



# 45<sup>th</sup> Flavi Updates

## Flavi Dairy Solutions' Monthly Newsletter

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### Welcome to Flavi Updates!

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## FSSAI Reclassifies Food Packaging as Critical Category

- ❖ The FSSAI has updated its 2018 packaging regulations by reclassifying food-grade packaging as a “critical category,” emphasizing its direct impact on food safety. This change was driven by increased reports of food contamination traced back to poor-quality packaging materials. It places heightened responsibility on packaging manufacturers and food businesses to ensure compliance.
- ❖ Under the revised norms, packaging must be manufactured and stored in hygienic conditions, and only food-grade materials approved by FSSAI can be used. The new amendment also focuses on the migration of chemicals from packaging to food, making it mandatory for manufacturers to conduct regular testing and documentation.
- ❖ This regulatory shift is expected to elevate packaging quality across all food categories, from street food vendors to premium packaged goods. With India's food processing sector rapidly expanding, ensuring packaging safety will play a pivotal role in maintaining public health. It also encourages innovation in biodegradable and safe materials, aligning with sustainability goals.



## Government to Regulate Ads on Unhealthy Foods to Curb Health Risks

- ❖ The Indian government, in collaboration with ICMR and FSSAI, is planning to regulate advertisements of ultra-processed and unhealthy food, especially those targeting children and adolescents. With rising rates of non-communicable diseases linked to poor diets, the policy aims to create awareness and reduce exposure to misleading marketing.

- ❖ The upcoming guidelines will likely introduce front-of-pack labeling, restrict advertising during children's television programming, and encourage media to promote healthier alternatives. Ultra-processed foods high in salt, sugar, and fat have been linked to obesity, diabetes, and cardiovascular diseases, making this regulatory step critical for long-term public health. The policy may also include digital media platforms, which are widely accessed by youth.
- ❖ This policy intervention comes at a time when India's food environment is becoming increasingly processed and convenience-oriented. By addressing the impact of media on food choices, especially among children, the initiative aims to create a healthier nation. Public and industry feedback is expected before the final regulations are rolled out.



## India Eyes Self-Reliance in Veterinary Drug Ingredients

- ❖ In a strategic push towards self-sufficiency, the Indian government has launched an initiative to encourage the domestic production of veterinary active pharmaceutical ingredients (APIs). The move comes as India remains heavily dependent on imports, especially from China, for critical APIs used in livestock treatment. This dependence not only affects pricing but also poses supply chain risks for the country's dairy and poultry sectors.
- ❖ To reduce this vulnerability, the Centre plans to provide incentives to pharmaceutical manufacturers, including subsidies and regulatory support. The initiative is expected to strengthen the veterinary pharmaceutical ecosystem and ensure timely availability of essential medications for livestock. It also aligns with the broader Atmanirbhar Bharat (Self-Reliant India) mission aimed at reducing dependency on foreign imports across critical sectors.

- ❖ As India continues to be the world's largest milk producer, a robust veterinary drug supply is crucial to maintaining herd health and productivity. The government's move will also benefit rural farmers by ensuring affordable access to quality veterinary care. Additionally, it opens new investment avenues for domestic pharma companies and encourages innovation in the animal health space.

### **Punjab Bans Sale of Energy Drinks to Children Below 18**

- ❖ In a pioneering public health move, the Punjab government has banned the sale of energy drinks to minors under 18 years of age. The decision was made in response to increasing health concerns over the consumption of highly caffeinated beverages, which are linked to heart palpitations, anxiety, and disrupted sleep patterns in adolescents.
- ❖ The Health Department has issued strict directives to retailers, warning of penalties for non-compliance. Awareness campaigns in schools and colleges will also be launched to educate youth about the harmful effects of energy drinks. The policy will likely set a precedent for other Indian states to follow suit.
- ❖ The move has been welcomed by health professionals but criticized by some manufacturers. Nonetheless, it highlights the growing concern over unregulated access to stimulant-based drinks. With the rise in lifestyle diseases among youth, such interventions may play a crucial role in preventive health care.





