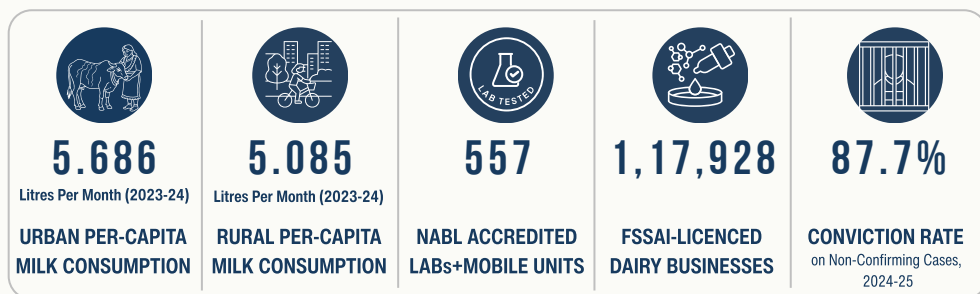


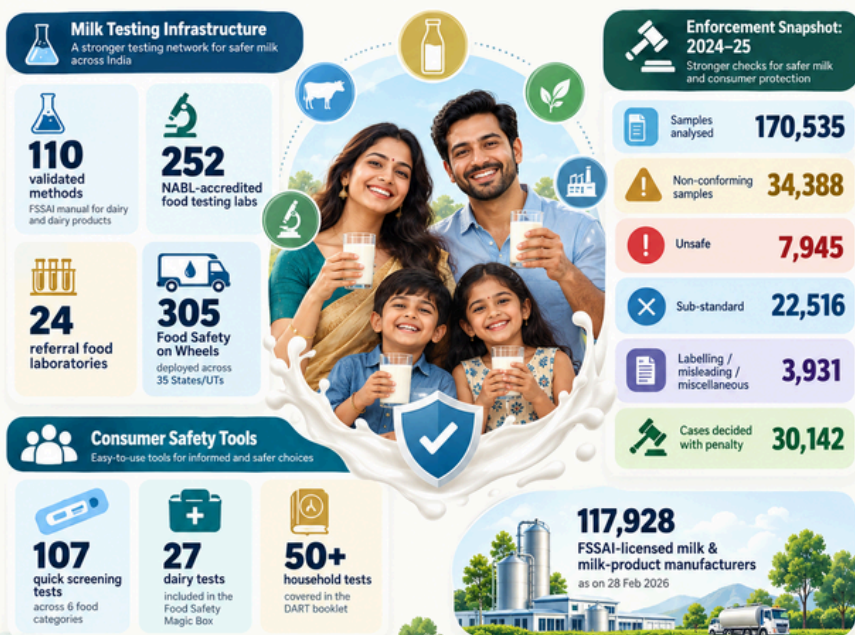
How India Keeps Its Milk Honest

As India drinks more milk every year, its regulators have tightened their grip even faster - the share of adulteration cases ending in conviction has climbed from roughly three in five to nearly nine in ten in just four years.



India's Milk Safety Ecosystem

Testing infrastructure, consumer safeguards, and enforcement snapshot (2024-25).



PUTTING TESTING POWER IN THE CONSUMER'S HANDS

FOOD SAFETY MAGIC BOX

107 quick screening tests, 27 specific to dairy - built for on-the-spot use by field and enforcement staff, extending the testing network beyond fixed labs.

DART BOOKLET

Over 50 household-level adulterant detection tests, developed by FSSAI so any consumer can check their own milk meant for consumption at home, without waiting for a regulator.

WHY THIS STORY MATTERS FOR THE ATLAS

Every growth number in this Atlas rests on an assumption that the underlying product is safe to sell and consume. This story tests that assumption directly — and shows India's dairy institutions building the testing, detection and enforcement capacity to keep pace with an industry that is still expanding fast, even where the adulteration numbers show real work remains.

Source: Lok Sabha Unstarred Question No.2769, "Production and Consumption of Milk" Ministry of Fisheries, Animal Husbandry & Dairying answered on 13 March 2026; PIB Release PRIID 2239419; Household Consumption Expenditure Survey (HCES), National Sample Survey Office. % Non-Conforming" and "Conviction Rate" (civil convictions + non-conforming samples) are computed from the raw figures in that release, not stated in it directly. 2025-26 figures are provisional as stated in the source.

The Regulatory Machine Behind Every Glass of Milk



India's per-capita milk consumption has stayed broadly steady across recent years — what has moved sharply is the regulatory response behind it. A wider testing footprint and a much higher conviction rate show enforcement intensifying even as the underlying adulteration incidence hasn't structurally improved.

