

Quality Mark

An Initiative to Enhance Consumer Confidence in Cooperatives and Allied Dairy Sector



Genesis Quality Mark

- National Seminar in November 2014 at Anand:
 - a working group was formed
 - Guidelines prepared
- Group members met at Anand on 05 February 2015 (attended by Bihar, Punjab, Karnataka and GCMMF & Mother Dairy, Delhi)
- Guidelines on Quality Mark modified incorporating suggestions/modifications proposed by stakeholders.
- The Guidelines were again discussed in the 11 August 2015 meeting held at Delhi
- Outcome Roll out on 6 January 2016

Quality Mark Logo

(under Trade Marks Act 1999)



Eligibility

The following organizations are eligible to apply for award of the Quality Mark:

- *Cooperative Dairy Organizations comprising State Dairy Federations, Cooperative Milk Unions, Producers owned Dairy Organizations*
- *Subsidiaries / units of NDDB*
- *Dairy Units of Educational Institutes (of Govt./ Universities/ State Dairy Fed/ Unions)*
- *Government-owned dairy units.*
- *Any other unit as approved by NDDB.*

Objectives

1. Impart distinct identity to Cooperatives/
Government/ Educational dairies
- 2. *Quality beyond mere legal compliance***
- 3. *Encourage competitiveness for food safety***
4. Outcome:
 - *Enhanced consumer confidence*
 - *Improved brand image*
 - *Competitive edge*
 - *Improve Export worthiness*

Quality Mark - Features

- Unit specific
- Certifies that “processes / Infrastructure ” are in place for producing ‘Safe’ products
- Covers entire dairy value chain (Farm to Fork)
 - Focus on quality improvement from farm onwards
 - Focus on qualified and trained manpower
- Responsibility of compliance with the provisions of the prevailing food regulations remains with the unit/ organisation *awarded Quality Mark.*
- Responsibility of Product Liability lies with the ‘User’ organisation

Essential Requirements for Award of Quality Mark

Essential Requirements

1. Shall have valid License under the FSS Act, 2006 and Regulations.
2. Shall have valid accreditation of QMS/FSMS from certifying bodies shortlisted by Management Committee.
3. Water being used by the unit shall comply with relevant BIS (IS 4251) Standard.
4. Shall have NOC/valid clearance from State Pollution Control Board.

Only those units which comply with above requirement would be eligible to apply.

