



INDIAN MEAT SCIENCE ASSOCIATION (Reg. No. 307/2001)

Silver Jubilee year of IMSA-2026

Proceedings of the Official Launch of the New IMSA Website

Date & Time: 20 July 2026, 4:00 PM IST

Platform: Zoom

Website: www.imsa.org.in

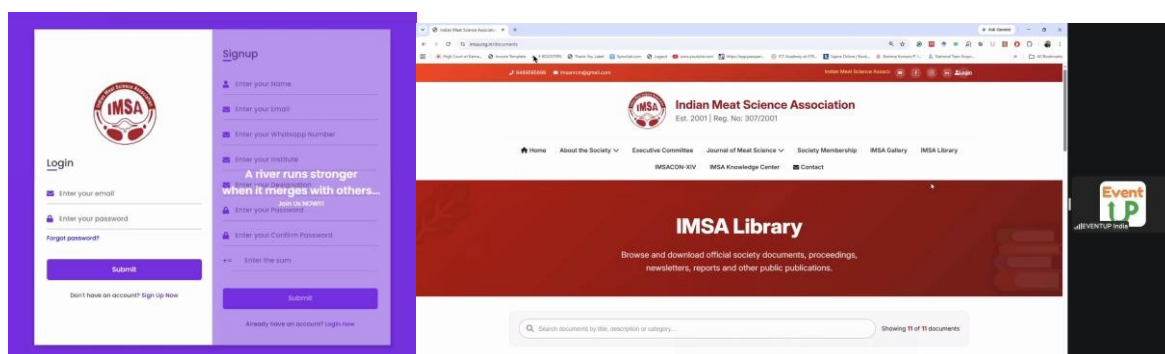
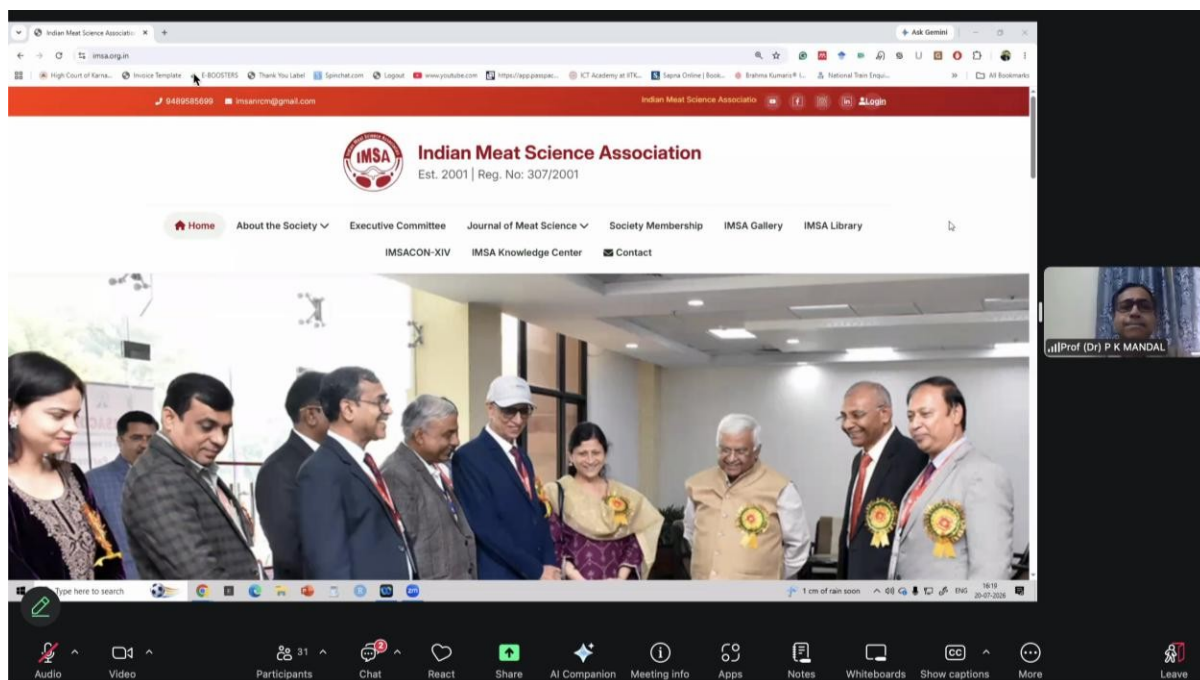
Occasion: Silver Jubilee Celebration of the Indian Meat Science Association

