

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)

February 9, 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 January 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
(Pushpa Subrahmanyam)
9/2/21

Ministry of Food Processing Industries- Report for January, 2021

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

1.1 Important policy decision taken during the month:

Expenditure Finance Committee(EFC) in its meeting held on 05.01.2021 has approved the proposal of the Ministry for a Production Linked Incentive Scheme(PLIS) for food processing industry to support creation of global champions in the sector.

1.2 Major achievements during the month:

A. Aatmnirbhar Bharat:

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

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

I. Implementation Status: -

- One District One Product (ODOP) for 153 districts of 18 States/UTs were approved by the Ministry on 04.01.2021 and 19.01.2021 . ODOP for 4 districts of 2 States/UTs were revised.
- NIFTEM and IIFPT have prepared training modules (ODOP) which includes 27 presentations (PPT), 51 videos, 48 DPRs and 63 course materials/handbooks.
- **Incubation Centre:** Indicative Cost Norms for Incubation Centers finalized by Incubation Centre Committee.
- **Progress on MIS:** Office Memorandum has been sent to States/ UTs for the purpose of inviting individual applications on MIS portal along with Guidelines and FAQs.
- Office Memorandum for the purpose of inviting offline group (SHG/FPO/Cooperatives) applications has been sent to the States/ UTs along with general guidelines, instruction sheet and list of supporting documents.
- Bank linkage has been approved and initial draft has been deployed on testing environment for review and testing purpose.
- Application for Aadhaar authentication for groups under Section (4)(4)(b)(ii) of the Aadhaar Act, 2016 has been approved by Ministry of IT & UIDAI on 19.01.2021.
- **Project Implementation Plan (PIP) -** PIP of 6 States/UTs were approved by Ministry on 13.01.2021 and 19.01.2021 respectively.

II. Review Meetings:

- 6th Meeting of the Project Executive Committee (PEC) was held on 11.01.2021 chaired by Additional Secretary, FPI regarding approval of PIPs, Incubation Centres and State Level Technical Institutions (SLTI).
- 3rd Expert Committee Meeting was held on 11.01.2021 to review the syllabus of Training of Trainers and Beneficiaries and Handbooks of Master Trainers for - Dairy/ Fat and Oil seed/ Meat and Poultry/ Grain/ Fish and Marine processing.
- VC meeting with Tech Mahindra was held on 15.01.2021 chaired by Secretary, FPI regarding demonstration and review of MIS portal for PM FME Scheme.
- 4th Expert Committee Meeting was held on 27.01.2021 to review (i) the handbook of Master Trainers on Spices and Plantation crop processing and Minor forest produce processing, (ii) Trainers guide of Master Trainer and (iii) Standard Operating Procedure for Capacity Building components (including Videos, PPT, Course materials for packaging, FSSAI guidelines, Hand books, detailed project report.

III. Promotional Activities:

- ODOP based #KnowYourODOP Videos, and PMFME scheme update posts shared via Facebook, Twitter, and WhatsApp.
- Launch of PM FME January Edition E-Newsletter.
- 3 logos and 3 taglines have been selected by the Selection Committee for the final selection/approval.

b. Operation Greens Scheme:

- 11th Inter-Ministerial Approval Committee (IMAC) meeting held on 20.01.2021 under the Chairmanship of Hon'ble Minister, FPI through VC to consider the recommendations of 23rd and 25th Mission Operation Greens and one proposal for setting up of integrated value chain project at a cost of Rs. 35.969 crore in Maharashtra State has been approved.
- A meeting over Video Conferencing was held on 14.01.2021 under the Chairmanship of Additional Secretary, MoFPI to discuss the restructuring of Operation Green Scheme by inclusion of cold storage for Onion crop on standalone basis.

B Virtual Expo 2021 for R&D:

- Ministry of Food Processing Industries has organized Virtual Expo 2021 for R&D in processed food sector from 20th – 22nd January, 2021. Federation of Indian Chambers of Commerce & Industry (FICCI) was the Event Partner for this Expo. The Expo has been inaugurated by Hon'ble MOS, FPI on 20th January, 2021. R&D portal was launched on 20.01.2021.

- Focus areas of this event comprised of virtual showcasing 70+ research projects and technologies across following five distinct halls in the Exhibition Pavilion:-
 - I. Novel Food Products
 - II. Innovations in Food Engineering
 - III. Food Safety & Quality Evaluations
 - IV. Food Packaging Solutions
 - V. Food Industry Waste Utilization
- Visitor details of the event is as under:

Parameters	Numbers
Total No of Visits to the Exhibition Stalls	4518
Total No of Cards Exchanged	297
Total Footfall for 6 Sessions in the Auditorium	2634
Total No of YouTube Views	1752

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

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

- A meeting of Technical Committee (TC) held on 21.01.2021 through Video Conferencing (VC) for considering the proposals received under the scheme. 3 Projects was approved with an outlay of Rs. 69.45 crore involving grant-in-aid of Rs. 22.16 crore.

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

- A meeting of Technical Committee (TC) held on 05.01.2021 through Video Conferencing (VC) for considering the SC/ST category proposals received under the Scheme.
- A meeting of Parliamentary Consultative Committee was held on 12.01.2021 for evaluation of Creation/Expansion of Food Processing and Preservation Capacities Scheme under Pradhan Mantri Kisan Sampada Yojana.
- A review meeting was held under Chairmanship of Joint Secretary, FPI on 21.01.2021 to review the progress of implementation of the SC/ST projects approved under CEFPPC scheme.

