

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:1087  
ANSWERED ON:01.03.2011  
MOU FOR BRAND PROMOTION  
Dharmshi Shri Babar Gajanan

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether the National Dairy Research Institute and some State Universities have entered in a Memorandum of Understanding (MoU) with any private/multinational company for their products and brands promotional activities;
- (b) if so, the salient features of the MoU and the objectives thereof;
- (c) if so, whether several activists protested against brand promotion using public education system;and
- (d) if so, the reaction of the Government thereto?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF AGRICULTURE AND MINISTER OF THE STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI HARISH RAWAT)

(a) The National Dairy Research Institute (NDRI) is a deemed University of ICAR, whose administrative agency is Department of Agricultural Research and Education (DARE) in Govt. of India. The State Universities are set up by respective State Governments; so are not ICAR/Govt. of India institutions.

NDRI and a few State Universities have entered into similar MoUs with Nestle-India for increasing awareness on nutrition and health among girl students in semi-urban and rural areas in some districts in the country. In the MoUs, there is no requirement of brand promotion.

(b) to (d): The MoUs have been signed for a period of one year, renewable for another one year, and also with a provision for termination by either party without assigning any reason. These MoUs do not have any specific clauses for product or brand promotional activities. The concerned institutions have not reported any protests faced by them in this regard.