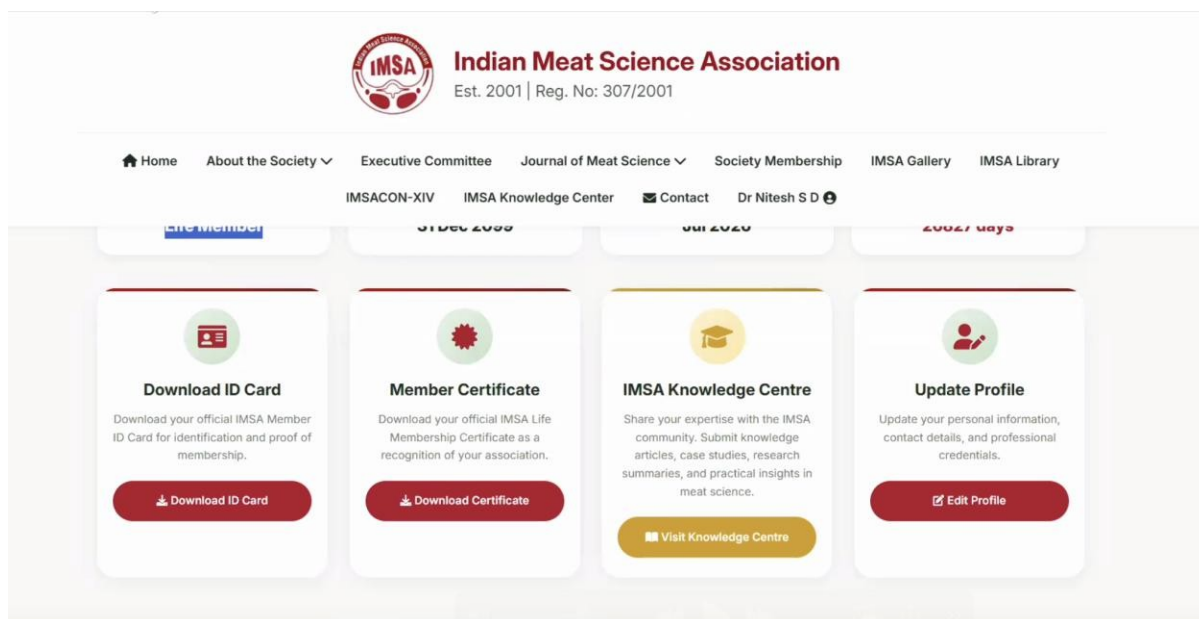
The official launch of the newly developed website of the Indian Meat Science Association (IMSA) was held on 20 July 2026 at 4:00 PM as part of the Association's Silver Jubilee celebrations, marking a significant milestone in IMSA's 25-year journey. The programme commenced with Dr. Muthu Kumar, who welcomed the President, Vice-President, Joint Secretary, Executive Committee members, senior teachers, and distinguished members of the Association. He specially acknowledged the presence of eminent personalities including Dr. Kondaiah, Dr. B.D. Sharma, Dr. Pal, Dr. Kulkarni, Dr. A.R. Sen, and Dr. Barbudhe, Director, ICAR-NMRI, Hyderabad, and described the launch of the new website as a landmark event in the history of IMSA. He then invited Dr. P.K. Mandal, President, IMSA, to deliver the welcome address. In his address, Dr. Mandal described the launch as a momentous occasion coinciding with IMSA's Silver Jubilee year. He welcomed the founding members, former office bearers, Executive Committee members, senior teachers, and all participating members. Reflecting on IMSA's evolving digital legacy, Dr. Mandal recalled that the Association's first website was conceived and developed through the dedicated efforts of Late Dr. Suresh Kumar and Late Dr. Kalikannan, with his active involvement, and was formally unveiled during IMSACON-II in Chennai in 2006—marking the beginning of IMSA's digital journey. Following the transfer of IMSA headquarters to Hyderabad in 2014, website was rewapped with new design to improve its visibility. Further in 2019 onwards, the website was handed over to external agency for its continues improvement and maintenance. However, the earlier website remained largely static, with limited backup facilities and comparatively weaker security.

