

**Revised Guidelines
of the
Scheme of Promotional Activities**

**Government of India
Ministry of Food Processing
Industries Panchsheel Bhawan
August Kranti Marg
New Delhi - 110 049**

1. Objectives and focus areas of the scheme

- 1.1. To create awareness among various stakeholders on plan, policy & programmes of the Ministry and the various schemes of Pradhan Mantri Kisan SAMPADA Yojana and its components being implemented by the Ministry through advertisement and publicity material, print, audio-visual media, social media platforms, electronic media like website, development of software, etc;
- 1.2. To encourage investment for the development of food processing sector by extending financial support for organizing / co-sponsoring / sponsoring / participating in an event such as national / international fair, exhibition, roadshow and / or logo support on non-financial terms;
- 1.3. To encourage investment for the development of food processing sector by extending financial support for organizing /co-sponsoring /sponsoring / participating in an event such as seminar, workshop, conference, campaign, symposium for the development of food processing sector in India and / or logo support on non-financial terms;
- 1.4. To disseminate information regarding opportunities in food processing industry;
- 1.5. To familiarize the existing and prospective entrepreneurs with modern technology, processes & products of food processing and packaging;
- 1.6. To develop market and popularization of process, value added products, machinery;
- 1.7. To attract foreign investments into the food processing sector;
- 1.8. To assess potential and other relevant aspects of food processing sector on sectoral / regional basis;
- 1.9. To reduce the wastage of food in entire food processing chain;
- 1.10.To facilitate trade in the food processing sector by extending financial support for organizing / co-sponsoring / sponsoring / participating in trade meet in India and abroad and / or logo support on non-financial terms by linking investors, entrepreneurs, technology providers and traders; and
- 1.11.Focus areas of the scheme - Processing, Storage, Packaging, Marketing & Retailing of Dairy Products and Analogues, Fats, Oils and Fat Emulsions, Fruit & Vegetable Products, Cereals and Cereal Products, Meat and Meat Products, Fish and Fish Products, Sweets & Confectionery, Bakery Products, Eggs and Egg Products, Sweetening Agents including Honey, Salt, Spices, Condiments and Related Products, Ready-to-Eat Savouries, Beverages (other than Dairy and Fruits

& Vegetables based), Proprietary Food, Radiation Processing of Food, Gluten Free Food, Food Specially Processed to Reduce Gluten Content, Other Food Product and food ingredients.

2. Components of the scheme

- 2.1. Seminar, workshop, conference, campaign, symposium in India on objectives and focus areas of these scheme guidelines;
- 2.2. National / International Fair / Exhibition / Roadshow / Mela / Business Summit & Investors Meet / World Food India (WFI) / Food India on objectives and focus areas of these scheme guidelines;
- 2.3. Ministry's Logo support on objectives and focus areas of these scheme guidelines;
- 2.4. Advertisement and publicity; and
- 2.5. Any other methods of disseminating information on food processing.

3. Eligible Organizations

- 3.1. Apex Industry Bodies / Associations / Chambers like Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce and Industry (FICCI), Associated Chambers of Commerce and Industry of India (ASSOCHAM), PHD Chamber of Commerce and Industry (PHDCCI), All India Food Processors' Association (AIFPA), Indian Chamber of Commerce (ICC), Dalit Indian Chamber of Commerce and Industry (DICCI), Federation of Industry & Commerce of North Eastern Region (FINER) and State Chambers;
- 3.2. Central / State Government and their Institutions like Agricultural and Processed Food Products Export Development Authority (APEDA), Central Food Technological Research Institute (CFTRI), India Trade Promotion Organization (ITPO); and
- 3.3. Central / State University.

4. Seminar, workshop, conference, campaign, symposium in India on objectives and focus areas of these scheme guidelines

- 4.1. Annual Strategy Plan (ASP) - Every year, based on the objectives and focus areas of these scheme guidelines, Ministry will prepare an Annual Strategy Plan (ASP) before 1st week of January in consultation with all Divisions of Ministry and call for Request For Proposal (RFP) from Apex Industry Bodies / Associations / Chambers

and finalize it before 4th week of January. The ASP will include number of event(s) to be conducted.

Provided that the selected Apex Industry Body / Association / Chamber shall sign the Memorandum of Understanding (MoU) with Ministry of Food Processing Industries.

