

Anita Praveen, 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 10, 2022

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 2022 for your kind perusal.

Sd/-
(Anita Praveen)

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

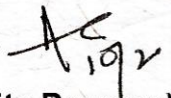
Encl: as above

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.


(Anita Praveen)

Ministry of Food Processing Industries- Report for January, 2022

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 January, 2022 in the implementation of the Scheme are as under

I. Implementation Status: -

- **Capacity Building:** 201 beneficiaries from 13 States/ UTs have been trained. Training of 23 District Level Trainers for Entrepreneurship Development Programme (EDP) and various One District One Products (ODOP) concluded in 26 States/UTs and is ongoing in other States. 90 District Resource Person (DRP) have been trained from 26 States/UTs Revised Guidelines for Capacity Building issued on 20.01.2022 and Guidelines for Engagement of Private Training Partners under Capacity Building issued was on 19.01.2022.
- **Seed Capital**
 - (a) National Rural Livelihood Mission (NRLM) : 4348 Self Help Group (SHG) members have been recommended by State Rural Livelihood Mission (SRLM) to State Nodal Agency (SNA) for seed capital of Rs. 15.43 Cr.

(b) National Urban Livelihood Mission (NULM) : 730 SHG members have been recommended by State Urban Livelihood Mission (SULM) to SNA for seed capital.

- **Incubation Centre:** 11 Incubation centre proposals were approved by Inter-Ministerial Empowered Committee (IMEC) on 07.01.2022.

- **Project Implementation Plan (PIP):** PIP of 6 States/UTs were ratified by IMEC on 07.01.2022

- **Progress on Individual Applications:** 2532 individual applications were submitted and 460 cases of loans were sanctioned. Centre's share of Rs 8.33 crore has been released to 213 beneficiaries.

- **Branding and Marketing:**

(a) Plain and Chatpata Makhana flavours of 'Makhana King' brand in association with National Agricultural Cooperative Marketing Federation of India (NAFED) was launched by Hon'ble Union Cabinet Minister, FPI on 03.01.2022.

(b) Amla Juice 'Amrit Phal', Coriander Powder 'Cori Gold', Red Chillies 'Kashmiri Mantra', Honey 'Madhu Mantra', Ragi Flour 'Somdana' and Whole Wheat Cookies 'Dilli Bakes' brands were launched by Hon'ble Union Cabinet Minister, FPI and Hon'ble MoS, FPI on 05.01.2022. These products will find space on the schemes of NAFED stores.

(c) Marketing and Branding proposal of Bhimthadi Foundation, Maharashtra was approved by IMEC on 07.01.2022.

II. **Promotional Activities:**

Various promotional activities like Ads in newspaper and radio for inviting applications, 3 ODOP based Webinars & 2 Success stories published under

the Azadi Ka Amrit Mahotsav, monthly E-Newsletter and regular social media promotions were carried out.

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

Under PLIS, 60 approval letters were issued to Category-I (RTE/RTC, F&V/Spices, Marine products, Mozzarella Cheese). The total estimated outgo for the above proposals is Rs. 8397.41 Crore for the FY 2020-21 to 2025-26.

C-1. NIFTEM:

A. NIFTEM, Sonapat:

- NIFTEM, Sonapat organized CRD meet (online mode) to execute pending works related to placement and internship.
- NIFTEM Sonapat organized open placement drive with FICSI for all 2022 pass outs and out of 38 applicants, 31 cleared the test and their interview are in process.
- VAP induction programme accomplished from 11-19 January, 2022 encompassing 20 sessions on various topic related to rural development, entrepreneurship and extension systems.
- NIFTEM's Capacity Building Centre under PMFME Scheme was inaugurated in Patna, Bihar. The primary activity will be the conduction of training sessions on hybrid mode (both online and offline) for the beneficiaries and non-beneficiaries of the Eastern region which is a key element of the capacity building component under the PM FME scheme.

C-2. Project Development Cell to promote investments:

The Project Development Cell (PDC) of MoFPI held eight major interactions in January, 2022 with potential investors.

C-3. Promotional Activates:

Social Media Activities Undertaken during January, 2022-

Activities on Social Media Handles

<p>Twitter:</p> <ul style="list-style-type: none">• Total No of Tweets: 252• Earned – Re-tweets & Likes• During this period, we earned 04 Lac 95 Thousand Impression• 73,000 People Visit on Our Handle• Video Views 5300• Earned 3300 New Followers <p>Total Followers: 1 Lac 66 Thousand</p>	<p>Facebook:</p> <ul style="list-style-type: none">a. Posts: 200b. Reach: 55,000c. Page likes: 450 New Likesd. Post Engagement: 8200e. Video Views: 1400 (3sec)
<p>Instagram:</p> <ul style="list-style-type: none">• Posts: 120• Post likes: 3700• Post Impressions:1,50,000• Post Reach: 1,35,000• Video Views: 1000• New Followers of Account: 941 <p>Total Followers: 12,278</p>	<p>Youtube:</p> <ul style="list-style-type: none">• Video Post :05• Views: 6400• Watch Time: 181 hrs• New Subscribes: +207• Impression: 71400• Unique Viewers: 4500 <p>Total Subscribers: 9033</p>
<p>Koo:</p> <ul style="list-style-type: none">• Posts: 150• New Follower: 11529	

Total Follower: 61000	
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(iii) Additional Campaigns/Coverage: -

- a. One Month campaign on MOFPI's Achievements in the Year 2021.
- b. 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.
- c. Corona Awareness Posts are being regularly shared from Ministry's social media handles.
- d. Covid Awareness Banners were shared on social media platforms and on the website.
- e. Covid awareness videos are being shared on Ministry's Reception TV.

D. Release of Vision Document of Capacity Building Plan of MoFPI under 'Mission Karmayogi:-

- Hon'ble Minister, FPI released Vision Document of Capacity Building Plan of Ministry of Food Processing Industries under Mission Karmayogi on 28.01.2022 in the presence of all members of Capacity Building Commission, Secretary, FPI, Special Secretary, FPI and all officers/ officials of both autonomous body & MoFPI.
- MoFPI is the first amongst all Ministries and Departments to develop and implement Capacity Building Plan under Mission Karmayogi.

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
11588	10791 (93.12%)

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
177	10

B. Meeting of Committee of Independent Monitors (CIM): A meeting of Committee of Independent Monitoring (CIM) was held on 27.01.2022 to consider representations of IAs/ promoters against the decision of IMAC. 2 proposals of Cold Chain Scheme, 1 proposal of BFL Scheme and 2 proposals of Mega Food Park 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