Dr. Mandal explained that the newly developed website had been designed as a modern, secure, dynamic, and interactive digital platform using the October Framework. It incorporates enhanced security features, search engine optimization, and Google indexing for greater visibility. Members will have access to personalized dashboards where they can update their profiles, generate digital membership identity cards and certificates, and verify

these documents through QR codes. Existing life members can also download their digital life-membership certificates.

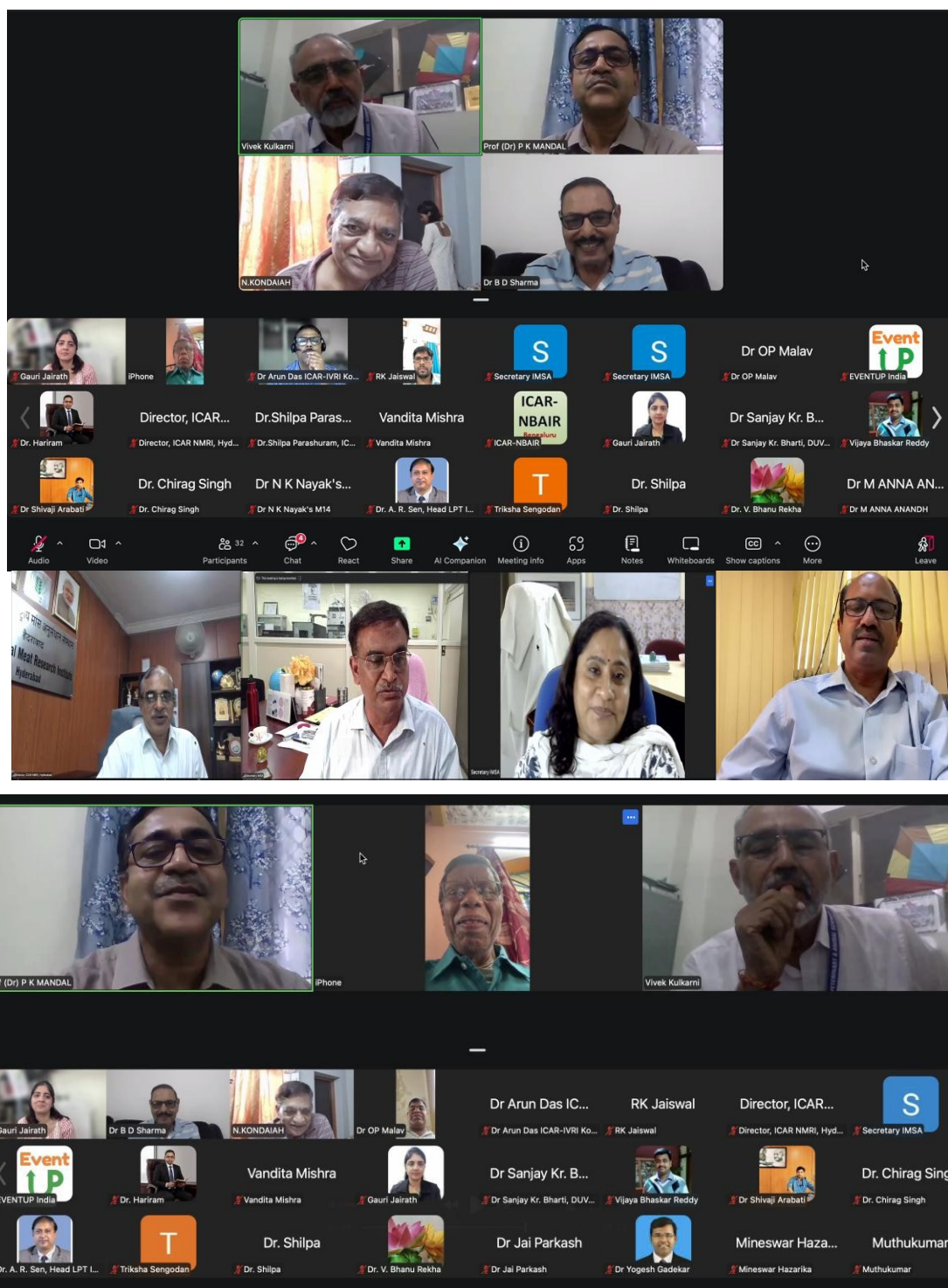
The website further includes an IMSA Library for conference proceedings, General Body meeting minutes, newsletters, technical publications, and archival records. A Knowledge Centre and Discussion Forum will facilitate scientific learning, professional interaction, and knowledge exchange among members. In addition, the IMSA Meat Digest will provide a platform for members to publish short articles on emerging topics in meat science, alongside dedicated sections for events, webinars, training programmes, networking, journal archives, and other Association activities. Concluding the programme, Dr. P.K. Mandal formally declared the new IMSA website officially launched, ushering IMSA into a new era of digital engagement and professional connectivity.





