

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)

January 07, 2022

Sir,

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 December 2021 for your kind perusal.

With warm regards,

Yours sincerely

Pushpa
(Pushpa Subrahmanyam)

7/1/2022

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.

Ministry of Food Processing Industries- Report for December, 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 Formalization of Micro Food Processing Enterprises (PM FME): -

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

I. Implementation Status: -

- **Capacity Building:** 685 beneficiaries from 4 States/ UTs have been trained.
- **Seed Capital:** - SHG support: SRLM & SULM have recommended 5402 SHG members and 2306 SHG members respectively requesting State nodal agencies under FME scheme for release of seed capital.
- **Incubation Centre:** 19 proposals reviewed by the Appraisal Committee and 11 proposal recommended by Project Executive Committee (PEC) for approval of Inter-Ministerial Empowered Committee (IMEC).
- **Progress on Individual Applications:** 2074 individual applications were submitted and 266 loans sanctioned.

- **Marketing and Branding, Project Implementation Plan (PIP) and Research & Development proposals:** PIP of 05 States/UTs recommended by PEC for approval of IMEC.

II. Review Meetings:

The following review meetings under the chairpersonship of Secretary, FPI during the month of December, 2021 through VC: -

- Review the progress of implementation of PMFME Scheme with NER States, Uttarakhand and Jharkhand on 01.12.2021.
- 5th Internal Review Meeting on the progress of Self Learning Modules, Capacity Building held on 03.12.2021.
- Review Branding and Marketing component including NAFED and TRIFED on 16.12.2021.
- 18th PEC meeting held on 23.12.2021 under the chairmanship of Special Secretary, MoFPI.

III. Promotional Activities:

- Pan India release of newspaper and radio advertisements for inviting applications under the PMFME Scheme.
- Promotion of the scheme in the SIAL Inspire Food Business Expo 2021.
- Two ODOP workshops were organized under the Azadi Ka Amrit Mahotsav (India@75) Initiative.
- Launch of the December Edition of the PMFME E-Newsletter (Groundnut Special Edition) and social media promotions of the same.

- ODOP based posts, #Know Your 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.
- Three success stories of the existing micro food processing enterprises published under the Azaadi Ka Amrit Mahotsav (India@75) Initiative.
- Launch of the PMFME Podcast episode 3 with Dr. S Halde, Central Advisory Committee Member, FSSAI and social media promotions of the same.

b. Operation Greens Scheme:

- All the 11 assessment studies awarded for identifying gaps in infrastructure & Processing facilities for development of potential value chains were completed and accepted by Competent Authority.
- A meeting was held on 28.12.2021 under Chairmanship of Economic Adviser, MoFPI to review the draft report submitted by CII-FACE on infrastructure Gap Assessment study for TOP crops.

B. Production Linked Incentive (PLI) Scheme for Food Processing Industry:

Meeting of the Approval Committee was held on 29.11.2021 under the Chairmanship of Hon'ble Minister, FPI to consider the proposals of Category-I (RTE/RTC, F&VP/Spices, Marine products and Mozzarella Cheese). The total estimated outgo for the above proposals is Rs.8397.41 crore for the FY 2020-21 to 2025-26. A total of 60 applications under Category-I, 12 applications under Category-II and 71 applications under in Category-III (14 of which belonging to those selected under Category-I) have been selected.

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

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

- A review meeting was held under the chairmanship by Joint Secretary, FPI on 14.12.2021 through Video Conferencing (VC) to review the progress of implementation of projects approved to SC / ST category promoters under APC scheme.

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

- A review meeting was held under the chairmanship by Joint Secretary, FPI on 14.12.2021 through Video Conferencing (VC) to review the progress of implementation of projects approved to SC / ST category promoters under CEFPPC scheme.

C-3. Cold Chain:

- Three (3) cold chain projects have reported completion and started commercial operations under the Ministry's Scheme component -Integrated Cold Chain & Value Addition Infrastructure of PMKSY during the month of December, 2021. Total number of projects completed under the scheme is 256.

C-4. NIFTEM :

a. NIFTEM, Thanjavur :-

- Memorandum of Agreement (MoA) signed between NIFTEM-Thanjavur and M/s. Nila Innovatives Private limited Chennai, for Sponsored Research Project of Development of Fortified Wine on 6th December, 2021.