## 21,000+ Consumer Complaints Filed Against Food Delivery Apps in 5 Years

- ❖ Over the last five fiscal years, the FSSAI has received a staggering 21,042 complaints from consumers related to food delivery apps such as Swiggy, Zomato, and others. The complaints primarily relate to poor food quality, hygiene concerns, and unsatisfactory delivery experiences. Interestingly, the number of grievances has risen significantly post-pandemic, reflecting increased reliance on digital food delivery platforms and the accompanying scrutiny by users.
- ❖ FSSAI's data shows a sharp year-on-year rise in consumer dissatisfaction, with 7,043 complaints in 2023-24 alone, up from just 805 in 2020-21. These trends highlight a growing gap between consumer expectations and service delivery, despite these platforms' massive growth and funding. Consumers are increasingly demanding better transparency regarding the hygiene ratings and certification of partner restaurants.
- ❖ This trend has prompted the FSSAI to work on stricter regulatory frameworks and mechanisms to hold aggregators accountable. Measures such as mandatory hygiene audits, QR-code based hygiene ratings, and improved grievance redressal systems are being considered. As the online food economy grows, consumer trust and safety will remain paramount to its sustainable success.

## FDA Plans to Remove Artificial Food Dyes Amid Health Concerns



The U.S. Food and Drug Administration (FDA) is preparing to phase out several artificial food dyes commonly used in processed foods and beverages. This regulatory shift follows growing evidence linking synthetic dyes like Red 3 and Yellow 5 to behavioral and developmental issues in children.

- ❖ The FDA is engaging with industry stakeholders to ensure a smooth transition to natural alternatives. This includes reformulation strategies, public comments, and timelines for compliance. The dyes in question are widely used in candies, cereals, baked goods, and sodas, making the change significant for the processed food industry.
- ❖ The initiative reflects the global momentum toward cleaner labels and safer food ingredients. As consumer awareness of food additives increases, brands are being held accountable for transparency and health outcomes. The FDA's move may influence regulatory changes in other countries, including India.

### **SC Sets Three-Month Deadline for Mandatory Front-of-Pack Nutrition Labels**

- ❖ In a decisive move, the Supreme Court has set a three-month deadline for the FSSAI to make nutritional front-of-pack labeling mandatory on all packaged foods sold in India. This labeling system will indicate levels of sugar, salt, saturated fats, and calories using simple visuals or color codes. The new norms are aimed at tackling the growing prevalence of obesity, diabetes, and other non-communicable diseases among Indian consumers.
- ❖ The Court's decision follows increasing concerns that Indian food packaging lacks transparency and often misleads consumers with health claims. Under the new guidelines, foods high in HFSS components will be clearly marked, and companies must disclose nutritional values in a standard, readable format. This could lead to a major shift in how processed foods are marketed and perceived in India.
- ❖ The labeling reforms are expected to have a wide-ranging impact on food businesses, from MNCs to domestic SMEs, prompting reformulation of products to stay competitive. The food industry is also being encouraged to engage in self-regulation and innovation by introducing healthier product lines. As enforcement becomes more stringent, the move marks a paradigm shift in India's food regulation framework.

## Flavoured Milk GST Classification Issue Clarified; Now Taxed at 5%

- ❖ A recent article highlights a long-standing classification error in the taxation of flavoured milk under India's GST regime. Initially, flavoured milk was wrongly classified under heading 2202, which includes soft drinks and beverages, attracting a GST rate of 12–18%. However, legal and tax experts have clarified that flavoured milk falls under Chapter 4 (milk and dairy products) and should be taxed at just 5%.
- ❖ This misclassification had led to unfair tax burdens on dairy companies and impacted pricing for end consumers. A recent judicial clarification and policy update now bring flavoured milk under the correct 0402 heading, ensuring its classification as a dairy product. This decision is in line with the broader objective of promoting dairy-based nutritional beverages in India.
- ❖ The correction is expected to benefit both manufacturers and consumers by lowering the cost of production and encouraging higher consumption. It will also create a level playing field among dairy product categories, fostering innovation in milk-based drinks. Companies producing flavoured milk variants can now plan for better margins and expanded portfolios under a favorable tax structure.