Provided further that Ministry may extend the period of MoU for successive period of three months with nominal escalation of additional 10 % per annum or parts thereof, subject to acceptance by the selected Apex Industry Body / Association / Chamber. The Ministry will publish ASP on its website;

4.2. Pattern of Assistance

4.2.1. When an organization selected through ASP organizes any of the above event, Ministry will extend financial assistance up to 50 % of the actual event cost or maximum of Rs. 5 lakhs per event, whichever is less. If the event is organized in NE Region, Ministry will extend 100 % financial assistance of the actual event cost or maximum of Rs. 5 lakhs per event, whichever is less;

4.2.2. When Ministry sponsors / co-sponsors any of the above event organized by Central / State Government and their institutions like APEDA, CFTRI, ITPO and Apex Industry Bodies / Associations / Chambers, Ministry will extend 100 % financial assistance of the actual event cost or maximum of Rs. 10 lakhs per event, whichever is less;

4.2.3. Ministry may extend financial support to Central / State Government and their Institutions for organizing any of the event(s), subject to participation of Ministry; and

4.2.4. Notwithstanding anything contained above, Ministry may extend financial assistance to deserving cases for organizing an event, subject to participation of Ministry.

5. National / International Fair / Exhibition / Roadshow / Mela / Business Summit & Investors Meet / World Food India (WFI) on objectives and focus areas of these scheme guidelines.

5.1. Pattern of Assistance

- 5.1.1. Ministry will extend financial assistance to organize any of the above event, up to 50 % of the actual event cost or maximum of Rs. 10 lakhs per event, whichever is less;
- 5.1.2. When Ministry organizes World Food India (WFI) and its allied event(s), an international event once in two years, Ministry will select an Event Partner and a Knowledge Partner for organizing such event through Request for Proposal (RFP) or select an agency based on previous experience for organizing WFI and there will be no ceiling on the expenditure to be incurred unless otherwise restricted by Government of India;
- 5.1.3. When Ministry in close association with Central / State Government and their institutions like APEDA, CFTRI, ITPO and Apex Industry Bodies / Associations / Chambers, organize any of the above event in India, Ministry will extend financial assistance up to 25 % of the actual event cost or maximum of Rs. 10 lakhs per event, whichever is less;
- 5.1.4. When Ministry sponsors / co-sponsors any of the above event organized by Central / State Government and their institutions like APEDA, CFTRI, ITPO and Apex Industry Bodies / Associations / Chambers, Ministry will extend 100 % financial assistance of the actual event cost or maximum of Rs. 10 lakhs per event, whichever is less; and
- 5.1.5. When Central / State Government and their Institutions organize any of the above international event or participate in such international event, Ministry will extend financial assistance up to 25 % of the actual event cost or maximum of Rs. 20 lakhs per event, whichever is less.

6. Ministry participation in seminar, workshop, conference, campaign, symposium and national fair, exhibition, mela

- 6.1 Ministry may participate in such events by seeking nominations from the Apex Industry Bodies / Associations / Chambers, of entrepreneurs belonging to SC / ST / NER category and women entrepreneurs, who would be interested in participating in such events and display their products. The stall space in such events would be hired on behalf of the nominated entrepreneurs by the Apex Industry Bodies / Associations / Chambers and reimbursed by MoFPI.

7. Promotion of food processing sector in every Constituency of India

- 7.1. A special dispensation exclusively for organizing any of the event falling under the components of these scheme guidelines in every Constituency of India with reference to objectives and focus areas of these scheme guidelines is being provided;
- 7.2. Ministry will extend this special provision to all elected Members of Parliament (Lok Sabha) subject to receipt of recommendation from the Member of Parliament (Lok Sabha) once in their tenure for organising such event in association with Apex Industry Bodies / Associations / Chambers and involving State Industries Department / State Chambers, wherever possible;
- 7.3. Ministry will extend financial assistance to organize an event in every constituency for the remaining period of 17th Lok Sabha, in every region viz., northern, western, eastern, southern and north-eastern in order to achieve the objectives in a radical way; and
- 7.4. Pattern of assistance - Ministry will extend 100 % financial assistance, maximum of Rs. 5 lakhs for an event in every constituency or actual event cost, whichever is less.

8. Food Processing Industry on wheels – a Mobile Processing Unit (MPU) developed by Indian Institute of Food Processing Technology (IIFPT)

- 8.1. IIFPT will organize events “Food Processing Industry on wheels”, in Tomato / Onion / Garlic / Ginger producing clusters to aid farmers and small processors to process these farm produce in the Mobile Processing Unit (MPU) at field level with no repetition of such event at same location. The objectives of the event are :-
 1. Protecting farmers from price risks during glut in market by converting their produce into value added products;
 2. Minimization of wastages in post-harvest handling of farm perishables;
 3. Livelihood enhancement in rural areas by providing market options for processed foods;
 4. Ensuring good quality processed food at a reasonable price to consumer; and
 5. Strengthening food value chain by eliminating the intermediaries.

