

# FCS&CA Price Consultative Committee meet held

By  
**Dailyexcelsior**

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18/09/2018



Director FCS&CA Amit Sharma chairing meeting of PCC on Monday.

Excelsior Correspondent

JAMMU, Sept 17: A meeting of the Price Consultative Committee was held today with Director, Food Civil Supplies and Consumer Affairs, Department Amit Sharma in the chair. The meeting was held to discuss, revise & re-fix the prices of milk and milk products within Jammu Municipal Limits.

The meeting was attended by officers from the FCS&CA Department, Legal Metrology Department, Animal Husbandry Department, Food Safety and Standards of India, President, Federations of Retail Association, Vice President, Chamber of Commerce and Industries, Chairman J&K Cooperatives Owners Association, representatives of Consumer Organizations, and stake-holders from Milk Sellers Associations and Cheese Sellers Association and Halwai's Association, Jammu.

It was decided in the meeting that a consultative conclave will be organized in collaboration with the Chamber of Commerce and Industries and Cooperatives Union alongwith different

stake-holders to sensitize the consumers/producers regarding issues related to production and distribution of milk and milk products. The Director emphasized on the need to maintain standard and quality of milk. He directed the enforcement wing of all the participating departments to carry out extensive checking so as to ensure that quality milk is made available to the consumer during the ensuing festival season. Necessary directions were issued to implement the notified rates in letter and spirit so as to safeguard the interest of consumers which is the primary motto towards conducting this exercise.