

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:157  
ANSWERED ON:20.11.2000  
RISE IN PRICE OF DMS MILK  
MANIBHAI RAMJIBHAI CHAUDHARY

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether the sale of DMS milk has gone down due to hike in its prices;
- (b) if so, whether the Government propose to take steps to increase the sale; and
- (c) if so, the details thereof and if not, the reasons therefor?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (DR. DEBENDRA PRADHAN)

(a): Since the hike in sale price of DMS milk with effect from 1.3.2000, the sale of milk has gone down as compared to the sale of milk before the hike in sale price of milk.

(b) &(c): The Government have taken the following measures to enhance sale of DMS milk:

1. Increase in the commission to the concessionaires & depot agents;
2. Any group of consumers purchasing more than 100 litres of milk per day, to be paid incentive;
3. Procedure for issue of home delivery cards has been simplified;
4. Depot opening and closing time both for morning and evening shifts have been extended to suit the convenience of the consumers;
5. New distribution channel of bulk supply has been started;
6. Area for supply of DMS milk has been expanded;
7. Area field officer has been empowered to appoint new agents;
8. Introduction/launching of Full Cream Milk;
9. Introduction of half litre polypack for all kind of milk;
10. Introduction of Publicity Vans in various colonies and in rural areas;
11. Incentive for sales promotion;
12. Wide publicity through hand bills, posters, banners and through Press/ Newspapers for milk and milk products;
13. Training to field staff as well as to the production staff; and
14. Organisation of public awareness camp.