- 8.2. Pattern of assistance - Ministry will extend 100 % financial assistance, maximum of Rs. 4 lakhs per event including advertisement or actual event cost, whichever is less.

9. “Food India” to be organized by State Government on objectives and focus areas of these scheme guidelines

- 9.1. “Food India” is a State event organized by the State Government in association with one of the Apex Industry Body / Association / Chamber;
- 9.2. It is a quarterly event, subject to a gap of 2 years between the events, if organized in the same State; and
- 9.3. Pattern of assistance - Ministry will provide financial assistance of 50% of the actual event cost or maximum of Rs. 50 lakh per event, whichever is less.

Provided that Ministry of Food Processing Industries may meet the entire expenditure in situations wherein the State Government does not come forward to fund such an event. However, the State Government will be required to provide logistical support for such event.

10. Advertisement and Publicity

- 10.1. Ministry will publish various advertisements in print media like newspaper, magazine and audio-visual spots in Radio/TVs for promotion of various schemes and allied activities being undertaken by the Ministry to promote Food Processing sector;
- 10.2. Ministry will also create various print materials like brochures, e-books, pocket books, multimedia aids like CDs, pen drives, social media digital contents, promotional movies, software development and required accessories for interactive digital display, investor facilitation website;
- 10.3. The advertisement and publicity and preparation and distribution of publicity material will be undertaken through a professional agency selected through competitive bidding process among the agencies empaneled with Directorate of Audio-Visual Publicity (DAVP) [re-designated as Bureau of Outreach & Communication (BoC)] as per media policy / guidelines laid down by Ministry of Information and Broadcasting and BoC from time to time; and
- 10.4. The expenditure will be borne as per DAVP rates wherever available.

11. Ministry's Logo Support on objectives and focus areas of these scheme guidelines

11.1. Based on the request, Ministry may extend non-financial logo support to an event, if such event is related to food processing sectors. The use of "Ministry's Logo" shall be allowed / permitted subject to the following terms and conditions:-

1. Ministry has the right to withdraw permission for use of its logo with or without giving any notice;
2. The logo of Ministry shall be used for the requested purpose in such a way that it will not affect the name, reputation and interests of the Ministry;
3. The logo support extended by Ministry is only for the event for which Ministry has accorded approval and not for any other purpose or for any future event; and
4. Disputes of any kind, if arises, by virtue of use of Ministry's logo, the same shall be resolved only by applicant organization using their means and resources.

11.2. Ministry will extend logo support without any condition to:-

1. An event organized by all establishments / offices and Institutions under Ministry;
2. Financial support extended by Ministry for an event;
3. An event organized by Central / State Government and their Institutions directly or jointly with Apex Industry Bodies / Associations / Chambers if such event is related to food processing sectors; and an event organized / sponsored / supported by Indian Embassies / Missions abroad to promote Ministry's initiative.

12. Documents required for approval & release of grant shall be submitted by every organization including an agency selected through Request for Proposal (RFP)

12.1. Approval of the grant will be considered on submission of the following pre-event documents / information by every organization and it is applicable for all kinds of event, if otherwise exempted :-

1. An application in the prescribed format A (as in Annexure-I);

2. Estimated expenditure & disclosure of sources of funding;
3. Notarized undertaking to the effect that the organization has not availed / applied for / will not avail grant / subsidy from any other Ministry / Department / Agency of Government of India or State Government for the same purpose / activity / component as in Annexure-II;
4. Pending Utilization Certificates (UC), if any for earlier grants received from Ministry as per format given in GFR, duly countersigned by a Chartered Accountant;
5. Undertaking / Declaration from the organizer that no UC is pending for previous grants, if any, availed from Ministry; and
6. Written confirmation from State Government that their proposal has been shared with industries department of the State Government and they are on board about organizing this event and / or they would be actively participating in the event.

12.2. Release / Reimbursement of the grant-in aid will be considered on submission of the following post-event documents / information by every organization and it is applicable for all kinds of event, if otherwise exempted:- (The post event reimbursement of the grant, shall be done in one installment after receipt of the complete documents / information as mentioned below :-

1. Proceedings of the event;
2. Copies / cutting of advertisements / publicity done by the organizer;
3. List of participants;
4. Photocopy of visitors book;
5. List of exhibitors;
6. Photographs of the event;
7. Pre-receipted bill / Invoice for the expenses incurred and / or claimed;
8. Utilization Certificate in GFR;
9. Proof of registration in Public Financial Management System (PFMS) for payment;
10. Mandate Form / Cancelled Cheque;
11. List of resource persons attended the event with topics / presentations made;
12. Outcome of the event and recommendations for various stakeholders;

13. Details of sources of income and items of expenditure duly audited by C.A;
and
14. Surety Bond on a non-judicial stamp paper of Rs.100/- or above as in Annexure-III, wherever called for (Execution of Bond will not apply to Central/State Government and their Institutions whose budget is approved by Government).

