannica: Verghese Kurien	https://www.britannica.com/money/Verghese-Kurien
Amul holds a Guinness World Record for the longest-running ad campaign (Amul Girl)	ReadOn Substack	https://readon.substack.com/p/marketing-lessons-from-amul
Amul’s topical advertising strategy keeps the brand relevant and engaging	ReadOn Substack	https://readon.substack.com/p/marketing-lessons-from-amul
Amul’s success is a case study in branding and marketing in India	Purpose Studios	https://www.purposestudios.in/post/what-makes-amul-visually-appealing-and-memorable
Kurien received the Ramon Magsaysay Award (1964), World Food Prize (1989), Padma Vibhushan (1999), Order of Agricultural Merit (France, 1997)	World Food Prize	https://www.worldfoodprize.org/en/laureates/19871999_laureates/1989_kurien/
National Dairy Development Board (NDDB) was set up to replicate the Amul model across India	NDDB (official)	https://www.nddb.coop/about/chairman/vkurien
Operation Flood was India’s largest rural employment program and helped stabilize prices and boost rural incomes	NDDB (official)	https://www.nddb.coop/about/chairman/vkurien