1. A Unit shall submit application along with supporting documents and fees (*Rs 5000 per application*).

Application for award of Quality Mark

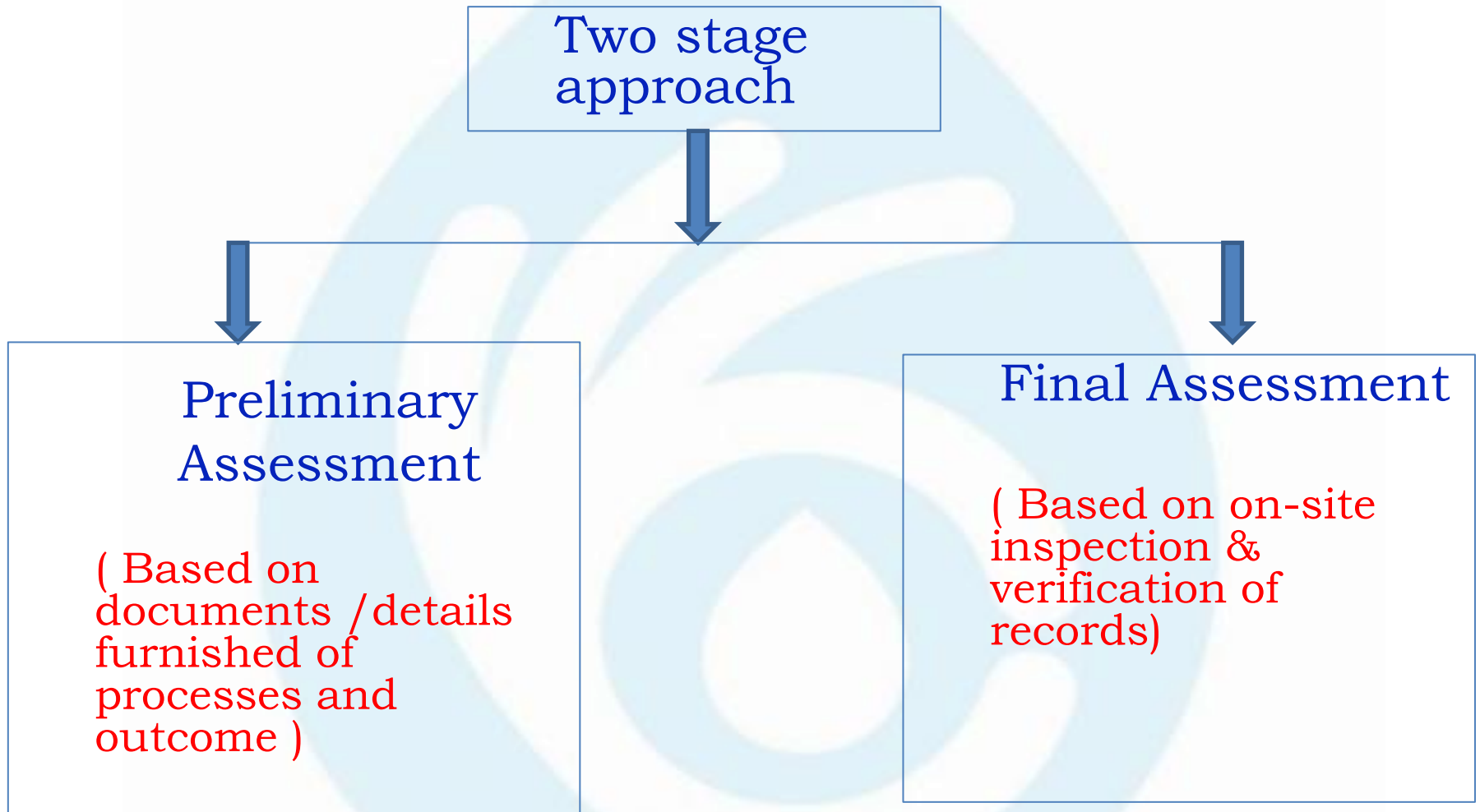
- Emphasis on Raw Milk Procurement system:
 - *Procurement through own procurement set up or of other milk cooperatives/producer companies duly audited by the unit and by ensuring that all requirements as applicable to unit's own procurement system are being followed.*
 - *Number of Bulk Milk Coolers (capacity wise) installed and operated at village level collection centres.*
 - *Percentage of raw milk from village level BMCs.*
 - *Number of conventional chilling centres with capacity of each and capacity wise number of bulk milk cooler operating as cluster BMCs.*
 - *Percentage of raw milk from conventional chilling centres / cluster BMCs wherein a BMC receives milk from more than one DCS.*
 - *Percentage of raw milk being procured through Cans and being received directly at the dairy plant.*
 - *MBR time (minimum) of milk at dairy plant being received through BMCs at individual Village level*
 - *Percentage of raw milk being received, which is collected and handled by other vendors (please provide details of vendors/suppliers)*

Application for award of Quality Mark

Emphasis on ingredients, manpower and retail chain

- Source of purchase of SMP & Butteroil
- Major processing equipment with capacity of each (pasteurisers, homogenizer, chiller, raw milk chiller, cream separators, milk packaging machines, powder making equipment), also specifying whether equipment is being operated automatically or manually.
- Manpower in top 2/3 levels (along with their educational qualification & experience, employed in the processing activity).
- List of equipment available in the laboratory & list of tests being conducted regularly.
- List of lab manpower (top two levels) *along with educational qualifications.*
- MBR time in minutes (minimum of year) and SPC in cfu/g (max in the year) of processed milk (after pasteurization).
- Total no. of vehicles for milk & milk products distribution, no of insulated/refrigerated vehicles etc.
- Details of samples taken by FSSAI officials and details of testing thereof, whether any prosecution initiated etc.