## Karnataka's GI-Tagged Coffee Now in Drip Bags

- ❖ Karnataka, the largest coffee-producing state in India, has launched its GI-tagged coffee in drip bag format for the first time. This initiative, spearheaded by the Coffee Board of India and the State Government, aims to provide consumers with premium quality coffee that reflects the unique identity of the region's beans. The Geographical Indication (GI) tag certifies the authenticity of coffee from specific districts like Chikmagalur, Coorg, and Bababudangiri, ensuring traceability and boosting regional pride.
- ❖ The drip bags are designed for single-serve use and eliminate the need for any brewing equipment, catering to urban professionals and travelers seeking quality coffee on the go. By combining the convenience of instant coffee with the richness of specialty brews, this format appeals to the fast-paced lifestyle of modern consumers. Additionally, the product features biodegradable packaging, contributing to environmental sustainability while enhancing user experience.
- ❖ This launch is a significant milestone in branding and marketing Indian coffee, especially in global markets where convenience formats are gaining traction. Authorities hope this will open new export opportunities, increase domestic consumption, and support local farmers economically. The move aligns with the government's efforts to promote indigenous products under the "Make in India" initiative and enhance the visibility of India's coffee heritage.

## Unilever to Set Up Magnum Ice Cream Global Capability Centre in Pune

- ❖ Hindustan Unilever Ltd. (HUL) has announced the establishment of a Global Capability Centre (GCC) for its Magnum ice cream brand in Pune. The center will serve as a hub for global operations, driving innovation, digital capabilities, and advanced analytics for Unilever's premium ice cream segment. The decision highlights India's growing importance as a strategic location for global business functions.



- ❖ The GCC will focus on improving consumer experience through cutting-edge technologies, supply chain efficiencies, and sustainable product development. This initiative reflects Unilever's strategy to align global teams with local expertise and accelerate its premium dessert portfolio. The center is expected to enhance Magnum's competitiveness in the dynamic and growing ice cream market.
- ❖ This move also reinforces Pune's emergence as a GCC hub in India, contributing to employment and knowledge-sharing across global teams. HUL's focus on premium segments like Magnum demonstrates the increasing consumer demand for indulgent, high-quality products and sets the tone for future investments in value-added dairy offerings in India.

## **Carlsberg Launches Electric Beer in Denmark**

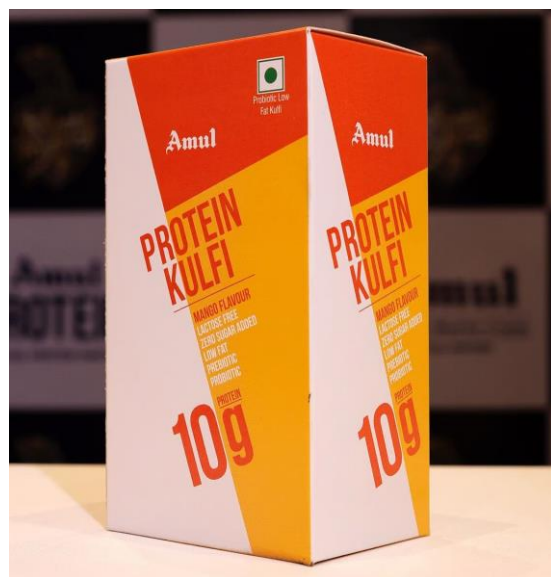
- ❖ Carlsberg has unveiled a revolutionary product called "Carlsberg Electric," a new beer that is brewed using renewable electricity and aims to minimize carbon emissions. This innovation is part of the company's sustainability program, "Together Towards ZERO and Beyond," focused on achieving net-zero carbon emissions across its operations. The product represents a milestone in sustainable brewing.
- ❖ The beer uses 100% renewable electricity and sustainable brewing practices, including low-carbon packaging. Carlsberg Electric is a lager with a fresh, crisp taste, targeting eco-conscious consumers who want both quality and environmentally responsible products. It is initially being launched in the Danish market, with plans to expand further based on consumer reception.