- NIFTEM, Thanjavur organized a workshop on Non-thermal food processing technologies for preservation and quality enhancement from 13th December, 2021 to 19th December, 2021.
- NIFTEM, Thanjavur has developed powder X-ray diffraction methods for food quality evaluation and adulterant screening. This facility is open for commercial sample testing.
- Memorandum of Agreement (MoA) was signed between NIFTEM, Thanjavur and Tamilnadu Banana Producer Company Limited, Namakkal for Sponsored Research Project of Development of Nutribar on 22nd December, 2021.

b. **NIFTEM, Sonepat :-**

- Three days training for woman farmers/FPOs representatives from Punjab state on “Food Processing Technologies for Doubling Farmers’ Income as Additional Source of Income organized from 29th November -1st December, 2021 jointly organized by Food Engineering and Food Science &Technology Department.
- A webinar on Professional Skill Development was organised on 4/12/2021 for students of MBA and M.Tech.
- Hon’ble Minister of State (MoS), FPI Shri Prahlad Singh Patel visited NIFTEM on 22.12.2021.
- New VAP brochures and VAP-15 proceeding book was released by Hon’ble MoS, FPI

C-5. Project Development Cell to promote investments:

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

Following projects were monitored during the month: -

- i. Meeting with Gujarat State Officials for investments in Gujarat.
- ii. Meeting with La Moderna (Mexico) for their India entry plans.
- iii. Stakeholder Consultation on draft reports/studies of Operation Greens Scheme.
- iv. Meeting with Mondelez (India) on the issues faced by the company in India.
- v. Meeting of Working Group on Industrial Collaboration (ICWG) and Joint Working Group (JWG) with Taiwan.
- vi. Meeting with Nekkanti (India) and Prestige Ice Creams (India) regarding their future plans in India.
- vii. Meeting with Bihar State Officials for holding an investment promotion summit in the State of Bihar.
- viii. Meeting with KR Foods and Agro Wiz (India) for exploring opportunities in food processing sector.
- ix. Meeting with RP Sanjiv Goenka Group (India) regarding clarification on state specific policies.
- x. Meeting with Ingredion (USA) regarding plans to expand from its current trading position in India into manufacturing.

C-6. Promotional Activates:

- (i) The Ministry participated in the 3rd edition of Indian Food Innovation Exhibition "SIAL INDIA 2021" held from 9th to 11th December 2021 at Pragati Maidan, New Delhi, India. The Industry Associations associated with the Ministry exhibited processed foods. The PM-FME Division, Invest India also participated in the event.
- (ii) Social Media Activities Undertaken during December, 2021-

Activities on Social Media Handles

<p>Twitter:</p> <ul style="list-style-type: none"> • Total No of Tweets: 210 • Earned – 530 Re-tweets & 2700 Likes • During this period, we earned 03 Lac 27 Thousand Impression • 40,000 People Visit on Our Handle • Video Views 2900 • Earned 2600 New Followers <p>Total Followers: 1 Lac 63 Thousand</p>	<p>Facebook:</p> <ul style="list-style-type: none"> a. Posts: 180 b. Reach: 40,000 c. Page likes: 300 New Likes d. Post Engagement: 8000 e. Video Views: 1200 (3sec)
<p>Instagram:</p> <ul style="list-style-type: none"> • Posts: 114 • Post likes: 3012 • Post Impressions:1,75,000 • Post Reach: 1,36,00 • Video Views: 568 • New Followers of Account: 1375 <p>Total Followers: 11,337</p>	<p>Youtube:</p> <ul style="list-style-type: none"> • Video Post: 03 • Views: 5600 • Watch Time: 132.3 hrs • New Subscribes: 163 • Impression: 64600 • Unique Viewers: 3800 <p>Total Subscribers: 8772</p>
<p>LinkedIn:</p> <ul style="list-style-type: none"> • Posts: 25 • Post Impressions: 18,700 • New Followers: 286 • Unique Visitors: 170 <p>Total Followers: 3106</p>	<p>Koo:</p> <ul style="list-style-type: none"> • Posts: 75 • Followers: 48967

(iii) Additional Campaigns/Coverage: -

- a. Coverage of activities of Swachh Office on Ministry's social media handles.
- b. SIAL INDIA VINEXPO 2021 was covered on Ministry's social media handles.
- c. 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.
- d. Corona Awareness Posts are being regularly shared from Ministry's social media handles.
- e. Covid Awareness Banners were shared on social media platforms and on the website.
- f. Covid awareness videos are being shared on Ministry's Reception TV.

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
11373	10576 (92.99%)

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
123	20

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
