

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)

9th March, 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 the month of February, 2021 for your kind perusal.

Yours sincerely,

Sd/-
(Pushpa Subrahmanyam)

To,

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

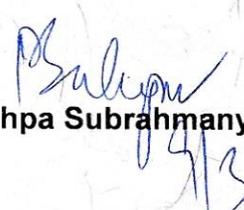
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Copy to:

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 also to:

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


(Pushpa Subrahmanyam)

Ministry of Food Processing Industries- Report for February, 2021

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

1.1 **Budget Announcement**: Hon' ble Finance Minister has announced in the budget speech for 2021-2022 that "In order to boost value addition in agriculture and allied products and their exports, the scope of the Operation Green Scheme, presently applicable to tomato, onion and potatoes (TOP) will be enlarged to 22 perishable products".

In pursuance of budget announcement, 19 perishable products were approved by the Minister in addition to TOP crops under Operation Greens as below :

Fruits (10) : Mango, Banana, Apple, Pineapple, Orange, Grapes, Aonla/Amla, Pomegranate, Guava, Litchi

Vegetables (8) : Peas, Carrot, Cauliflower, Beans, Bitter gourd, Okra, Garlic, Ginger.

Marine (1) : Shrimp

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 February, 2021 in the implementation of the Scheme are as under:

I. **Implementation Status: -**

Capacity Building:

- NIFTEM and IIFPT have prepared training modules (ODOP) which includes 45 presentations (PPT), 37 videos, 45 DPRs and 69 course materials/handbooks.

Incubation Centre:

- Indicative Cost Norms for Incubation Centers shared with States/UTs and published on PMFME website.
- 5 proposals approved by IMEC.
- Progress on MIS:** SSL certificate has been deployed on PMFME website.
- Login credentials for district level authorities and lending banks at pan India level shared.
- User manuals for application submission and application approval of Individual application has been shared with SNAs.
- Coding work for individual application & application approval by District Level Committee, Bank Linkage, is complete and deployed on production environment.
- Project Implementation Plan** - PIP of 5 States/UTs were approved by Ministry.
- Preparation of State Level Upgradation Plan** – 9 States have commissioned consulting agencies for conducting studies on State Level Upgradation Plans.

II. Review Meetings:

- A VC meeting was held on 23.02.2021 chaired by Secretary, FPI for discussion & review of the of the MIS Portal.
- A meeting was held on 25.02.2021 chaired by Secretary, FPI on NRLM MIS portal for Seed Capital.

III. Promotional Activities:

- ODOP based Posts, #KnowYourODOP Videos, and PMFME scheme update posts shared via Facebook, Twitter, and WhatsApp.

- Launch of the February Edition of the PMFME E-Newsletter and social media promotions of the same.
- Publication of Announcement Blog of the winners of the Logo and Tagline contests in collaboration with Mygov and social media promotions.

b. Operation Greens Scheme:

- A consultation meeting was held on 02.02.2021 under chairmanship of Additional Secretary, MoFPI regarding the financial assistance to be provided for setting up of Onion Storage Infrastructure (Cold Storage/Ventilated Storage) at farm gate on standalone basis in the identified production clusters under Operation Greens Scheme. In the meeting, technology of different type of storages alongwith their capital/operational cost and applicability of cost norms were discussed and DO letter was sent to M/o Agriculture & Farmers Welfare to review the MIDH-Cost norms.
 - 26th Mission Operation Greens meeting was held on 22.02.2021 under the Chairpersonship of Addition Secretary, FPI through VC to consider 13 applications for claims of subsidy and 4 proposals of integrated value chain development project of Operation Greens Scheme. Out of 13, 11 claims of Rs. 62.66/- Lakhs were approved.

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

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

- Inter-Ministerial Approval Committee(IMAC) chaired by Hon'ble Minister, FPI was held on 16.02.2021 through Video Conferencing for considering new proposals received and projects already approved under Scheme for Creation of Infrastructure for Agro-processing Clusters. Nine (9) project have been approved by the IMAC with total project cost of Rs. 250.32 Cr, which will leverage Rs.

182.35 crore of private investment and involve subsidy outgo of Rs.67.97 crore.

