

**Pushpa Subrahmanyam, IAS**



सचिव  
भारत सरकार  
खाद्य प्रसंस्करण उद्योग मंत्रालय  
**Secretary**  
Government of India  
Ministry of Food Processing Industries

**D.O. No. A-12012/1/2018-Admin (Part-1)**

**November 09, 2021**

As per the instructions contained in Cabinet Secretary's ID.No. 601/2/1/2014 (Vol.III)-TS dated 28.04.2016, I am sending herewith a report of the initiatives taken by the Ministry during October 2021 for your kind perusal.

Sd/-  
**(Pushpa Subrahmanyam)**

**Shri Rajiv Gauba,**  
Cabinet Secretary,  
Cabinet Secretariat,  
Rashtrapati Bhawan,  
New Delhi-110004

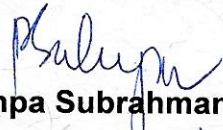
Encl: as above

Copy to:

1. Principal Secretary to the Hon'ble Prime Minister, Prime Minister's Office, South Block, New Delhi.
2. PS to Hon'ble Minister, Food Processing Industries Panchsheel Bhawan, New Delhi.

Copy to :-

- ✓ 1. All Cabinet Ministers / Minister of States.
2. All Secretaries to the Govt. of India.

  
**(Pushpa Subrahmanyam)**  
9/11/21

## **Ministry of Food Processing Industries- Report for October, 2021**

1.0 Important policy decisions taken and major achievements during the month:

1.1 **Important policy decision taken during the month: Nil**

1.2 **Major achievements during the month:**

### **A. Aatmnirbhar Bharat:**

#### **a. Prime Minister Scheme for Formalisation of Micro Food Processing Enterprises (PM FME): -**

Various actions taken/developments in the month of October, 2021 in the implementation of the Scheme are as under:

#### **I. Implementation Status: -**

- **Capacity Building:** 228 beneficiaries from 9 States/ UTs have been trained.
- **Seed Capital:** 5585 SHG members have been recommended by SRLM to SNA for seed capital of Rs. 17.46 Cr.
- **Incubation Centre:** 8 proposals reviewed by the Appraisal Committee.
- **Progress on Individual Applications:** 1708 individual applications were submitted and 246 loans sanctioned.
- **Marketing and Branding, Project Implementation Plan (PIP) and Incubation Centre proposals:** SLAC approved Marketing and Branding proposal of Bhimthadi Foundation, Maharashtra, PIP of 5 States/UTs and 3 Incubation centre proposals recommended by Project Executive Committee (PEC) for approval of IMEC (Inter-Ministerial Empowered Committee).

- **Marketing and Branding:** Whole Wheat rusks of “Dilli Bakes”- the first brand launched under the PMFME Scheme in association with NAFED on 29.10.2021 by Hon’ble Minister, FPI and Hon’ble Minister of State, FPI.

## **II. Review Meetings:**

The following review meetings were conducted during the month of October, 2021: -

- Review Meeting conducted with NAFED on 21.10.2021 under the chairpersonship of Secretary, FPI.
- Review Meeting was conducted with the State of Assam on 26.10.2021 under the chairpersonship of Secretary, FPI.
- 4th Internal Review Meeting on the progress of Capacity Building held on 28.10.2021 under the chairpersonship of Secretary, FPI.
- Sixteenth Project Executive Committee Meeting held on 29.10.2021 under the chairpersonship of Special Secretary, FPI.

## **III. Promotional Activities:**

- ODOP based posts, #KnowYour ODOP, #ODOP of the Month Videos, EDP training, DRP training, Promotional activities of States, and PMFME Scheme update posts shared via Facebook, Twitter, and WhatsApp.
- Launch of the October Edition of the PMFME E-Newsletter (Makhana Special Edition) and social media promotions of the same.
- On the occasion of World Food Day on 16<sup>th</sup> Oct, 2021, Food Tech Summit 2021 was organized for micro food processing enterprises. Press release issued and social media promotions conducted for the same.

- One ODOP webinar/workshop on Millet based products was organized in Nandurbar District, Maharashtra on 29<sup>th</sup> Oct, 2021 under the Azadi Ka Amrit Mahotsav (India@75) Initiative.

**b: Operation Greens Scheme:**

- Meeting of the Inter-Ministerial Approval Committee (IMAC) was held on 29.10.2021 under Chairmanship of Hon'ble Minister (FPI) to review ongoing projects.
- A meeting was held on 07.10.2021 under Chairpersonship of Secretary, FPI to review the draft reports submitted in respect of assessment studies for identifying gaps in infrastructure & processing facilities for development of potential value chains for perishable products under Operation Greens Scheme for Mango, Grape, Amla and Shrimp.

