

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)

July 7, 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 June 2021 for your kind perusal.

Sd/-
(Pushpa Subrahmanyam)

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

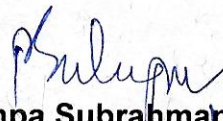
Encl: as above

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)

Ministry of Food Processing Industries- Report for June, 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 June, 2021 in the implementation of the Scheme are as under:

I. Implementation Status: -

- **Capacity Building:** NIFTEM and IIFPT have prepared training modules on One District One Product (ODOP) which include 5 presentations (PPT), 4 videos, 3 DPRs and 6 course materials/handbooks.
- **Seed Capital:** 11,264 SHG members have been recommended by SRLM to SNA for seed capital. Rs. 4.3 cr released.
- **Incubation Centre:** Tripartite Agreement between Host Institute, Mentor Institute and State Nodal Agency shared with stakeholders of Common Incubation Centres.
- **Progress on MIS:** 3826 Applications have been submitted from applicants of 33 States and UTs out of which 1869 are submitted in the month of June, 2021.
- **Project Implementation Plan - 5 States/UTs** namely, Lakshadweep, Manipur, Arunachal Pradesh, Odisha, Telangana have shared the PIP approved by CS/SLAC.
- **Marketing and Branding**
- Marketing and Branding proposal from Punjab received and reviewed for PEC recommendation.
- Marketing and Branding proposal from Maharashtra reviewed and modifications suggested.

- **Convergence**
- MoUs signed with M/o Housing & Urban Affairs & NIRDPR.
- Data from MSME Ministry on registered SCs and ST owned enterprises circulated to all the States for follow up and training.

II. **Review Meetings:**

The following meetings were held by Secretary to review various aspects of PMFME:

- Overall PMFME Scheme review Secretary, FPI on 02.06.2021.
- Review of the implementation of Capacity Building component under PMFME on 10.06.2021.
- Review of the implementation of common Incubation Center under PMFME Scheme on 18.06.2021.
- Review meeting on Sanction of Seed Capital to SHGs on 25.06.2021.

III. **Promotional Activities:**

- ODOP based posts, #KnowYourODOP, #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 June Edition of the PMFME E-Newsletter (Banana Special) and social media promotions of the same.
- As part of the Azadi ka Amrit Mahotsav initiative, two Success Stories published under online weekly success stories series titled "Kahani Sukshma Udyamon Ki" featuring micro food processing enterprises/SHGs/FPOs/Cooperatives.
- Ten ODOP webinars/workshops organized for the Azadi Ka Amrit Mahotsav (India@75) Initiative.

- **One Year Completion Celebration of PMFME Scheme:**

- Press release issued to Press Information Bureau on the one-year completion of the PMFME Scheme with details of milestones accomplished.
- Social Media promotions over Facebook, Twitter, Instagram and LinkedIn.
- Launch of the PMFME Scheme Online Quiz contest in collaboration with MyGov on 29th June 2021.

b. Operation Greens Scheme:

- A meeting was held on 01.06.2021 under Chairpersonship of Secretary, FPI to review the status of ongoing value chain development projects under Operation Greens.
- A meeting was held on 29.06.2021 under Chairpersonship of Secretary, FPI to review the status of studies awarded to identify the infrastructure gap in the identified crop clusters.

B. PLI Scheme for FPI:

- Against Expression of Interest (EOI) has been issued on 2.05.2021 inviting online application under the Scheme, a total 274 applications have been received under different category which is being examined. Category wise break up is as follows:
 - Category 1- 91 applications (RTE/RTC, marine, F&V, mozzarella cheese Products)
 - Category 2- 89 applications (Innovative/ Organic Products)
 - Category 3- 94 applications (Branding & Marketing Abroad)

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

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

- Secretary, FPI reviewed the progress of implementation of units/ projects approved under the APC scheme including SC & ST and North-East Region (NER) category promoters on 16.06.2021 through Video Conferencing (VC).

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

- Two review meetings were held under the Chairpersonship of Secretary, FPI on 22.06.2021 & 23.06.2021 through Video Conferencing (VC) to review the progress of implementation of units/ projects approved to SC & ST category promoters and North-East Region (NER) under CEFPPC scheme.

C-3. Mega Food Park:

- With the approval of Hon'ble Minister (FPI), Chairman of IMAC, Final Approval letter was issued to One Mega Food Park project being implemented by M/S Tamil Nadu State Agricultural Marketing Board on 23.06.2021.

