

Zanskar's Traditional 'Local Butter (Zanskar Mar)' Secures FSSAI Registration, Boosting Indigenous Branding Efforts

Kargil, November 14, 2025: Under the guidance of the Worthy Secretary, Higher Education Department, UT Ladakh, and the supervision of Dr. Amjad Ali Abbasi, Principal, Government Model Degree College Zanskar, the college has successfully registered "Local Butter (Zanskar Mar)" with the Food Safety and Standards Authority of India (FSSAI).

This achievement marks an important step toward branding one of the most valuable yet unrecognized traditional products of the Zanskar Valley. Zanskar Mar (local butter) is produced from the milk of Yak (Demo), particularly in the high-altitude pastures known as Doksa. Known for its rich nutritional content and high fat value, this butter has long been produced and sold locally without any formal branding.

In collaboration with Enterprising Ladakh under the Ladakh Skill Development Mission (LSDM), Government Model Degree College Zanskar has taken the initiative to bring this indigenous product under an official brand identity. This step will help local dairy farmers secure better returns for their produce while preserving and promoting the traditional dairy heritage of the Zanskar region.