13. HOW TO APPLY

- 13.1 Application in the prescribed format as in Annexure-I shall be submitted by every organization, preferably 2 (Two) months in advance of an event to Ministry for organizing an event. In case an event has already taken place, assistance shall not be provided;
- 13.2 Application format is available on Ministry website:- www.mofpi.nic.in; and
- 13.3 Nodal Officer of the Scheme:-
Director (Promotional Activities), Ministry of Food Processing Industries,
Panchsheel Bhawan, August Kranti Marg, New Delhi-110049.

ANNEXURE-I**Application Form**

For financial assistance from Ministry of Food Processing Industries (MoFPI) for organizing seminar, workshop, conference, campaign, symposium, national / international fair, exhibition, roadshow, mela, business summit & investors meet, food India and such other event(s) Ministry may deem fit;

1.	Organizer / Promoter Name & Address Telephone/fax/e-mail nos.	
2.	Nature/type of Organization (Please attach copies of Registration certificate, Memorandum and Articles of Association)	
3.	Financial standing of the Organizer (Note: Audited Annual Accounts of the applicant organization for the last three years be furnished along with summary of the same)	
4.	Main activities of the Organization	
5.	Name of the event	
6.	Date(s) and period of the proposed event	
7.	Venue (preferential treatment will be given for holding the event in areas where SC/ST Population is predominant) and rationale/ justification for selection of the place/state for holding the event	
8.	Objective of the event (with specific relevance to promotion of food processing industries)	
9.	No. of participants (Target group of the participations may be indicated) 1. From India 2. From Abroad	

10.	<p>Possible outcome</p> <ol style="list-style-type: none"> 1. No. of farmers to be benefitted 2. No. of food processing entrepreneurs to be benefitted. 3. No. of beneficiaries to avail benefits under PMKSY Scheme of Ministry 	
11.	<p>Details of resources persons and their names, address and topics to be addressed by them to be mentioned</p>	
12.	<p>Programme Schedule</p>	
13.	<p>Total estimated expenditure</p>	
14.	<p>Whether the organization is prepared to contribute 50% of the estimated expenditure</p>	
15.	<p>Sources of funding:-</p> <ol style="list-style-type: none"> 1. Assistance from Ministry 2. Grant sought to be received from Other Government bodies/organizations 3. Assistance from private organizations etc. 4. Organizer's own contribution 5. Income from registration/ participant fee 6. Income from Souvenir and other sources, if any 7. Total funding <p>[Note: This figure should tally with the figure given at 13 above regarding total estimated expenditure]</p>	
16.	<p>Past experience of the organizer/promoter in organizing similar event(s) in food processing in the form of a statement with details of similar event(s) organized by them in food processing and outcome of such event(s) may be furnished.</p>	

17.	A separate statement showing details regarding availability of professional / trained man power and infrastructure for organizing the event along with their name, designation, qualification & experience and contact details (Mobile No. & Email) may be furnished.	
18.	If the proposed event is an international event, then a statement showing clearance obtained from Ministry of External Affairs (from political angle)/Ministry of Home Affairs (security angle) /other clearances, including concerned State Government should be furnished.	
19.	Written confirmation from State Government that their proposal has been shared with industries department of the State Government and they are on board about organizing this event and / or they would be actively participating in the event.	
20.	Undertaking as per prescribed proforma (Annexure-II) for not availing grant from other Government sources	
21.	<ol style="list-style-type: none"> 1. Submit pending Utilization Certificates, if any for earlier grants-in-aid received from Ministry in GFR, duly countersigned by a Chartered Accountant. 2. Undertaking / Declaration from organizer that no UC is pending for previous grants, if any, availed from Ministry. 	
22.	Please indicate briefly the capabilities of the organization to conduct the event leading to logical conclusions/ recommendations for the benefit of processed Food sector.	

Date:

Place:

Signature

Name & Designation with
Stamp/Seal

UNDERTAKING

I.....son ofagedChairman/President/
Director/Secretary/.....of (Name of the organization) and
address..... hereby affirm
and declare as under –

1.That the organization has not availed / applied for / will not avail grant/ subsidy from any
other Ministry / Department / Agency of Government of India or State Government for the
same purpose / activity / component.