- ❖ This move aligns with the increasing demand for sustainability in the food and beverage sector. By investing in carbon-neutral production, Carlsberg not only differentiates itself in a competitive market but also contributes meaningfully to climate goals. The Electric beer sets a new standard for eco-friendly alcoholic beverages.

## Amul Launches World's Highest Protein Kulfi

- ❖ Amul has introduced a breakthrough product—‘Pro-Kulfi’—which is being marketed as the world’s highest-protein kulfi. Containing 10 grams of protein per stick, the product targets fitness enthusiasts and health-conscious consumers. It is part of Amul’s broader strategy to offer functional and value-added dairy products.



- ❖ The kulfi is enriched with whey protein isolate and contains no added sugar, making it suitable for people on high-protein or low-carb diets. Amul has used advanced dairy processing techniques to maintain creamy texture and traditional flavor without compromising nutritional content. It will be available in select urban markets during the initial phase.
- ❖ This innovation exemplifies the blending of traditional Indian desserts with modern nutrition science. Amul’s move aligns with current trends toward healthy indulgence and represents an evolution in frozen dessert offerings. It could also open new export avenues for functional ethnic dairy products.

## NIT Rourkela Develops Eco-Friendly Packaging from Flower Waste

- ❖ A research team at NIT Rourkela has developed an innovative biodegradable packaging material using waste flower petals. The patented material is intended to replace plastic in food and cosmetic packaging, offering a sustainable and cost-effective alternative. The initiative aims to reduce flower waste generated by religious and ceremonial activities.
- ❖ The packaging is made using natural polymers extracted from petals, combined with organic binders. It is biodegradable, compostable, and suitable for short-shelf-life products. Tests have shown good mechanical strength and water resistance, making it viable for market use. The project is also exploring commercial partnerships for scale-up.
- ❖ This innovation addresses two major environmental concerns: plastic pollution and organic waste disposal. If widely adopted, it could revolutionize the packaging industry and support India's mission for circular economy practices. It also opens up opportunities for rural employment through decentralized flower waste collection.

## Liquid Egg Products Recalled in US Due to Bleach Contamination Risk

- ❖ A nationwide recall was issued in the U.S. for liquid egg products potentially contaminated with a sanitizing solution containing bleach. The recall was initiated after routine quality checks revealed a food safety hazard stemming from cross-contamination during processing. The company responsible, Michael Foods, responded swiftly to the incident and began a recall of multiple batches.
- ❖ So far, no illnesses have been reported, but the recall is considered a preventive action. Consumers and food service operators have been advised to check the lot codes and discard the affected products to avoid accidental ingestion. Regulatory agencies including the FDA and USDA are closely monitoring the recall and investigating the root cause of the contamination.

- ❖ This incident emphasizes the importance of stringent safety practices and regular inspections in food manufacturing units, particularly those supplying ready-to-eat products. It also serves as a wake-up call for manufacturers to reassess their cleaning and sanitization protocols to prevent future mishaps. With increasing automation, human oversight and quality assurance remain critical to ensuring food safety compliance.