Process of Assessment of Unit



Preliminary Assessment

1. Based on documents/information submitted by the Unit.
2. The assessment norms and methodology are provided in [Annex-3](#).
3. The assessment criteria includes both the process parameters and outcome.
4. **Process criteria** include adequacy of plant and lab equipment, availability of skilled manpower, quantity of raw milk coming through village based BMCs, milk distribution through insulated vehicles etc.
5. **Outcome parameters** include MBR time for raw and pasteurized milk and SPC of pasteurized milk.
6. Maximum marks for assessment norms is : **41**
7. **Scoring system**: The Unit shall be deemed to clear preliminary assessment, if it scores:

Marks obtained	Result
> 70% marks	Qualify for final assessment
60 – 70% marks	Qualify for final assessment subject to improvement to achieve 70 % marks by the time of on-site inspection
< 50% marks	Rejection of application

Final Assessment

1. Units successfully clearing preliminary assessment shall be considered for final assessment.
2. Final assessment shall imply on-site inspection by the inspection team.
3. Inspection team shall comprise of upto 3 members (to be decided by NDDB).
4. On-site visit shall include verification of infrastructure, hygiene & sanitation, operational Pre-requisite programmes (PRPs), records etc.
5. Final Assessment format is provided in Annex- 4.

Award of Quality Mark

The Unit will be awarded with Quality Mark provided, it:

- i. Passes the preliminary assessment
- ii. Achieves compliance as per following in final assessment

Norms	% of compliance
Critical	100%
Major	Minimum 85%
Minor	Minimum 70%

- iii. Enter into agreement with NDDDB for use of Quality Mark Logo, and acceptance of terms and conditions

Quality Mark

Scope for Improvement

In case a unit does not qualify for award of Quality Mark (*100 % for Critical, 85% in Major and 70 % in Minor category norms*),

It may be given the opportunity for improvement. It shall have to improve compliance to required level within a maximum of 6 months and shall be inspected again.

If it fails to achieve required compliance even after being given an opportunity, the application shall be rejected. In such a case, the unit shall have to re-apply and that too only after a passage of at least 6 months from the date of 2nd inspection(re-inspection)

Operational Aspects - *Validity, Audit and Renewal*

1. **Validity period** : Certification to be valid for 3 years
2. **Surveillance audit** : To be held every year. The unit to initiate process of surveillance audit well in time so that it takes place within 12 calendar months.
3. **Surprise Audit** : In addition to the above, NDDDB may decide to conduct surprise audit of any Unit
4. The procedure seeking **renewal** shall be same as for seeking new certification. Unit to arrange and be responsible to initiate (at least 6 months before expiry) for completing formalities well in time for arranging renewal .

Operational aspects - *Inspections and Monitoring*

5. **Inspection Team** : Upto 3 members - one from NDDDB and two subject matter experts from dairy industry/ educational institutes/ certifying bodies/ independent technical professional- to be decided by NDDDB. Minimum two members – one from NDDDB and one subject matter expert.
6. **Periodic Monitoring Visits** : NDDDB may depute Quality auditors to check compliance of the Unit with Quality Mark Guidelines. The charges for such visits shall be borne by NDDDB. The Unit shall make available all data / records as sought by the Auditors.

Operational Aspects - Sharing of Information, Surrender of Mark

8. Sharing of Information and Confidentiality of data

The Unit shall share the data about infrastructure, processes, laboratory testing etc . Such information shall remain confidential and not be shared with other Units /Companies without the Unit's consent.

However , NDDB shall be free to share the information with government departments

9. Surrender of Mark: The unit would be free to surrender the certification and withdraw from the scheme by notifying at least 1 month prior to such withdrawal. The Unit shall ensure that after date of withdrawal, no pack with the Quality Mark logo shall be available in the market.

Operational Aspects - Withdrawal of Mark; resolution of disputes

10. Withdrawal of Quality Mark :

The Quality Mark can be withdrawn if the Unit fails to comply with any of requirements of process certification (as per on-site inspection format), product quality and any of the terms and conditions of the agreement. The decision of the Management Committee shall be final.

11. Resolution of disputes :

Any dispute and difference to be settled by mutual negotiations failing which the matter would be referred to Chairman, NDDB or the nominee appointed by the Chairman for arbitration and final decision. The decision of the Chairman, NDDB or nominee under the provisions of The Arbitration and Conciliation Act, 1996 or any amendments thereof from time to time , shall be final and binding on both the parties.