Glimpses of websites

Following the official inauguration of the website, Dr. Nitesh from Krishi Junction, the technology partner responsible for its development, presented a detailed demonstration of the platform and its features. He explained that while the previous website mainly supported one-way communication, the new platform had been designed to foster interactive, two-way engagement between the Association and its members. He remarked that the strength of a professional society depends not merely on having a website but on the active participation of its members. The primary objective of the platform, he noted, was to enable every IMSA member to connect, learn, contribute, and grow together. He encouraged members to visit the website regularly, explore its various sections, and actively engage with the scientific and technical resources available. During the demonstration, Dr. Nitesh showcased the personalized member dashboards through which users could update their profiles, biodata, and professional achievements. He highlighted key features of the website, including the IMSA Library, conference proceedings, Meat Digest, newsletters, journal archives, galleries, technical articles, and downloadable resources. The IMSA Community Knowledge Centre would allow members to access information based on their interests, identify collaborators, share ideas, and submit scientific articles. Accepted articles would receive a unique identification number, be indexed by Google, and could be shared through various digital and social media platforms. He also demonstrated the online article submission process, explaining that suitable articles would undergo rapid review and could be published within two to three days.



Glimpses of Interaction session

The invited dignitaries appreciated the successful launch of the new IMSA website and congratulated the Executive Committee for this important initiative. Dr. Kulkarni commended the efforts of Dr. P.K. Mandal, Dr. Muthu Kumar and the entire IMSA team in conceptualising and successfully implementing the website. He observed that Dr. Mandal had consistently introduced innovative initiatives for the Association and was taking IMSA to greater heights. Expressing his delight over the launch, he remarked that members could

provide further suggestions after gaining practical experience with the platform. Dr. Barbudhe, Director, ICAR-NMRI, Hyderabad, congratulated the development team and advised that appropriate disclaimers should accompany the scientific material published on the website. He emphasised the importance of rigorous editorial scrutiny, noting that scientific opinions may vary among authors and readers. Responding to the suggestion, Dr. P.K. Mandal assured participants that all submissions would undergo careful review and approval by a designated editorial team before publication. Dr. Pal also congratulated the Association, describing the initiative as timely in view of India's rapidly advancing digital landscape. He observed that the platform would effectively support scientific, academic, and industrial activities while contributing to the continued growth of IMSA.

During the interactive session, Dr. Trikha enquired about the categories of articles to be published on the website. Dr. Mandal explained that the Knowledge Centre would primarily publish popular and technical articles after a rapid review, while the Discussion Forum would facilitate professional interactions through questions and responses. Selected discussions could later be compiled into PDF documents and published on the website. He further informed participants that all published content would be indexed by Google. Dr. MuthuKumar suggested incorporating educational presentations and YouTube-based learning resources into the platform. In response to a query from Dr. Kulkarni, Dr. Mandal clarified that IMSACON registration would be accessible through a link on the IMSA website, although the conference registration portal would remain separate. He also announced that details of the forthcoming IMSA Awards would soon be uploaded.

The programme concluded with a formal vote of thanks delivered by Dr. Meena Goswami Awasthi, Joint Secretary, IMSA, who expressed sincere gratitude to the senior teachers, dignitaries, past and present office bearers, Executive Committee members, the website development team, service provider, and all IMSA members for their valuable contributions. The launch of the new website marks the beginning of a new digital era for IMSA, strengthening scientific communication, knowledge dissemination, professional networking, collaboration, and the advancement of meat science in India.



(Gauri Jairath)

MeatUp Co-Ordinator



(Meena Goswami Awasthi)

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