## FSSAI Approves rPET for Food Contact Use in India

- ❖ The Food Safety and Standards Authority of India (FSSAI) has approved the use of recycled polyethylene terephthalate (rPET) for direct food contact applications. This decision comes after years of research and consultations with industry stakeholders to assess safety and environmental benefits. With this, India joins other global markets like the EU and U.S. in embracing food-grade rPET.
- ❖ The approval mandates strict quality control for recyclers and converters, including decontamination procedures and compliance with BIS standards. Only rPET sourced from authorized recycling plants and tested for contaminants will be allowed. This helps ensure consumer safety while promoting sustainable packaging practices in the food and beverage sector.
- ❖ The move is a major boost to India's circular economy efforts, enabling manufacturers to reduce their carbon footprint and packaging costs. As plastic waste management becomes a global concern, FSSAI's step reinforces the balance between food safety and environmental responsibility. It also opens the door for innovations in eco-friendly packaging solutions.

**India Approves Use of Recycled PET for Food Packaging**





## Toxic Chemicals Detected in Ice Cream in Karnataka

- ❖ A shocking investigation in Karnataka has revealed that some ice creams sold in the state contain detergent-like chemicals, posing a serious public health risk. Initial lab tests found high levels of harmful surfactants used for texture improvement but not approved for human consumption. The Food Safety Department has launched a state-wide crackdown on unlicensed manufacturers.
- ❖ Officials have collected multiple samples from small-scale and roadside vendors and sent them for advanced testing. Many of the ice creams under suspicion were found to have a suspiciously smooth texture and unusual flavor, raising red flags. Consumers have been warned to avoid unlabeled or unusually cheap ice creams sold in unregulated markets.
- ❖ This alarming situation has prompted FSSAI and state regulators to consider stricter guidelines for ingredient disclosure and periodic product testing. With the summer season leading to a spike in ice cream consumption, consumer awareness and vigilance are crucial. Legal action against offending manufacturers is expected to follow.

## Mother Dairy to Invest ₹600 Crore in New Processing Plants

- ❖ Mother Dairy, a major Indian food and dairy brand, has announced a ₹600 crore investment to establish new fruit and vegetable processing units across India. The planned facilities will be equipped to handle washing, grading, cutting, freezing, and packaging of fresh produce. This expansion aims to cater to increasing demand for hygienic and ready-to-cook food products.



- ❖ The investment will help build a more robust farm-to-fork supply chain by improving post-harvest infrastructure, reducing wastage, and boosting rural incomes. Mother Dairy's plan includes setting up plants in strategic agricultural zones to reduce transit time and maintain produce freshness. The company also intends to integrate technology for better traceability and quality assurance.
- ❖ This move reflects the growing trend toward health-conscious eating, with urban consumers seeking clean, processed fruits and vegetables for daily use. It also strengthens Mother Dairy's non-dairy portfolio, diversifying its offerings in the competitive food processing market. The investment supports the government's goal of doubling farmer income and promoting value-added agri-products.

### **PepsiCo to Set Up New Plant in Mannapparai, Tamil Nadu**

- ❖ PepsiCo India has announced a major expansion plan by setting up a new food manufacturing facility in Mannapparai, Tamil Nadu. The project, once completed, will significantly enhance the company's production capacity for snacks and beverages in South India. The move reflects the company's confidence in the region's growth potential and favorable logistics network.
- ❖ The plant is expected to generate direct and indirect employment opportunities for thousands and will prioritize sustainable operations. PepsiCo plans to integrate water recycling, renewable energy, and waste management systems as part of its environmental commitment. The facility will also source raw materials like potatoes and corn from local farmers, boosting regional agri-economy.



- ❖ This investment aligns with PepsiCo's long-term growth strategy in India, where the demand for packaged food and beverages is on the rise. Tamil Nadu's investor-friendly policies and strategic location make it an ideal hub for PepsiCo's operations. The move will also strengthen its supply chain, ensuring faster market delivery and expanded product offerings.

