

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)

June 8, 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 May 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 May, 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 May, 2021 in the implementation of the Scheme are as under:

I. **Implementation Status: -**

- **Capacity Building:** 9 Training of Trainers sessions for District Level Training were conducted across 29 States.
- **Seed Capital:** 2072 SHG members have been recommended by SRLM to SNA for seed capital.
- **Incubation Centre:** 3 proposals under evaluation.
- 4661 Applications have been submitted from applicants from 33 States/UTs till 31st May, out of which 363 are submitted in the month of May.
- For skill development of District Resource Persons (DRPs) MIS Trainings conducted for 20 states.

- **Project Implementation Plan** - 4 States/UTs namely Madhya Pradesh, Goa, Chandigarh and Punjab have shared the PIP approved by CS/SLAC.
- **Marketing and Branding** - Marketing and Branding proposals from TRIFED and NAFED was approved by the Minister, FPI.
- **Convergence** - MoU with MoRD executed.
- **Preparation of State Level Upgradation Plan** – 3 States are in the process of finalisation of SLUP agencies.
- Draft SLUPs have been prepared and submitted by the consulting agencies to 6 SNAs.

II. **Review Meetings:**

- VC Meeting with Nodal Officers of Major lending Bank was held on 07.05.2021 under the chairmanship of Additional Secretary to expedite the application processing & to discuss the issues and Challenges under the Scheme.
- VC meeting to discuss Review of the work in progress by NAFED was held on 21.05.2021 under the chairmanship of Additional Secretary, MoFPI.
- VC Meeting with SFAC was held on 26.05.2021 under the chairmanship of Additional Secretary to discuss the way forward to support FPOs under the Scheme on 26.05.2021

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 May Edition of the PMFME E-Newsletter (Mango Special) and social media promotions of the same.
- As part of the Azadi ka Amrit Mahotsav initiative launched by the GOI on 12th March 2021, 9 success Stories published under online weekly success stories series titled "Kahani Sukshma Udyamon Ki" featuring micro food processing enterprises/SHGs/FPOs/Cooperatives.
- Eight ODOP webinars organized for the Azadi Ka Amrit Mahotsav (India@75) Initiative.
- PMFME Podcast launched on 04.05.21, Episode #1 conducted with Dr. Sudha Mysore, CEO, Agrinnovate India Ltd. on the topic "Atmanirbhar Mango Enterprises" featured in the PMFME Scheme E-Newsletter (Mango Special - May Edition).

b. PLIS Scheme for FPI:

- Consequent upon approval of Union Cabinet in its meeting held on 31.03.2021 to the PLI Scheme for the Food Processing Industries, the Ministry of Food Processing Industries has issued detailed guidelines for the PLI Scheme on 2.5.2021. EOI inviting online applications from prospective beneficiaries of the scheme was also issued on 2.5.2021. The last date for receipt of application is 17.6.2021. In response to the EOI dated 2.5.2021, total 404 applicant registered on portal. Total 165 number of registered applicants verified and activated for submission of application.

c. Operation Greens Scheme:

- Letter of Award issued on 21.05.2021 for conducting assessment studies for identifying gaps in infrastructure & processing facilities for development of potential value chains for 11 perishables products.

- A meeting was held on 20.05.2021 under Chairpersonship of Secretary, FPI to discuss the revision in scheme guidelines of Operation Greens.

d. **NIFTEM:**

- Two days training was organized on "Digital Marketing" from 1-2 May, 2021 for MBA students.
- MOU signed between NIFTEM and BCAC on 25.02.2021.

e. **IIFPT:**

- IIFPT organized two weeks online internship programme for Students on Food Processing Technology: Advances & Applications from 17.05.2021 to 28.05.2021. Over 120 students from across the country, participated in the event.
- IIFPT organized one day online training programme on Processing of Masala Mixes & Pastes on 25.05.2021. Over 110 participants were benefitted.
- IIFPT organized an Online Short Course on Entrepreneurship Development in Food Processing on 18th and 19th May, 2021.

f. **Project Development Cell to promote investments:**

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

- Meeting with MoFPI assisted cold chain promoters to understand the issues faced due to COVID restrictions imposed by State / UT Governments on 10.05.2021.
- Meeting with CDP - Italy's National Promotional Institution & Development Finance Institution to showcase opportunities in Indian food processing sector on 24.05.2021.

- Meeting with CWC to discuss the action plan of developing investible projects on land bank available with the organization on 25.05.2021.
- Following projects were monitored during the month:-
 - i. Hyfun Foods (India), Avaada Group (India), Arthu Foods (India), Patanjali (India) and Anmol Industries (India) regarding company's proposed investment plan.
 - ii. Superplum (USA), Roquette (France) regarding the issues faced by the company.
 - iii. Sojitz Corporation (Japan) to understand company's interest in India.
 - iv. Sarraf Globals (Thailand) to discuss their proposed plan of setting up an oil mill facility in Haryana.
 - v. AblnBev (Belgium) to discuss their proposed plan of setting up a Non Alcoholic Beverages facility in Karnataka.

g. Promotional Activates:

- Social Media Activities Undertaken during May, 2021-

Twitter:	Facebook:
<ul style="list-style-type: none"> • Total No of Tweets: 187 • Earned – 1100 Re-tweets, 2200 Likes. • During this period, we earned 5 Lac 73 thousand Impression • 28,000 People Visit on Our Handle • Video Views 12000 (min) • Earned 6378 New Followers. 	<ul style="list-style-type: none"> • Posts: 110 • Reach: 20,000 • Page likes: 314 New Likes • Post Engagement: 2000 • Video Views: 800 (3sec).

Total Followers: 1 Lac 42 Thousand	
Instagram: <ul style="list-style-type: none"> • Posts: 63 • Post likes: 2100 • Post Engagement: 90,000 • Video Views: 900 • New Followers of Account: 400 <p>Total Followers: 6634</p>	Youtube: <ul style="list-style-type: none"> • Video Post: 01 • Views: 4500 • Watch Time: 137 hrs. • New Subscribes: 154 • Impression: 86,000 • Unique Viewers: 3200 <p>Total Subscribers: 6,906</p>

h. Anti-Terrorism Day :

- An Anti-Terrorism Day was observed on 21.05.2021 and officers and staff took a pledge.

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
10419	9582 (91.97)

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
74	6

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