2.That all the documents, explanations / information etc. submitted by the company from
time to time are true, correct and complete to the best of the company's knowledge and belief.

I also affirm that the Declaration / Certification given above by me is true and fair to the best
of my knowledge and belief.

Date	Signature and Seal/Stamp of Organization
Place	Designation
	Tel.No./Mobile No
	Email

VERIFICATION

Verified that the contents of this certificate are true and correct to the best of my personal
knowledge and belief. If anything is found false in this certificate subsequently, my
organization and I shall be liable jointly and severally for action under the laws.

Date	Signature and Seal/Stamp of Organization
Place	Designation
	Tel.No./Mobile No
	Email

To:

Director (Promotional Activities) Ministry of Food Processing Industries, Panchsheel
Bhawan, August Kranti Marg, New Delhi – 110049

ANNEXURE-III

SURETY BOND

KNOW ALL MEN BY THESE PRESENTS that we, M/s-----, a (Type of organization) incorporated / registered under the----- (Name of the Act) and having its registered office at ----- (here in after called the "Obligors") are held fully and firmly bound to the President of India (hereinafter called the "Government") for sum of Rs.----- (Rupees -----only). We / I to be paid to the Government on demand and without a demur for which payment we firmly bind ourselves and our successors and assignees by these presents. Signed on the day of in the year two thousand-----.

WHEREAS on the Obligors' request, the Government as per Ministry of Food Processing Industries Sanction Order No.-----Dated ----- (hereinafter referred to as the "Letter of Sanction") which forms an integral part of these presents, and a copy whereof is annexed hereto and marked as Annexure-I, agreed to make in favour of the Obligors grants-in-aid of Rs.----- (Rupees-----only) for the purpose of----- (description of the project) at-----out of which the sum of Rs.----- (Rupees-----only) have been paid to the Obligors (the receipt of which the Obligors do hereby admit and acknowledge) on condition of the Obligors executing a bond in the terms and manner contained hereinafter which the Obligors have agreed to do.

NOW the conditions of the above written obligation is such that if the Obligors duly fulfill and comply with all the conditions mentioned in the letter of sanction, the above written Bond or obligation shall be void and of no effect. But otherwise, it shall remain in full force and virtue. The Obligors will abide by the terms & conditions of the grants -in-aid by the target dates, if any specified therein.

THAT the Obligors shall not divert the grants-in-aids and entrust execution of the Scheme or work concerned to another institution(s) or organization(s).

THAT the Obligors shall abide by any other conditions specified in this agreement and in the event of their failing to comply with the conditions or committing breach of the bond, the Obligors individually and jointly will be liable to refund to the President of India, the entire

amount of the grants-in-aid with interest of 10% per annum thereon. If a part of the grants-in-aid is left unspent after the expiry of the period within which it is required to be spent, interest @10% per annum shall be charged upto the date of its refund to the Government, unless it is agreed to be carried over.

The Obligers agree and undertake to surrender / pay the Government the monetary value of all such pecuniary or other benefits which it may receive or derive / have received or derived through / upon unauthorized use of (such as letting out the premises on adequate or less than adequate consideration or use of the premises for any purpose other than that for which the grants-in-aid was intended of the property) buildings created / acquired constructed largely from out of the grants -in-aid sanctioned by the Government of India, Ministry of Food Processing Industries or the administrative Head of the Department concerned. As regards the monetary value aforementioned to be surrendered / paid to the Government, the decision of the Government will be final and binding on the Obligers.

AND THESE PRESENTS ALSO WITNESS THAT the decision of the Secretary to the Government of India in the Ministry of Food Processing Industries on the question whether there has been breach or violation of any of the terms or conditions mentioned in the sanction letter shall be final and binding upon the Obligers and IN WITNESS WHEREOF these presents have been executed as under on behalf of the Obligers the day herein above written in pursuance of the Resolution No. Dated_____ passed by the governing body of the Obligers, a copy whereof is annexed here to as Annexure-II and by _____for and on behalf of the president on the date appearing below: -

Signature of the AUTHORISED SIGNATORY

Signed for and _____ on behalf of (Name of the Obliger in block letters) and Seal/Stamp of
Organization

1. Signature of witness

Name & Address

2. Signature of witness

Name & Address

TO BE FILLED UP BY THE MINISTRY OF FOOD PROCESSING INDUSTRIES
(ACCEPTED)

For and on behalf of the President of India

Name: _____

Designation: _____

Dated: _____