

DELHI MILK SCHEME

INTRODUCTION :

Delhi Milk Scheme (DMS) is a subordinate office of the Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry & Dairying, Government of India, Delhi Milk Scheme (DMS) was set up with noble objective of supplying wholesome milk to the citizens of Delhi at reasonable price, on the other hand to price remunerative price to the milk producer farmers. The Central Dairy was formally inaugurated by Dr. Rajendra Prasad, the then President of India. The first supply of pasteurized milk was made to the citizens of Delhi on 1st November, 1959.

OBJECTIVE :

1. To provide wholesome milk to the citizens of Delhi at reasonable price.
2. To provide remunerative prices to the milk producers.

VISION :

We shall be seen as a quality driven commercial organization in the National Capital Region, with a commitment towards providing pure and safe milk foods with prompt service to our customer.

QUALITY POLICY :

We, at DMS, are committed to fulfil the needs and expectations of our customers and delight them with quality and safe milk and milk products as well as prompt and efficient service.

- We, together at DMS shall achieve this by complying with the statutory and regulatory requirements.
- By establishing and reviewing quality and food safety objectives.
- By continually improving skills of the employees, processes and systems.

DMS Management Committee :

DMS is run by a statutory management committee, with chairman Joint Secretary (DD) DADF, Member- Director (Finance) DADF and it's two nominated members from state dairy federations of the country. GM, DMS is the Member Secretary of the management committee.

All policy matters of DMS are approved by the Management Committee which is appointed by the Government. The General Manager of DMS is administrative head of DMS and the he implements the policies of management committee with the approval of Government

PROCUREMENT :

The raw milk in DMS is procured by tendering process by following e-procurement module of Government. In addition, DMS also follows Management Committee guidelines for purchasing of raw milk/concentrated milk of DMS. DMS has been mainly procuring raw/fresh milk from the state dairy federations/ milk union of the neighbouring states.

S. No.	Milk Procurement	2024-25	2025-26
1.	Total Milk Purchased	1,17,42,050 Kgs.	1,43,96,805 Kgs.

PROCESSING AND PACKING :

The FSSAI license of DMS has been under suspension since 13th October, 2023. At present DMS has been processing and packing of its milk and milk products under 3rd party MoU signed between Delhi Milk Scheme (DMS) and Haryana Dairy Development Federation (HDDF) since 26.02.2024. The above milk and milk products have been marketed by DMS in the Delhi market on its own brand and co-branded with affiliated milk union of HDDF.

DISTRIBUTION and MARKETING :

The sale of the various types of milk and milk products (its own brand and co-branded) is handled by Distribution Branch of DMS. DMS sales its milk & milk products through its milk booths. Apart from this DMS supplies its milk & milk product to various institutions and private shopkeepers for sale.

S.No.	Milk Sales	2024-25	Average Sales per month (2024-25)	2025-26	Average Sales per month (2025-26)
1.	Toned Milk (in Ltrs.)	14025580	11,68,798	12711256	1059271
2.	Full Cream Milk (in Ltrs.)	3592845	2,99,403	3665560	305463
3.	Double Toned Milk (in Ltrs.)	385195	32,099	371685	30973
4.	Cow Milk (in Ltrs.)	--		402125	33510

Milk Product Sales – 2024-25 & 2025-26

S.No.	Name of the Product	2024-25	2025-26
1	Ghee (in Ltrs.)	280213	501789
2	Paneer (200 gm pack)	--	19465
3	Rabri (80 gm pack)	--	26420
4	Dahi (200 gm cup)	--	69090
5	Dahi (400 gm cup)	--	7564
6	Dahi (900 gm pouch)	--	10257
7	Dahi (400 gm pouch)	--	45421
8	Chhach Plain (300 ml pouch)	--	56860
9	Besan Laddu (400 gm pack)	--	763
10	Besan Laddu (800 gm pack)	--	257
11	Kaju Pinni (400 gm pack)	--	1074
12	Kaju Pinni (800 gm pack)	--	369