

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)

8th October, 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 the month of September, 2021 for your kind perusal.

With regards,

Yours sincerely,

Sd/-

(Pushpa Subrahmanyam)

To,

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 also to:

1. All Cabinet Ministers/ Ministers of States.
- ✓ 2. All Secretaries to the Govt. of India.


(Pushpa Subrahmanyam)

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

I. Implementation Status: -

ODOP approved for Chennai, Tamil Nadu as Bakery Products

- **Capacity Building:** Beneficiaries training started in 5 States. 85 beneficiaries have been trained
- **Seed Capital:** 4798 SHG members have been recommended by SRLM to SNA for seed capital amounting to Rs.14.91 Cr.
- **Incubation Centre:** 7 proposals have been recommended by Project Executive Committee for approval of Inter-Ministerial Empowered Committee (IMEC).
- **Progress on Individual Applications:** 3734 individual applications were submitted and 245 loan sanctioned in September, 2021.
- **Marketing and Branding, Project Implementation Plan (PIP) and Research & Development proposals:** Marketing and Branding proposal from the State of Punjab, PIP from 20 States/UTs and R&D proposal from ICAR-IIMR, Hyderabad were approved by the Inter Ministerial Empowered Committee (IMEC) in the 3rd IMEC meeting held on 09.09.2021.
- **Marketing and Branding:** Guidelines issued for preparation of marketing and branding DPR.

- **Convergence:** MoU signed with NSTFDC for implementation of the scheme in tribal areas and for providing support to the ST beneficiaries.
- **State Level Upgradation Plans (SLUP):**
 - SLUP Reports of 3 States finalized.
 - New TOR Format, guidelines and check-list for SLUPs shared with the States and SLUP Agencies.

II. **Review Meetings:**

- 3rd Inter Ministerial Empowered Committee (IMEC) meeting was held under the chairpersonship of Minister, FPI on 09.09.2021.
- VC Meeting was held with NRLM to discuss way forward on Individual/ Group applications to SHGs under the chairmanship of Special Secretary, MoFPI on 13.09.2021.
- VC Meeting was held with the State Rural Livelihoods Mission to sensitize the SRLMs on the marketing and branding component of the Scheme and preparation of marketing and branding DPR under the chairmanship of Special Secretary, FPI on 30.09.2021.

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 September Edition of the PMFME E-Newsletter (Turmeric Special Edition) and social media promotions of the same.
- Press release published and social media promotions for the launch of PMFME Scheme Seed Capital Module on Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) MIS Portal for seed capital assistance to members of urban Self Help Groups by the Ministry of Food Processing Industries and the Ministry of Housing and Urban Affairs.
- One ODOP webinars/workshops on Coconut was organized on 28.09.2021.

b. **Operation Greens Scheme:**

- Meetings were held on 17.09.2021 & 28.09.2021 under chairpersonship of Secretary, FPI to review the draft reports submitted in respect of assessment studies for identifying gaps in infrastructure & processing facilities for

development of potential value chains for perishable products under Operation Greens Scheme for Apple, Pomegranate and Pineapple as well as for Orange/Mandarin/Kinnow, Litchi, and Guava.

B. PLI Scheme for FPI:

- 1st and 2nd Approval Committee constituted under PLI Scheme meetings held on 14.09.2021 and 29.09.2021.
- The meeting of the Empowered Group of Secretaries (EGoS) to consider the proposals of MoFPI was held on 30.03.2021.

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

C-1. Cold Chain:

- Six (6) 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 Sept.,2021. Total number of projects completed under the scheme is 242.

C-2. NIFTEM:

- PMFME Cell, NIFTEM is providing food related consultancy via mail and call center for solving queries of beneficiaries/DRPs from different states regarding PMFME scheme.
- NIFTEM conducted training for 25 farmers' from KVK, Ambala on Slicer Washer Cubing M/C on 06.09.2021.
- Profile of NIFTEM Institute is under updation for Bihar State Government Scholarship Portal for 2021-2022.

C-3. IIFPT:

- IIFPT has been ranked 81st among all engineering colleges in India in the NIRF rankings 2021 by the Ministry of Education.
- Association of Business Women in Commerce and Industry (ABWCI) and Indian Institute of Food Processing Technology (IIFPT) jointly organized an Online Workshop on "Empowerment and Opportunities for Global Women Entrepreneurs in the Food Sector" on 09.09.2021. Smt. Smriti Irani, Hon'ble Minister, Ministry of Women and Child Development, Government of India was the chief Guest.

C-4. Project Development Cell to promote investments:

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

- Following projects were monitored during the month: -
 - i. Sarraf Globals (India), Hatsun Agro (India), SRC Farms (India), Kirloskar Pneumatic (India), AJE Group (Peru) and Shreemant Foods (India) regarding their expansion plans in India.
 - ii. Parag Foods (India) regarding expansion of their dairy operations in India
 - iii. Action Group Holdings (Kuwait), Bel Group (France) and Druk Foods (Bhutan) regarding their entry plans in India.
 - iv. Himalayan Mega Food Park and Orish J Bioworks Pvt. Ltd, Cremica Mega Food Park and Orish J Bioworks Pvt. Ltd and Patanjali Mega Food Park and Orish J Bioworks Pvt. Ltd regarding setting up a Food Processing Project.
 - v. DPIIT & Graintech Foods (India) regarding issues related to NEIDS Scheme
 - vi. ABinBev (Belgium) regarding taxation issues in India
 - vii. McCain (Canada) regarding issues in India
 - viii. Gopaljee Foods (India) regarding issues resolution in Uttar Pradesh

C-5. Promotional Activates:

I. Azadi Ka Amrit Mahotsav - Food Processing Week was celebrated from 6-12th September, 2021. The Ministry of Food Processing Industries conducted the following activities: -

- 1) Inauguration of Projects:** Virtual & Physical Inauguration of the following projects were done by Hon'ble Minister, FPI in presence of Hon'ble MoS, FPI from 06-12 Sept, 2021 :-

Name of the Scheme/Project	Location of the Project	Total Outlay (Rs. in crore)	Subsidy (Rs. in crore)
Food Testing Lab	Pune, Maharastra	1.54	0.77
	Nashik, Maharastra	4.60	2.17
Creation of Backward and Forward Linkages	Meerut, Uttar Pradesh	17.01	5.00
	Gandhinagar, Gujarat	34.00	5.00

APC	Nashik, Maharashtra	33.27	8.66
CEFPCC (Unit Scheme)	Udham Singh Nagar, Uttrakhand	10.48	3.95
	Tiruppur, Tamil Nadu	9.57	3.16
	Erode, Tamil Nadu	19.99	5.00
	Surat, Gujarat	11.67	5.00
	Tumkur, Karnataka	36.76	5.00
	Nalbari, Assam	19.32	5.00
	Mandla, Madhya Pradesh	12.90	4.65
	Gautam Buddha Nagar, Uttar Pradesh	67.92	5.00
Cold Chain	West Godavari, Andhra Pradesh	44.77	9.83
	Anand, Gujarat	22.69	8.02
	Sonepat, Haryana	24.08	8.64
	Solan, Himachal Pradesh	16.94	9.91
Center of Excellence for Grain Sciences	IIFPT, Tamil Nadu	2.5	0
Center of Excellence for School of Sensory Sciences	IIFPT, Tamil Nadu	2.7	0
Bakery Pilot Plant	NIFTEM, Haryana	2.79	0
Cold Chain	Morena, Madhya Pradesh	21.09	10
Total	21 projects	416.59	104.62

- Shri Prahlad Singh Patel, Hon'ble Minister of State, Ministry of Food Processing Industries, Government of India inaugurated the Food Packaging Testing Laboratory, Confectionary Processing Pilot Plant and PMFME Awareness Program for SHGs and FPOs at Indian Institute of Food Processing Technology (IIFPT) and interacted with the beneficiary entrepreneurs of IIFPT on 27.09.2021.
- Shri Prahlad Singh Patel, Hon'ble Minister of State, Ministry of Food Processing Industries, Government of India inaugurated the newly created "Coconut Water Prasadam Unit" installed at Punnainallur Mariamman Temple, Thanjavur on 27th September, 2021.

2) Speed Capital:

- Disbursement of seed capital amount of Rs. 14.4 Cr. to 4709 SHG members in eight states was done.

3) Webinars:

- 7 ODOP webinars/Offline workshops were conducted in seven States/UTs

4) Success Stories:

- Launch of 7 success stories of the beneficiaries of the PMFME Scheme under the campaign of "Aatmanirbhar Enterprises".

II. Social Media Activities Undertaken during September, 2021: -

- One-week campaign under the Azadi Ka Amrit Mahotsav umbrella namely "Food Processing Week" was launched on Ministry's social media handles.
- One-week campaign under the POSHAN Maah 2021 namely "MOFPI 4 POSHAN" was launched on Ministry's social media handles.
- 14-day campaign was launched on Ministry's social media handles to celebrate Hindi Pakhwada Week.
- 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.
- The Success stories of PMFME Schemes are being shared under the umbrella of "Azadi ka Amrit Mahotsav".

Twitter:	Facebook:
<ul style="list-style-type: none">• Total No of Tweets: 310• Earned – 1600 Re-tweets, 5800 Likes• During this period, we earned 07 Lac 28 Thousand Impression• 55,100 People Visit on Our Handle• Video Views 14,400 (min)• Earned 3072 New Followers <p>Total Followers: 1 Lac 55 Thousand</p>	<ul style="list-style-type: none">• Posts: 243• Reach: 53,200• Page likes: 451 New Likes• Post Engagement: 10,000• Video Views: 9461 (3sec)

<p>Instagram:</p> <ul style="list-style-type: none"> • Posts: 187 • Post likes: 3,472 • Post Impressions: 1,23,419 • Post Engagement: 1,04,591 • Video Views: 1000 • New Followers of Account: 465 <p>Total Followers: 7,968</p>	<p>YouTube:</p> <ul style="list-style-type: none"> • Video Post: 26 • Views: 10,000 • Watch Time: 317.4 hrs. • New Subscribes: 200 • Impression: 93,600 • Unique Viewers: 6,100 <p>Total Subscribers: 8,000</p>
<p>LinkedIn:</p> <ul style="list-style-type: none"> • Posts: 42 • Post Impressions: 21,520 • New Followers: 271 • Unique Visitors: 240 • Video Views: 454 <p>Total Followers: 1315</p>	<p>Instagram:</p> <ul style="list-style-type: none"> • Posts: 100 • Followers: 21,000

C-10. Hindi Pakhwada: Hindi Pakhwada was organized by Ministry from 14.09.2021 to 28.09.2021. Different types of activities like "Debate Competition, Essay Writing, Noting and Drafting, Quiz, Poem, typing etc" were done in Hindi for inclusion of Hindi Language in official work. Officials of MoFPI actively participated in it.

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
11058	10258 (92.76)

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
117	7

B. Meeting of Committee of Independent Monitors (CIM): A meeting of Committee of Independent External Monitoring (CIEM) was held on 30.09.2021 to consider representations of IAs/ promoters against the decision of IMAC. Seven proposals of Cold Chain Scheme were considered by CIEM.

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