Urban India drinks more milk than rural India — Per-capita monthly consumption stood at 5.686 litres in urban areas versus 5.085 litres in rural areas in 2023-24 — a gap of roughly 12% that has persisted even as rural areas remain the country's main production base.

The conviction rate has climbed nearly 30 percentage points in four years — Civil convictions as a share of non-conforming samples rose from 59.0% (2021-22) to 87.7% (2024-25) — regulators are now converting the large majority of flagged samples into enforcement outcomes, versus roughly six in ten just four years earlier. Civil and criminal penalties together exceeded ₹206 crore across these same four years.

Non-conforming incidence itself hasn't fallen in step — The share of tested samples found non-conforming has swung between 17% and 25% every year since 2021-22 with no clear downward trend — meaning today's higher conviction rate reflects better enforcement follow-through, not a shrinking adulteration problem.

Testing reach is now near-universal geographically — 252 NABL-accredited laboratories, 24 Referral Food Laboratories and 305 Mobile Food Testing Laboratories operate across 35 States/UTs — giving regulators a physical testing presence in virtually every part of the country, not just metro markets.

Criminal enforcement remains the exception, not the rule — Criminal convictions (671 to 1,756 a year) are a small fraction of civil convictions (19,437 to 30,142) across every year in this data — roughly 13 to 29 civil cases for every 1 criminal case, suggesting most adulteration violations are still resolved administratively rather than prosecuted as crimes.

Data Table

Sl. No.	State/UT	Monthly Per Capita Milk Consumption 2023-24		Samples Analysed	Non-Conforming Samples	Civil Cases with Penalty	Criminal Cases - Convictions
		Rural	Urban				
1	Andhra Pradesh	4.392	4.64	5,984	514	464	8
2	Arunachal Pradesh	1.137	1.957	125	9	7	0
3	Assam	1.537	2.136	1,705	234	0	0
4	Bihar	5.36	7.066	2,863	124	25	0
5	Chhattisgarh	1.326	2.872	2,069	270	143	6
6	Delhi	8.485	8.943	2,624	130	18	16
7	Goa	4.005	4.612	1,172	74	11	0
8	Gujarat	6.421	7.418	12,387	901	859	91
9	Haryana	14.188	11.511	2,233	500	599	59
10	Himachal Pradesh	10.362	8.735	1,587	293	471	0
11	Jharkhand	2.563	4.458	364	138	52	0
12	Karnataka	4.255	4.515	9,371	662	283	32
13	Kerala	3.433	3.128	10,767	1,635	1,088	206
14	Madhya Pradesh	5.534	6.112	13,920	1,635	2,597	22
15	Maharashtra	3.793	4.775	5,403	1,250	1,147	0
16	Manipur	0.703	0.721	126	1	2	0
17	Meghalaya	1.137	1.912	388	5	0	0
18	Mizoram	1.802	1.92	0	2	0	0
19	Nagaland	0.088	0.181	223	11	0	0
20	Odisha	1.126	2.329	2,282	273	27	0
21	Punjab	11.427	11.044	4,131	748	333	8
22	Rajasthan	11.284	9.853	13,840	3,788	3,114	30
23	Sikkim	7.634	6.479	254	0	0	0
24	Tamil Nadu	4.587	4.779	18,071	2,240	1,536	492
25	Telangana	3.583	3.867	3,347	324	125	0
26	Tripura	1.564	1.987	123	5	0	0
27	Uttar Pradesh	5.693	7.996	30,380	16,500	14,920	215
28	Uttarakhand	7.493	6.463	1,509	140	256	4
29	West Bengal	1.498	1.933	14,502	1,217	672	6
30	A & N Island	1.501	2.991	810	4	0	0
31	Chandigarh	11.267	14.25	374	65	116	41
32	DN Haveli & D&D	3.246	4.709	56	0	0	0
33	Jammu & Kashmir	9.521	10.111	6,955	651	1,239	29
34	Ladakh	11.558	12.122	417	45	38	0
35	Lakshadweep	0.429	0.806	0	0	0	0
36	Puducherry	4.813	5.657	173	0	0	0
	All-India	5.085	5.686	170,535	34,388	30,142	1,265

Source: Lok Sabha Unstarred Question No.2769, "Production and Consumption of Milk" Ministry of Fisheries, Animal Husbandry & Dairying answered on 13 March 2026; PIB Release PRID 2239419; Household Consumption Expenditure Survey (HCES), National Sample Survey Office. % Non-Conforming" and "Conviction Rate" (civil convictions + non-conforming samples) are computed from the raw figures in that release, not stated in it directly. 2025-26 figures are provisional as stated in the source.

