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Sh. Beelbir Supt.

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Government of Himachal Pradesh
Department of Animal Husbandry

File No. AHY-F(10)-1/2025

Dated Shimla-2, the

8th July, 2025

NOTIFICATION

In order to strengthen the milk-based economy with overall aim to increase the income of small and marginal milk producers/ farmers and to promote milk procurement through private Dairy Cooperative Societies, the Governor, Himachal Pradesh is pleased to notify the following Operational Guidelines/Standard Operating Procedures (SOPs) to implement Milk Incentive Scheme for Non-Government Dairy Cooperatives /Societies in the State:-

1. Introduction: -

Dairy development activities are being looked after by the HP Milk Federation in the Government Sector. Presently, 04 dairy Cooperatives/ Societies are also engaged in private/ non-Govt. sector in Milk procurement, processing and marketing activities and are doing good work with limited resources available with them. The State Govt. has increased the milk procurement rates substantially and the milk pourers associated with H.P Milkfed are getting benefit of increased milk procurement prices. However, this benefit is not being granted to the milk producers by the Private Dairy Cooperative Societies due to lack of funds with them. Further, due to huge difference in milk procurement rates of Government and Non-Government Dairy Cooperatives/ Societies, the Non-Government Dairy Cooperative Societies will no longer remain viable as the milk producers will prefer to sell their milk to HP Milk Federation on higher rates. Hence, in order to support Dairy Cooperative Societies working in private sector, the Government has envisaged Milk Incentive Scheme under which support price of Rs. 3 per lt. of milk will be provided to milk producers who are milk pourer members of Non-Government Dairy Cooperatives /Societies in the State.

2. Objectives: -

- 2.1 To make dairy activity profitable in rural areas especially to small farmers and other weaker section of society.

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- 2.2 To motivate the rural youth to take up dairy activity and improve their economic status and avoid migration of youth to the urban areas in search of livelihood.
 - 2.3 To increase the milk production and to meet the demand of urban areas.
 - 2.4 To compensate the dairy farmers against high cost of production.
 - 2.5 To improve the economic and social status of the milk producing dairy farmers in rural areas.
 - 2.6 To increase the milk production to help in providing food security.
 - 2.7 To support and encourage dairy farming activities in Cooperative/society Sector in the rural parts.

3. Implementing Agency: -

Department of Animal Husbandry.

4. Eligible Beneficiaries: -

Milk producers associated with non-Government/private Dairy Cooperatives/Societies.

5. Eligibility Criteria: - The milk producer should be member of Society fulfilling following criteria: -

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- 5.1 The Cooperative/Society should be registered under the Cooperative Act or Societies Registration Act in H.P as the case may be.
 - 5.2 The Dairy Cooperative/ Society should: -
 - a) Have been registered and functional in the State for six months.
 - b) Not be supplying milk to H.P. Milkfed.
 - c) Have milk processing capacity.
 - d) Have been marketing milk and milk products.
 - e) Be doing proper testing of milk with record keeping.
 - 5.3 Overall quality of milk being procured by the Dairy Cooperative/ Society should be minimum of
 - a) 3.5% Fat and 7.5% SNF for cow milk.
 - b) 5.6% Fat and 8.6% SNF for buffalo milk.

6. Components to be funded: -

Minimum Support price @ Rs. 3/- per liter of Milk only to be provided on milk having minimum of

- a) 3.5% Fat and 7.5% SNF for cow milk.
- b) 5.6% Fat and 8.6% SNF for buffalo milk.

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7. **Proposed Strategy of implementation/ Release of Milk Incentive: -**

- 7.1 The scheme will be implemented in Direct Benefit Transfer (DBT) mode.
- 7.2 The incentive shall be released in DBT Mode to the milk pouring farmers of eligible Non-Government Dairy Cooperative Society on monthly/quarterly basis.
- 7.3 The eligible Dairy Cooperative/ Society will submit monthly details of farmers from whom milk has been procured during the month containing: -
- a) Name and Address of the farmer
 - b) Quantity of Milk of Minimum Standard Procured during the month
 - c) Amount of payment made by the Cooperative/Society to the beneficiary
 - d) Bank Account along with IFSC detail
 - e) Amount payable as Government share in Soft Copy (in Excel Sheet) to the District Level Monitoring Committee. The DLMC shall after verification send the detail to O/O Deputy Director AH/B of concerned district.
- 7.4 The concerned Deputy Director AH/B will seek funds from Directorate of Animal Husbandry as per bill raised by the DCS and verified by the DLMC. The requisite amount will be released to the concerned Deputy Director for further crediting in to bank accounts of the farmers through Treasury.

8. **District Level Monitoring Committee (DLMC): -**

- 8.1 The composition of the District Level Monitoring Committee (DLMC) will be same as constituted earlier in the case of freight subsidy being paid to the Dairy Cooperative Societies working in the non-government sector.
- 8.2 The functions of this Committee will be as under: -
- a) On Receipt of information as mentioned at S. No 7.3, the committee will ascertain the quantity of milk collected by Milk/Dairy Cooperative Society, the amount paid by the society and amount required to be paid as Milk Incentive to the individual farmer by Checking/ inspecting the records of payment made to farmers from the Books of Dairy Cooperative Society and bank record.

b) After verification the DLMC shall forward the detail received from the DCS to the Deputy Director (AH/B) of the concerned District.

9. **How to Apply for the Scheme:-**

The Dairy Cooperatives/Societies will apply for the release of Milk Incentive on the prescribed format at annexure-A and submit the same to Deputy Director, Animal Health/ Breeding of the concerned District for onward submission to the Directorate after verification by the DLMC.

10. **Power to amend/relax:-**

Any principle/Standard Operating Procedure (SOPs) can only be amended/ relaxed with prior approval of the Administrative Secretary of Animal Husbandry Deptt.

By order

Secretary (AH) to the
Govt. of Himachal Pradesh

Endst: No. As above Dated Shimla-171002, the 8th July, 2025
Copy is forwarded to the following for information and necessary action:-

1. The Secretary to the Governor Himachal Pradesh, Shimla-2.
2. The Pr. Pvt. Secretary-cum-Special Secretary to Hon'ble Chief Minister.
3. The Spl. Pvt. Secretary to the Hon'ble Animal Husbandry Minister, H.P.
4. The Pr. Accountant General (Audit) H.P. Shimla-3.
5. The Sr. Dy. Accountant General (A&E) H.P. Shimla-3.
6. All the Administrative Secretaries to the Government of Himachal Pradesh.
7. All the HODs in Himachal Pradesh.
8. All the Divisional Commissioners in Himachal Pradesh.
9. All the Deputy Commissioners in Himachal Pradesh.
10. The Director of Animal Husbandry, HP Shimla-5.
11. The Managing Director, H.P Milkfed, Shimla-11.
12. All the Joint Director of AH through Director of Animal Husbandry.
13. All the Deputy Director/Assistant Director of Animal Husbandry through Director of Animal Husbandry.

N Singh

(Narayan Singh)
Under Secretary (AH) to the
Government of Himachal Pradesh
Phone No. 0177-2880337