## **Campa Cola to Invest ₹1,000 Crore in New Bottling Plant in Bihar**

- ❖ Campa Cola, under Reliance Consumer Products, is set to invest ₹1,000 crore to build a state-of-the-art bottling plant in Bihar. The plant will serve as a key manufacturing and distribution hub in eastern India, helping the brand regain market share in the carbonated drinks segment. The facility will also create significant employment opportunities and support local suppliers.
- ❖ This investment comes as part of Reliance's larger strategy to rejuvenate Campa Cola as a legacy Indian soft drink brand. By investing in modern infrastructure, Reliance aims to compete with global beverage giants like Coca-Cola and PepsiCo. The new plant will also have sustainability features, including water conservation and renewable energy use.
- ❖ The move marks a revival of indigenous beverage brands with modern business models. With an aggressive marketing and distribution plan, Campa Cola aims to reconnect with nostalgic consumers while appealing to the new generation. The bottling plant will become operational in the next 18–24 months.



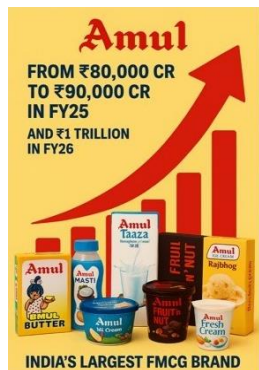


## ITC to Acquire 24 Mantra Organic for ₹472 Crore

- ❖ ITC Ltd. has announced the acquisition of 100% stake in Organic India Pvt. Ltd, which owns the 24 Mantra Organic brand, for ₹472 crore. This strategic move will help ITC enter the fast-growing organic food segment, further diversifying its product portfolio. 24 Mantra is a well-established brand in cereals, pulses, spices, and packaged organic foods.
- ❖ The acquisition supports ITC's commitment to responsible and sustainable consumption. With increasing consumer awareness of health and wellness, demand for organic food has seen consistent growth. ITC will leverage its pan-India distribution network to scale up 24 Mantra's reach and visibility across urban and semi-urban markets.
- ❖ This development positions ITC among leading FMCG players offering health-centric products. The synergy between ITC's agribusiness and the organic product category is expected to bring supply chain advantages, improved farmer engagement, and expansion of certified organic farming practices.

## Amul's FY25 Revenue Surges to ₹90,000 Crore on Double-Digit Growth

- ❖ India's dairy giant Amul has achieved a record revenue of ₹90,000 crore in FY25, registering strong double-digit growth driven by increased consumption and expanded product lines. The Gujarat Cooperative Milk Marketing Federation (GCMMF), which owns the Amul brand, attributed the growth to strong demand across categories including milk, cheese, paneer, ice cream, and value-added beverages. Amul also scaled up exports, adding to the topline performance.



**From ₹80,000  
Cr to ₹90,000 Cr —  
Amul's Epic FY25  
Leap**

India's dairy darling is now the country's largest FMCG brand. Here's what every business leader must know:





- ❖ The company expanded its rural and urban distribution footprint, and invested in digital platforms and cold-chain logistics, which further enabled consistent product availability across India. Strategic pricing and localized campaigns contributed to increased customer engagement and brand loyalty. Amul's innovation in health-focused and indulgent dairy offerings, such as protein-rich kulfi and sugar-free products, also supported market expansion.
- ❖ With robust domestic demand and a loyal consumer base, Amul is now eyeing global markets with plans to penetrate newer geographies in Asia and the Middle East. Its continued focus on empowering dairy farmers through cooperative models ensures sustainable backward integration. Industry experts see Amul as a benchmark for scalable and inclusive growth in the agri-dairy sector.