Status of applied and qualified units

Region	State	Applied units (Nos.)	Qualified Units (nos.)
North (9)	Punjab	4	4
	Haryana	5	*
South (18)	Karnataka	13	6
	Tamil Nadu	5	*
West (9)	Maharashtra	5	*
	Madhya Pradesh	4	*
East (9)	Bihar	11	*
MDFVPL	MDFVPL	8	4
	Total	55	14

Format for Preliminary Assessment – Annex-3

1	Raw milk Procurement System	Requirement	Score
1.1	% of raw milk through BMCs	<ul style="list-style-type: none"> ➤ Above 50% ➤ 30-50 % ➤ Less than 50 % 	<ul style="list-style-type: none"> ➤ Above 50% : 3 ➤ 30-50 % : 2 ➤ Less than 50 % : 1
1.2	MBR time in minutes (min.) of chilled milk through BMC	<ul style="list-style-type: none"> ➤ More than 120 ➤ 90-120 ➤ Less than 90 	<ul style="list-style-type: none"> ➤ More than 120 : 5 ➤ 90-120 : 3 ➤ Less than 90 : 1
1.3	MBR time in minutes (min) of chilled milk from CCs or unchilled milk through cans	<ul style="list-style-type: none"> ➤ More than 90 ➤ 60-90 ➤ Less than 60 	<ul style="list-style-type: none"> ➤ More than 90 : 3 ➤ 60-90 : 2 ➤ Less than 60 : 1
2	Processing Infrastructure		
2.1	Status of Infrastructure – pasturiser, separator, packing machines	<ul style="list-style-type: none"> ➤ Adequate ➤ Needs improvement 	<ul style="list-style-type: none"> ➤ Adequate : 3 ➤ Needs improvement : 1
2.2	Adequacy of properly qualified manpower	<ul style="list-style-type: none"> ➤ As per details in the Guidelines 	

Format for Preliminary Assessment – Annex-3

3 Lab Infrastructure & its Management			
3.1	Is lab set up (equipment) considered adequate	<ul style="list-style-type: none"> ➤ Adequate ➤ Needs improvement 	<ul style="list-style-type: none"> ➤ Adequate : 5 ➤ Needs improvement : 2
3.2	Is the no. of employees in lab operations adequate	<ul style="list-style-type: none"> ➤ As per details in the Guidelines 	
4	MBR time of processed milk Range (min. and max.)	<ul style="list-style-type: none"> ➤ More than 360 min ➤ 330 - 360 min ➤ less than 330 min 	<ul style="list-style-type: none"> ➤ More than 360 : 5 ➤ 330 - 360 : 2 ➤ less than 330 : 0
5	SPC of pasteurized milk in cfu/g (max. during year)	<ul style="list-style-type: none"> ➤ Less than 15000 ➤ 15000 to 25000 ➤ 25000 to 30000 	<ul style="list-style-type: none"> ➤ Less than 15000 : 5 ➤ 15000 to 25000 : 3 ➤ 25000 to 30000 : 1
6	% of liquid milk being distributed/ sold thru insulated vehicles	<ul style="list-style-type: none"> ➤ 90 – 100% ➤ 75 – 90% ➤ less than 75% 	<ul style="list-style-type: none"> ➤ 90 – 100% : 3 ➤ 75 – 90% : 2 ➤ less than 75% : 1
7	No. of samples of products which failed by food regulators in last one year	<ul style="list-style-type: none"> ➤ Nil ➤ 1 ➤ More than 1 	<ul style="list-style-type: none"> ➤ Nil : 5 ➤ 1 sample : 1 ➤ More than 1 : 0

Format for Preliminary Assessment – Annex-3

Assessment of Manpower		
Designation	Qualification*	Marks
Plant Manager & Dy. Plant Manager (top two/ three levels)	A. BSc/ B Tech (DT) with min. 8 yrs experience in dairy plant. B. MSc/ M Tech in DT, DC, DM; or M Tech / ME in FT with at least 5 yrs experience in dairy plants. C. BSc/B Tech (DT) with at least 4 yrs experience in dairy plants. D. Others - BSc/ MSc Science, Agriculture (with DT as one of subjects) with or without experience/ or otherwise experienced senior managers	If A and B : 3 If C and D : 2

* The person holding graduation/ post-graduation degree in DT from reputed institute.

Format for Preliminary Assessment – Annex-3

Assessment of Manpower		
Designation	Qualification	Marks
Laboratory Incharge and next level (two top levels)	A. MSc/ M Tech in DT, DC, DM with 5 yrs experience B. B Tech in DT/ FT with min. 3 yrs. experience C. BSc (Bio/ Bio Tech/ Chemistry/ Biology & with 5 yrs experience & proper training at a reputed organization in field of dairy lab training.	If A : 3 If B and C : 2



Thank You