- A meeting of Technical Committee held on 18.02.2021 through Video Conferencing for considering the proposals received under the scheme and also matters pertaining to projects already approved under the scheme.

- A review meeting was held under the chairpersonship of Secretary, FPI on 18.02.2021 through Video Conferencing to review the implementation of the 12 APC projects wherein 2nd installment of grants-in-aid has been released.

- A review meeting was held under the chairpersonship of Secretary, FPI on 24.02.2021 through Video Conferencing (VC) to review the implementation of the ST category APC projects.

- EoI for inviting proposals from SC category promoters was extended upto 28.02.2021.

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

- Inter-Ministerial Approval Committee(IMAC) chaired by Hon'ble Minister, FPI was held on 16.02.2021 through Video Conferencing for considering new proposals received and projects already approved under Scheme for Creation/Expansion of Food Processing

and Preservation Capacities (Unit Scheme). Eleven (11) project have been approved by the IMAC with total project cost of Rs. 113.08 Cr, which will leverage Rs. 76.78 crore private investment and involve subsidy outgo of Rs. 36.30 crore.

- A review meeting was held under the Chairmanship of Secretary, FPI on 24.02.2021 through Video Conferencing to review the progress of implementation of units approved under ST category.
- A review meeting was held under the chairpersonship of Secretary, FPI on 25.02.2021 through Video Conferencing to review the progress of implementation of units approved under SC category.

C-3. Cold Chain Scheme:

- Four (04) cold chain projects have reported completion and started commercial operations under the Scheme during the months of February, 2021. Total number of projects completed under the scheme is 218.

C-4. NIFTEM:

- 24th meeting of Finance Committee was held on 10/02/2021.

C-5. IIFPT:

- IIFPT entered into an agreement on 09.02.2021 with WayCool Foods & Products Pvt. Ltd. Chennai to develop an active packaging system for fruits and vegetables towards enhancing the shelf life.

C-6. Project Development Cell to promote investments:

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

- Discussion with Mr. Mark Rossman, USDA Foreign Agricultural Service (FAS) on 25.02.2021.
- UAE Food Corridor Project discussed with the States of Gujarat, Maharashtra and Madhya Pradesh on 10.02.2021, and with Aldhara on 19.02.2021.
- Following projects were monitored during the month :
 - (i) Paras Dairy, India, Arthur Foods, Germany and MUFG, Japan.
 - (ii) FishinCo , USA on their investment plans.
 - (iii) Danmarine, Denmark
 - (iv) Calpro Foods, Delhi
- Stakeholders Meet for Food Processing, Guwahati on 16.02.2021.

C-7. Promotional Activates:

- Social Media Activities Undertaken during Feb, 2021-

Twitter:	Facebook:
Total No of Tweets: 177	Posts: 150
Earned – 1800 Re-tweets, 4200 Likes.	Reach: 30,000
During this period, we earned 7 Lac 55 thousand Impression	Page likes: 300 New Likes
29,000 People Visit on Our Handle	Post Engagement: 5,000 Video Views: 2100 (3sec).
Video Views 4900 (min)	

<p>Earned 2100 New Followers.</p> <p>Total Followers: 1 Lac 29 Thousand</p>	
<p>Instagram:</p> <p>Posts: 105</p> <p>Post likes: 2900</p> <p>Post Engagement: 91,376</p> <p>Video Views: 2200</p> <p>New Followers of Account: 800 Total Followers: 5800</p>	<p>Youtube:</p> <p>Video Post: 05</p> <p>Views: 4600</p> <p>Watch Time: 120 hrs.</p> <p>New Subscribes: 160</p> <p>Impression: 75,000</p> <p>Unique Viewers: 3600</p> <p>Total Subscribers: 6,611</p>

1.2 Foreign visit of Hon'ble Minister, FPI and foreign delegation to MoFPI:

- Virtual trade mission from the Netherlands to India with a session on the topic - Joining hands to reduce post-harvest losses and boost India's 'sunrise' food processing sector held on 9th Feb, 2021.

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

3.0 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

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

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

6.0 Status of Implementation of e-Governance:

Total no. of files	Total no. of e-files
9964	9129 (91.61%)

7.0 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
44	15

B. Meeting of Committee of Independent Monitors (CIM): Nil

8.0 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
