

F.No. G- 28011/6/2020-Dairy Div.(E-17562)
Government of India
Ministry of Fisheries, Animal Husbandry and Dairying
Department of Animal Husbandry and Dairying
Room No. 532, Krishi Bhavan, New Delhi,
Dated: 9th Sept., 2025

OFFICE MEMORANDUM


Subject:- **Next Generation of Reforms under GST – 100 days Outreach Program.**

The undersigned is directed to inform that in the meeting chaired by Cabinet Secretary on the above-mentioned subject on 08.09.2025, following actionable points were emerged for the department of Animal Husbandry and Dairying;

1. To conduct 100 days awareness campaign through all the stakeholders and Industries to disseminate information widely.
 2. To ensure Industry to pass on the price deduction benefit on value added dairy and poultry products to consumers thereby ensuring real consumer savings.
 3. Price deduction due to GST reform should be printed on packing of value added dairy and poultry products as **"GST Bachat Pack"**.
 4. FAQs on GST Rate Rationalization based on recommendations of GST Council in its 56th meeting on 3rd September, 2025 posted in CBIC website (copy enclosed) to be circulated for wider dissemination and link to be tagged through social media post and also to be up loaded in the departmental website.
 5. Any queries received in this regard by the division concerned should be taken up with Mr. Sachin Jain, Nodal Officer, CBIC for clarification and the same to be updated in the FAQ.
 6. CEP division should run social media campaign, stakeholder/consumer outreach programme,
 7. A **'GST Bachat Utsav'** of one month can be celebrated from 22.09.2025 to 21.10.2025
2. Accordingly, as per direction of Secretary (AHD), all the Divisional heads are requested to comply the above actionable point and provide action taken report to the Nodal Officer of this Department i.e. Ms. Varsha Joshi, AS(CDD), at the earliest.

This issues with the approval of Secretary (AHD)

Encl.A/a


(Ajith Kumar K.)
Deputy Commissioner (DD)

Distribution: AS(CDD)/AS(LH)/JS(NLM)/Advisor (Stat.)/JS(Admn.)

Copy for information to: Sr. PPS to Secretary (AHD)