C-4. Cold Chain:

- One (1) cold chain project has reported completion and started commercial operations under the Ministry's Scheme component -Integrated Cold Chain & Value Addition Infrastructure of PMKSY during the month of June, 2021. Total number of projects completed under the scheme is 231.

C-5. NIFTEM:

- Sh. Rameshwar Teli, Hon'ble of Minister of State (FPI) visited NIFTEM on 29.06.2021 and inaugurated contract Research Organization division and Oxy garden.
- A Webinar was organized on NEP (National Education Policy) for implementation in NIFTEM by Central University of Haryana.

C-6. IIFPT:

- SURAKSHA 21 - World Food Safety Day Celebrations were conducted at IIFPT on 07.06.2021.
- As a part of Azadi Ka Amrut Mahotsav, IIFPT organized One District One Product (ODOP) webinar on Onion Processing and Value Addition on 11th June, 2021.

C-7. Project Development Cell to promote investments:

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

- Following projects were monitored during the month:-
 - i. Sarraf Globals (India), Big Bee Agro Food Ventures (India) and Dairy Craft (India) regarding company's proposed investment plan.
 - ii. ADF Foods (India) to discuss their upcoming investment in RTE segment in Gujarat.
 - iii. Mitsubishi (Japan), Mitsui (Japan) and BRF (Brazil) to regarding company's proposed investment plan in India.
 - iv. Buhler India to strengthen & create opportunities in the food processing machinery sub-sector.
 - v. OLAM (Singapore) regarding company's issues with PLI Application.

- vi. Graintech Foods (India) regarding company's issue with NEIDS application
- vii. iD Fresh Foods (India) for their prospective project in Telangana in presence of the Director, FP Industries, Telangana.
- viii. MPIDC for investment plans of Rich Products (USA) in Madhya Pradesh

C-8. Promotional Activates:

Social Media Activities Undertaken during June, 2021-

- A 15 days' campaign was launched on the occasion of International Yoga Day which included pre-event & post-event posts.
- One Day celebration of One year of PMFME Scheme was done on Ministry's social media handles.
- The Success stories of PMFME Schemes are also being shared under the umbrella of "Azadi ka Amrit Mahotsav".
- Partnered with Sports Authority of India (SAI) to organize an Online Quiz as part of Tokyo Olympics-2020 Campaign.

Twitter:	Facebook:
<ul style="list-style-type: none"> • Total No of Tweets: 180 • Earned – 872 Re-tweets, 2896 Likes. • During this period, we earned 6 Lac 47 thousand Impression • 41,500 People Visit on Our Handle • Video Views 1200 (min) • Earned 6400 New Followers <p>Total Followers: 1 Lac 46 Thousand</p>	<ul style="list-style-type: none"> • Posts: 121 • Reach: 38,406 • Page likes: 356 New Likes • Post Engagement: 4247 • Video Views: 1636 (3sec).

Instagram:	Youtube:
<ul style="list-style-type: none"> • Posts: 74 • Post likes: 2100 • Post Engagement: 2549 • Video Views: 1248 • New Followers of Account: 150 	<ul style="list-style-type: none"> • Video Post: 08 • Views: 5224 • Watch Time: 174.3 hrs. • New Subscribes: 187 • Impression: 62,200 • Unique Viewers: 3400
Total Followers: 6773	Total Subscribers: 7,268

C-9. International Day of Yoga:

- International Day of Yoga was observed on 21.06.2021 by all officers/staffs of MoFPI. Yoga day celebration was also observed in some projects of MoFPI.

2.0 Foreign visit of Hon'ble Minister, FPI and foreign delegation to MoFPI: Introductory meeting of Australian High Commissioner, Hon Barry O'Farrell AO, was held with Secretary, FPI on 17.06.2021. Issues relating to food processing sector in both the countries and the presence and prevalence of Indian processed food products in Australia were discussed during the meeting.

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
10563	9721 (92.02)

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
81	13

B. Meeting of Committee of Independent Monitors (CIM): A meeting of Committee of Independent Monitoring (CIM) was held on 29.06.2021 to consider representations of IAs/ promoters against the decision of IMAC. One proposal related to CEFPPC scheme and one proposal of Cold Chain Scheme were considered by CIM.

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
