

GOVERNMENT OF INDIA  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING  
RAJYA SABHA  
UNSTARRED QUESTION NO. 888  
TO BE ANSWERED ON 9<sup>th</sup>FEBRUARY 2024

**STATUS OF D2C DAIRY MARKET**

888 SHRI SURENDRA SINGH NAGAR:

Will the Minister of **Fisheries, Animal Husbandry and Dairying**  
be pleased to state:

- (a) whether it is a fact that Indian D2C dairy market is growing rapidly;
- (b) the size and growth rate of the D2C dairy market in the financial year 2023-24;
- (c) the details of projected growth in market size of D2C dairy products by 2025; and
- (d) the benefits of D2C platforms for dairy products and the steps taken by Government to promote the same?

**ANSWER**

**THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING**

**(SHRI PARSHOTTAM RUPALA)**

- (a) to (d): Department of Animal Husbandry & Dairying (DAHD), Government of India (GoI) does not regulate, nor maintained any data of procurement and sale of milk and milk product in the country. DAHD supplements the efforts of the State Government for dairy development to meet the growing demand of milk and making dairying more remunerative to the rural farmers by implementing following dairy development schemes across the country:
- I. National Programme for Dairy Development (NPDD)
  - II. Dairy Processing and Infrastructure Development Fund (DIDF) now subsumed with Animal Husbandry Infrastructure Development Fund (AHIDF).
  - III. Supporting Dairy Cooperatives and Farmer Producer Organizations (SDCFPO) engaged in dairy activities.

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