



National Consumer Helpline
Centre for Consumer Studies
Indian Institute of Public Administration
New Delhi - 110002



राष्ट्रीय उपभोक्ता हेल्पलाइन
उपभोक्ता अध्ययन केंद्र, भारतीय लोक प्रशासन संस्थान
नई दिल्ली- 110002

CD/NCH/F-16/109(A)

Dear Dr Bobde,

Dated: 24th May 2016

Sub: Non vegetarian labeling - Brown dot marking on a packet of Parag Milk.

The National Consumer Helpline (NCH), a project of the Union Ministry of Consumer Affairs, Govt of India has been set up to advice and guide consumers in dealing with a multitude of problems arising in their day-to-day dealings with business and service providers. NCH operates under the Centre for Consumer Studies at the Indian Institute of Public Administration, New Delhi. NCH provides a National Toll Free No-1800-11-4000, a sms number and a website on which a consumer can call to seek information, advice or guidance for his queries and complaints.

On 17th May 2016 NCH has received a complaint from Ms.Ameeta Rana, a customer of Parag Milk product residing at Siddharthnagar, Uttar Pradesh, stating that the half liter packet of Parag Milk that she had purchased had the non vegetarian marking - small brown circle in a square as a label on the front of the packet. The snap shot of the same is attached.

As per Food Safety and Standards Authority of India it is mandatory for all food manufacturers to indicate on the packaging as to whether the food item contains any non-vegetarian ingredients or is completely vegetarian. Accordingly, packaged food containing non-vegetarian ingredient has to be indicated in the form of a brown circle in a square, and vegetarian contents have to be indicated by a green circle in a square on the package. FSSAI also states that "Non-Vegetarian Food" means an article of food which contains whole or part of any animal including birds, fresh water or marine animals or eggs or products of any animal origin, but excludes milk or milk products, as an ingredient. Hence as per FSSAI Packaging and Labeling Regulation, 2011, milk cannot be labeled as non vegetarian packaged food item.

Please let us know as to the reason on why the non vegetarian labeling - brown dot in a square is appearing on the packet of Parag milk that is produced by Pradeshik Cooperative Dairy Federation.

Kunal regards

Yours sincerely

Suresh Misra

(Prof Suresh Misra)
Project Director

Dr. Sudhir.M.Bobde
Managing Director/Milk Commissioner/ Principal Secretary (Dairy Dev)
Pradeshik Cooperative Dairy Federation (PCDF)
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Lucknow-226001

Cc: Shri PV Rama Sastry
Joint Secretary, Dept of Consumer Affairs
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