### **ICAR-CTCRI Develops New Sweet Potato for Tribal Food Security**

- ❖ The ICAR-Central Tuber Crops Research Institute (CTCRI) in Kerala has developed a new high-yielding sweet potato variety aimed at strengthening tribal nutrition programs. This variety has been bio fortified with beta-carotene, a precursor of Vitamin A, to combat deficiencies among vulnerable populations. It is also resilient to pests and suited for cultivation in marginal lands.
- ❖ Sweet potatoes are a traditional crop in tribal belts, and this innovation builds upon local dietary habits while enhancing nutritional value. The institute's field trials showed that the new variety provides better yields with less input, making it ideal for low-resource farmers. Its acceptance among local communities has been positive, with early adoption already underway.
- ❖ This development aligns with national efforts to ensure food and nutrition security among indigenous communities. By promoting bio fortified crops, the initiative not only improves public health outcomes but also empowers farmers through better market opportunities. The government plans to integrate this variety into school meal and tribal welfare programs.

## IISR Develops Light-Coloured Turmeric to Boost Market Acceptance

- ❖ The Indian Institute of Spices Research (IISR) in Kozhikode has developed a new light-colored turmeric variety, named IISR Pragati, aimed at catering to consumer preferences and export demand. Traditional turmeric's deep yellow pigment often stains hands and clothes, leading to hesitation in household use, particularly in urban kitchens.
- ❖ This new variety retains curcumin content but reduces staining while offering an appealing color in food applications. IISR Pragati also boasts disease resistance and high yield potential, making it ideal for commercial cultivation. The innovation aligns with India's ambition to strengthen its global leadership in turmeric exports.
- ❖ By introducing consumer-friendly and farmer-beneficial turmeric, IISR bridges the gap between agriculture research and practical utility. This breakthrough could contribute to increased domestic consumption and stronger international positioning for Indian turmeric, especially in processed food and wellness sectors.

## Milky Mist and MilkLane Ink ₹400 Crore Milk Supply Deal

- ❖ In a significant development for the Indian dairy industry, MilkLane (a subsidiary of Innoterra) has signed a ₹400 crore milk supply agreement with Milky Mist. The deal will secure a steady supply of raw milk sourced from ethically managed farms to support Milky Mist's growing demand for its dairy product line. This long-term partnership reflects the shift towards organized and tech-driven milk procurement.



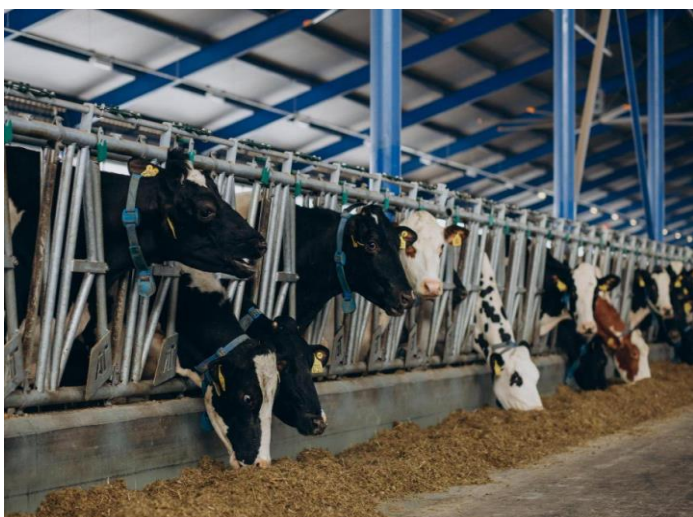
- ❖ Milklane operates a traceable supply chain with a focus on animal welfare, farmer income transparency, and digital payments. With this deal, Milky Mist will gain access to high-quality A and B grade milk, which is crucial for producing premium dairy products like paneer, ghee, and yogurt. The agreement will also ensure consistent quality across Milky Mist's product portfolio.
- ❖ Such collaborations are increasingly becoming vital in the dairy sector where quality assurance, sustainability, and ethical sourcing are market differentiators. The partnership is expected to set a benchmark for future dairy alliances, focusing on mutual growth, farmer empowerment, and improved supply chain efficiency.