C-3. Mega Food Park:

- Inter-Ministerial Approval Committee(IMAC) chaired by Hon'ble Minister, FPI was held on 20.01.2021 to consider the progress of implementation of Mega Food Parks approved under Mega Food Parks Scheme.

- A Mega Food Park in Raipur, Chhattisgarh was declared operational on 25.01.2021.

C-4. Research and Development:

- Meeting of Parliamentary Consultative Committee was held under the Chairpersonship of Hon'ble Minister of Rural Development, Agriculture and FW, Panchayati Raj & Food Processing Industries on 12.01.2021 to examine the Scheme of Research and Development in Food Processing Sector.

C-5. Cold Chain Scheme:

- A meeting of Inter-Ministerial Approval Committee (IMAC) was held under the chairpersonship by Hon'ble Minister, FPI on 20.01.2021 review on-going project proposals and 01 new proposal received in response to Expression of Interest (EoI) dated 29.01.2020 under the Scheme for Integrated Cold Chain and Value Additional Infrastructure.
- Four (04) cold chain projects have reported completion and started commercial operations under the Scheme during the months of January, 2021. Total number of projects completed under the scheme is 214.

C-6. IIFPT:

- IIFPT entered into a Memorandum of Understanding with Mizoram University, Mizoram and University of Science & Technology, Meghalaya for collaboration in research and academic activities on 20.01.2020 in the presence of Shri Ramesh war Teli, Hon'ble Minister of State for Food Processing Industries.
- 106th Executive Committee meeting and 78th Governing Board meeting were held on 21st and 22nd Jan, 2021.
- IIFPT's non-dairy millet ice cream technology was transferred to M/s. Idivis Ventures, Ernakulum, Kerala on 27.01.2021.

C-7. Project Development Cell to promote investments:

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

- Discussion on 04.01.2021 with domestic entrepreneur based in Sikkim regarding his proposed plan to set up cold chain unit.
- Discussion on 04.01.2021 with McCain (Canada) regarding location assessment for company's proposed project.
- Meeting on 07.01.2021 with Serap (France), Department of Animal Husbandry & Dairying and MNRE regarding clarifications sought by the company.

- Discussion on 07.01.2021 with Mondelez (USA), Hyfun Foods (India), Graintech Foods India regarding proposed food processing event of MoFPI at Gwalior.
- Meeting on 11.01.2021 with MPEDA to discuss the idea of Marine Cluster Development (Investible project).
- Meeting with Kejriwal Group (India) and Pioneering Ventures, AJE Group (Peru) regarding company's India expansion plans on 12.01.2021, 14.01.2021 & 20.01.2021 respectively.
- Introductory meeting with ADF Foods (India) regarding company's future plans in India on 20.01.2021.
- Discussion with Secretary, Food Processing Govt. of West Bengal regarding development of Pineapple value chain in the state on 20.01.2021.
- Meeting with Al Dahra (UAE) regarding GST registration related issue faced by the company on 22.01.2021.
- Video Conference with major food processors to discuss the idea of value chain development of perishable crops in India on 28.01.2021.
- Discussion with Grand Trunk Capital (USA) regarding progress of their proposed project in India on 29.01.2021.
- Discussion on proposed event to promote MoFPI initiatives in Guwahati, Assam on 29.01.2021.

C-8. Promotional Activates:

- Post on Social Media in English/Hindi (Details below)

Social Media Posts Details (Platform- Wise)	
Twitter Total Followers: 1,26,357 Total Tweets posted: 2171 Total likes: 2900 Average no of tweets per day: 5 Total re-tweets: 956 Average re-tweets:6 Impressions per tweet: 3686.54 Average likes per Tweet: 17 Engagement per Tweet: 93.13 Info graphics prepared & Tweeted: 53 Videos tweeted: 06 Go live events: 0	Facebook Total Followers: 63,730 Total page likes: 53,274 Total page Views: 1500 Avg. daily impressions: 3622.20 Avg. Daily reach: 3500 Avg. Daily Engagement: 106.66 Infographics posted: 53
Youtube Analytics	
Total Subscribers: 6427 New Subscribers Added: 207 Total Video Views: 5400 (in Jan, 21) New Views Added: 1480 (on Videos of Dec, 20) Video shared: 04	

Go Live Events/ Events: 0

Top three (3) Trending videos/posts on social media		
Facebook	Twitter	Youtube
https://www.facebook.com/MOFPIIndia/posts/3247900131978661	https://twitter.com/MOFPI_GOI/status/1345986881213775872	https://youtu.be/xefx1ne9jXg
https://www.facebook.com/MOFPIIndia/posts/3247898911978783	https://twitter.com/MOFPI_GOI/status/1347108389055172610	https://youtu.be/wH_SQZEWBCo
https://www.facebook.com/MOFPIIndia/posts/3214902001945141	https://twitter.com/MOFPI_GOI/status/1346406881661571073	https://youtu.be/C18_Asg7QX4

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

- VC interaction with major UAE based food processing companies under the Chairpersonship of Secretary FPI on 07.01.2021.
- Meeting of Chairperson, Project Development Cell(PDC)- MoFPI with HE Ambassador of Italy to India regarding possible collaborative opportunities with MoFPI assisted Mega Food Parks on 13.01.2021.
- Discussion with Indian Embassy in Mexico regarding targeting potential investors on 20.01.2021.
- Video conference with High Commission of India in Canada on investment promotion and facilitation strategy on 21.01.2021.

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
9748	8913 (91.43%)

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
40	7

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
