

GOVERNMENT OF INDIA  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING  
LOK SABHA  
UNSTARRED QUESTION NO.1542  
TO BE ANSWERED ON 7<sup>TH</sup> DECEMBER, 2021

**DAIRY PRODUCTS MARKET IN NORTH EAST**

1542: SHRI PALLAB LOCHAN DAS:

Will the Minister of FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

मत्स्यपालन, पशुपालन और डेयरी मंत्री

be pleased to state:

- (a) whether it is a fact that there is immense marketing potential of dairy products in Northeastern States particularly in the State of Assam;
- (b) whether it is a fact that North Eastern Region faces milk scarcity; and
- (c) if so, the details of initiatives taken by the Government to increase quality and quantity of milk and milk products in North Eastern Region?

**ANSWER**

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

(a) According to a study of milk demand in India conducted by National Dairy Development Board (NDDB) through M/s A C Nielson under National Dairy Plan Phase-I scheme in 2019, estimated household consumption in 2019 and projected household demand in 2030 of milk and milk products in the North Eastern States are as under:

State	Estimated Household Consumption 2019		Projected Household Demand 2030	
	HH Consumption (LLPD)	Per Capita (ml)	HH Consumption (LLPD)	Per Capita (ml)
Arunachal Pradesh	2.22	142	4.90	267
Assam	47.89	138	89.87	227
Manipur	1.65	59	3.52	109
Meghalaya	2.48	71	1.50	36
Mizoram	1.15	94	6.58	466
Nagaland	2.22	100	3.89	151
Sikkim	2.08	324	1.84	268
Tripura	4.89	120	14.83	318

LLPD- Lakh Litre Per day; ml- mililitre

The projected household demand in 2030 indicates marketing potential of dairy products in Northeastern States particularly in the State of Assam.

(b) The milk production in North Eastern Region has increased by 4.9% during 2019-20 when compared to 2018-19, however the per capita availability of milk is far below the ICMR recommendation. The present demand/consumption of milk and milk products of North Eastern Regions is met jointly by the local production and by the leading dairy cooperatives and private sectors dairies of the country.

(c) Supplementing the efforts of States, Government of India has taken following initiative to increase quality and quantity of milk and milk products throughout the country including in North Eastern Region:-

- (i) National Programme for Dairy Development scheme has been restructured / realigned in July 2021 to focus on improvement in quality of milk by creating/strengthening of infrastructure for quality milk testing equipment as well as primary chilling facilities.
- (ii) Rashtriya Gokul Mission is being implemented for genetic upgradation of bovine population, enhancement of milk production and productivity of bovines and development and conservation of indigenous bovine breeds.

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