**B. PLI Scheme for FPI:**

- Against Expression of Interest (EOI) has been issued on 02.05.2021 inviting online application under the scheme, a total 274 applications (Category I- 91, Category II-89, Category- 94) have been received which are under scrutiny. The 1<sup>st</sup> and 2<sup>nd</sup> meetings of approval committee constituted under PLI scheme was held on 14.09.2021 and 29.09.2021 respectively.

**C. Progress Under Pradhan Mantri Kisan Sampada Yojna (PMKSY):**

**C-1. Scheme for Agro-Processing Clusters (APC):**

- A meeting of Inter-Ministerial Approval Committee (IMAC) was held under the chairmanship of Hon'ble Minister, FPI on 29.10.2021 through Video Conferencing for considering new proposals received and projects already approved under Scheme for Creation of Infrastructure for Agro-processing Clusters. Seven (7) projects have been approved by the IMAC with total project cost of Rs.216.489 Cr. Including grants-in-aid outgo of Rs. 52.767 Cr., which will leverage Rs. 163.722 Cr. of private investment.

- Two review meetings were held under the chairpersonship by Secretary, FPI on 08.10.2021 & 13.10.2021 through Video Conferencing (VC) to review the progress of implementation of units approved to SC/ST category promoters and under NER category.

**C-2. Creation/Expansion of Food Processing and Preservation Capacities (Unit Scheme):**

- A meeting of Technical Committee held on 11.10.2021 through Video Conferencing for considering the matters pertaining to projects already approved under the CEFPPC Scheme.
- A review meeting was held under the Chairpersonship of Secretary, FPI on 08.10.2021 through Video Conferencing to review the progress of implementation of units/projects approved to SC category promoters under CEFPPC Scheme.

**C-3. Cold Chain:**

- Inter-Ministerial Approval Committee (IMAC) meeting was held on 29.10.2021 under the Chairpersonship of Hon'ble Minister (FPI) for Cold Chain projects.
- A review meeting was held under the Chairpersonship of Secretary, FPI on 08.10.2021 for reviewing of SC and NER Cold Chain proposals.
- Five (5) cold chain projects have reported completion and started commercial operations under Integrated Cold Chain & Value Addition Infrastructure of PMKSY during the month of October, 2021. Total number of projects completed under the scheme is 247.

**C-4. NIFTEM:**

- NIFTEM Rules were notified on 26.10.2021 in the The Gazette of India: Extraordinary.

- NIFTE, Kundli organized a 5-day online AICTE Training and Learning Faculty Development Programme (ATAL-FDP) on Smart Production Technologies for Horticultural Crops (Combating climate change through Innovations and sustainability) from 4-8 October 2021. 18 expert session were held.

**C-5. Project Development Cell to promote investments:**

The following meetings of Project Development Cell (PDC) were held in the month of October, 2021: -

- Following projects were monitored during the month: -
  - i. DC Spirits (Netherlands), Danone (France), SATS Group (Singapore) and Nissin (Japan) regarding their entry plans in India.
  - ii. La Kheer Deli (India) and Sterling Agro (India) regarding their expansion plans in India.
  - iii. AL-Dahra (UAE) regarding their procurement plans in India.
  - iv. Foods and Inns (India) regarding their sourcing plans in India.
  - v. Neste (Finland) regarding their issues related to FSSAI.
  - vi. Review of Assessment studies for Operation Greens Scheme.
  - vii. Stakeholder Consultation on draft reports/studies of Operation Greens Scheme.

**C-6. Promotional Activates:**

Social Media Activities Undertaken during October, 2021-

- i. One-week campaign to celebrate WORLD FOOD DAY a namely "ANNA DEVO BHAVA" was launched on Ministry's social media handles.
- ii. To celebrate the Azadi Ka Amrit Mahotsav, one post per day related to MoFPI's Scheme is being shared on Ministry's social media handles and the same is being uploaded on the AKAM Portal.
- iii. Coverage of daily activities of Swacchta Pakhwada and Vigilance Awareness Week, 2021 on Ministry's social media handles.