### **Coke, Pepsi Roll Out ₹10 No-Sugar & Light Variants to Compete with Campa**

- ❖ To combat the growing market presence of Reliance's Campa brand, Coca-Cola and PepsiCo have introduced no-sugar and light versions of their flagship beverages priced affordably at ₹10. These smaller, health-conscious SKUs aim to capture the price-sensitive Indian consumer while promoting lower-calorie consumption. The move is also a strategic response to increasing health awareness among young consumers who seek indulgence without guilt.
- ❖ Both beverage giants are aggressively expanding retail presence in semi-urban and rural India, where price and value play key roles in purchase decisions. Coca-Cola's Thums Up Charged No Sugar and Pepsi Black mini bottles are expected to appeal to a new generation of fitness-aware consumers. The ₹10 price point makes these options accessible to a wide demographic, directly challenging the affordability positioning of Campa Cola.
- ❖ This initiative not only signals a battle for volume share but also reflects a shift toward portfolio diversification in the carbonated drink space. With pressure from rising input costs and growing regulatory scrutiny on sugar-laden drinks, the move toward "better-for-you" options is expected to intensify. Industry analysts view this as a pivotal moment that could reshape how fizzy drinks are marketed in India.

## NDDDB and Sanchi Sign Agreement to Strengthen Dairy Infrastructure in MP

❖ The National Dairy Development Board (NDDDB) and Sanchi brand's parent company, Madhya Pradesh State Cooperative Dairy Federation, signed a memorandum of agreement in the presence of Home Minister Shri Amit Shah to boost dairy development in the state. The partnership aims to modernize processing facilities, enhance farmer incomes, and ensure consistent milk procurement. It also supports the “White Revolution 2.0” vision under the government's rural upliftment programs.



❖ Under this agreement, NDDDB will provide technological support, financial expertise, and training programs to dairy farmers and cooperatives. The initiative will help upgrade milk chilling centers, improve logistics, and digitize supply chains. This collaboration is expected to benefit thousands of dairy farmers by giving them assured market access, better prices, and modernized practices.

❖ This development reinforces the Centre's goal of doubling rural incomes and promoting Atmanirbhar Bharat (self-reliant India) through agro-dairy empowerment. By involving cooperatives like Sanchi, known for its strong regional brand equity, the partnership is well-positioned to enhance productivity and quality standards in the state's dairy sector. The model could also be replicated in other states.



## Cabinet Approves PM-PVTG Development Mission Guidelines

- ❖ The Union Cabinet has officially approved the detailed guidelines for the Pradhan Mantri PVTG Development Mission, a scheme designed to uplift Particularly Vulnerable Tribal Groups (PVTGs). With an allocation of ₹24,104 crore, the scheme aims to address the multidimensional development gaps in nutrition, health, education, and livelihood for these communities. The Ministry of Tribal Affairs will lead this initiative in coordination with various other ministries.
- ❖ The plan includes targeted interventions such as housing, piped water, roads, mobile connectivity, and education. Importantly, it emphasizes empowering PVTG families with individual rights over community forest resources and providing solar electricity connections. A digital dashboard will be used for real-time monitoring, ensuring transparency and effective implementation of welfare services.
- ❖ By strengthening access to basic infrastructure, the mission promises to directly impact over 2.5 million people from 75 PVTG communities across 18 states and UTs. The structured approach reflects the government's focus on inclusive growth and tribal empowerment under the larger vision of Viksit Bharat @2047. It marks a significant step towards bridging the social and economic gaps faced by tribal populations.

### PM PARTICULARLY VULNERABLE TRIBAL GROUPS (PM PVTG) MISSION

A Visionary Leap for Tribal Well-being



Basic facilities like roads, telecom, electricity & housing to scattered, inaccessible tribes



Budget of ₹24,000 crore allocated for the mission



Targeting 75 PVTGs in 18 States & UTs living in 22,544 villages



## PVTG

PARTICULARLY VULNERABLE TRIBAL GROUPS

