

GOVERNMENT OF INDIA  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING  
LOK SABHA  
UNSTARRED QUESTION NO.687  
TO BE ANSWERED ON 6<sup>TH</sup> FEBRUARY, 2024

**LAUNCH OF DAIRY MARK**

687. SHRI N. REDDEPPA:

WILL THE MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
मत्स्यपालन, पशुपालन और डेयरी मंत्री  
be pleased to state:

- (a) the details of the Dairy Mark launched by the Government on 23rd December 2021 as a unified logo;
- (b) the details of progress made with respect to its implementation;
- (c) the expected benefits accruing out of the same; and
- (d) the other measures proposed to be taken to ensure good quality of milk and milk products?

**ANSWER**

**THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
(SHRI PARSHOTTAM RUPALA)**

(a) Conformity Assessment Scheme for Milk and Milk Products' (CAS MMP) has been developed by Bureau of Indian Standards (BIS) jointly with National Dairy Development Board (NDDB). The same has been notified by BIS vide Notification dated 8th December 2021, called as "the Bureau of Indian Standards (Conformity Assessment) (Sixth Amendment) Regulations, 2021". The Scheme was inaugurated by Hon'ble Prime Minister on 23rd December 2021 with the vision of One Nation, One Certification and improve ease of doing business. This scheme amalgamates the following three existing certification schemes to ensure that milk and milk products thus produced are conforming to specified requirements and safe for consumption:

- i. Product Certification as per Scheme I of BIS (Conformity Assessment) Regulations;
- ii. Food Safety Management Systems certification as per Scheme III of BIS (Conformity Assessment) Regulations; and
- iii. Process Certification as per Quality Mark Guidelines of National Dairy Development Board (NDDB).

The unified logo for the same is given below:



(b) As on 24.01.2024, five Certifications have been granted under this scheme. Further, 30 Seminars/ Webinars/ Programmes have been conducted by BIS at both National and Regional levels. In addition, written communications have also been made by BIS to the Indian Dairy Association, licensees of Products certification scheme of BIS and various other cooperative and private dairies describing the benefits of CAS MP scheme.

(c) This certification scheme is a significant step towards ensuring Quality & Food safety of Milk and its products across the country as:

- i. CAS MMP scheme simplifies the certification process for multiple certifications.
- ii. The integration of existing certifications under one scheme not only reduces resource requirements (Audit Time, Certification cost and manpower) but also increases the effectiveness of process controls and food safety management systems implemented by the dairy.
- iii. Bring quality consciousness at each stage in the dairy sector right from production, processing, transportation till distribution of milk and milk products.
- iv. Creates a unified mark/ logo for public to be reassured about product quality

(d) In addition, the Department of Animal Husbandry and Dairying is implementing “National Programme for Dairy Development (NPDD)” since Feb-2014. This scheme has been revised and realigned in July 2021 for implementation till 2025-26 with the aim to enhance quality of milk and milk products and increase share of organized procurement, processing, value addition and marketing. Under the scheme, financial assistance is also provided to States for strengthening of village level cold chain infrastructure, milk quality testing infrastructure, certification & accreditation of dairy establishments, trainings etc. to ensure good quality of milk and milk products.

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