<p><b>Twitter:</b></p> <ul style="list-style-type: none"> <li>• Total No of Tweets: <b>248</b></li> <li>• Earned – <b>850 Re-tweets, 3600 Likes</b></li> <li>• During this period, we earned <b>04 Lac 47 Thousand</b> Impression</li> <li>• <b>37,600 People</b> Visit on Our Handle</li> <li>• Video Views <b>3,200 (min)</b></li> <li>• Earned <b>3548 New Followers</b></li> </ul> <p>Total Followers: <b>1 Lac 58 Thousand</b></p>	<p><b>Facebook:</b></p> <ul style="list-style-type: none"> <li>• Posts: <b>190</b></li> <li>• Reach: <b>60,145</b></li> <li>• Page likes: <b>368 New Likes</b></li> <li>• Post Engagement: <b>4,000</b></li> <li>• Video Views: <b>5578 (3sec)</b></li> </ul>
<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Posts: <b>148</b></li> <li>• Post likes: <b>3,623</b></li> <li>• Post Impressions: <b>1,26,260</b></li> <li>• Post Engagement: <b>1,11,114</b></li> <li>• Video Views: <b>1355</b></li> <li>• New Followers of Account: <b>594</b></li> </ul> <p>Total Followers: <b>8,563</b></p>	<p><b>YouTube:</b></p> <ul style="list-style-type: none"> <li>• Video Post: <b>07</b></li> <li>• Views: <b>8,000</b></li> <li>• Watch Time: <b>558.2 hrs.</b></li> <li>• New Subscribes: <b>444</b></li> <li>• Impression: <b>90,000</b></li> <li>• Unique Viewers: <b>5,100</b></li> </ul> <p>Total Subscribers: <b>8,444</b></p>
<p><b>LinkedIn:</b></p> <ul style="list-style-type: none"> <li>• Posts: <b>30</b></li> <li>• Post Impressions: <b>18,520</b></li> <li>• New Followers: <b>273</b></li> <li>• Unique Visitors: <b>206</b></li> </ul> <p>Total Followers: <b>1588</b></p>	<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Posts: <b>110</b></li> <li>• Followers: <b>26,300</b></li> </ul>

**C-7. Swachhta Pakhwada:**

- Swachhta Pakhwada was held from 16-31 October, 2021.
- A pledge was administered by Secretary, FPI on 18.10.2021 among officers and staffs of the Ministry.
- An extensive cleanliness drive led by Hon'ble Minister, FPI on 22.10.2021 in & around of Panchsheel Bhawan, MoFPI.
- As part of a special outdoor campaign, Swachhta Kits were distributed in 2 Government schools of NCT, Delhi.
- Essay and Quiz Competition were held for sensitizing staff of Ministry. Various activities were organized by NIFTEM.

**C-8. Vigilance Awareness Week:** Vigilance Awareness Week was observed from 26.10.2021 to 01.11.2021 and a pledge was administered by Secretary, FPI on 26.10.2020 among officers and staffs of the Ministry. Essay competition, Quiz Competition and Debate Competition were held for sensitizing staff of Ministry.

**C-9. Rashtriya Ekta Diwas:** Rashtriya Ekta Diwas was held on 31.10.2021 and a pledge was administered by Secretary, FPI on 29.10.2021 among the staff of Ministry.

**C-10. Special Campaign for Disposal of Pending Matters (SCDPM):-** The Ministry carried out weeding out of old files, disposal of obsolete items, freeing of space, redressal of pending public grievances/ appeals and replies to MPs and Parliamentary Assurances on a priority basis as part of SCDPM conducted by Department of Administrative Reforms and Public Grievances from October 2 to October 31.

**2.0 Foreign visit of Hon'ble Minister, FPI and foreign delegation to MoFPI: Nil.**

**3.0 Important policy matter held up on account of prolonged Inter - Ministerial Consultations: Nil**



**4.0 Compliance of CoS decision:**

No. of CoS decisions pending for compliance	Proposed action plan/time lines for compliance of CoS decisions	Remarks
Nil	Nil	Nil

**5.0 No. of cases of sanction for prosecution pending for more than 3 months: Nil**

**6.0 Particulars of cases in which there has been a departure from the Transaction of Business Rules or established policy of the Government: Nil**

**7.0 Status of Implementation of e-Governance:**

Total no. of files	Total no. of e-files
11073	10276 (92.80)

**8.0 Public Grievances:**

**A. Status of Disposal of Public Grievances:**

No. of public grievances redressed during the month	No. of public grievances pending at the end of the month
206	22

**B. Meeting of Committee of Independent External Monitors (CIEM): Nil**

**9.0 Information on the specific steps taken by the Ministry/Department for utilization of the Space technology-based tools and applications in Governance and Development. Nil**

\*\*\*\*\*