

**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)**

**May 10, 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 April 2021 for your kind perusal.

Sd/-  
**(Pushpa Subrahmanyam)**

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

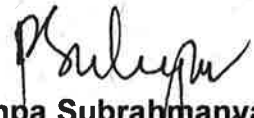
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Copy to:

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)**

10/5/21

## Ministry of Food Processing Industries- Report for April, 2021

1.0 Important policy decisions taken and major achievements during the month:

1.1 Important policy decision taken during the month:

- Ministry has issued draft detailed guidelines for the PLI Scheme on 05.04.2021 and 09.04.2021 for stakeholders consultation to different Ministries/Dept., Food Industry and other stakeholders. After incorporating the suggestions of stakeholders, final guidelines have been approved by the Hon'ble Minister, FPI.

1.2 Major achievements during the month:

### **A. Aatmnirbhar Bharat:**

#### **a. Prime Minister Scheme for Formalisation of Micro Food Processing Enterprises (PM FME) :-**

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

#### **I. Implementation Status: -**

- **Capacity Building:** Training of Trainers for District Level Training conducted for EDP and ODOPs by States/UTs.
- NIFTEM and IIFPT have prepared training modules for one district one product (ODOP) which includes 4 presentations (PPT); 7 videos; 7 DPRs; and 4 course materials/handbooks.
- **Seed Capital:** 14,599 SHG members have been recommended by SRLM to SNA for seed capital.
- **Incubation Centre:** 2 proposals for setting up of incubation centre approved.
- **Progress on MIS:** Public IP created and port is opened to exchange data for SFTO integration to link MIS with Nodal Bank.
- SHG and FPC applications process developed in UAT.
- Instruction sheet shared with all the DRP, DLC and SNA to scrutinize the applications and expedite the recommendations process.

- Dashboards of DRP/DLC/SNA/MoFPI/Bank HO interface modified.
- 932 applications have been submitted by applicants.
- **Project Implementation Plan(PIP)** - PIP format and instruction sheet for the year 2021-22 shared with States/UTs for submission.
- **Marketing and Branding** - MoFPI observations shared on the action plan submitted by NAFED for marketing and branding.
- **Preparation of State Level Upgradation Plan(SLUP)** – Jammu & Kashmir and Manipur have commissioned consulting agencies for conducting studies on SLUP.

## II. **Review Meetings:**

- A review meeting was held on 15.04.2021 chaired by Secretary, FPI with UTs regarding the implementation of the PMFME Scheme.

## III. **Promotional Activities:**

- ODOP based Posts, #KnowYourODOP Videos, and PMFME scheme update posts shared via Facebook, Twitter, and WhatsApp.
- Launch of the April Edition of the PMFME E-Newsletter and social media promotions of the same.
- Four success stories published under online weekly success stories series titled "Kahani Sukshma Udyamon Ki" featuring micro food processing enterprises/SHGs/FPOs/Cooperatives.
- Five ODOP webinars organized for the Azadi Ka Amrit Mahotsav (India@75) Initiative.
- District-level sensitization webinars held on 8<sup>th</sup> April, 2021 by MoFPI and by Bihar on 8<sup>th</sup>, 15<sup>th</sup> & 17<sup>th</sup> April, 2021

### b. **Operation Greens Scheme:**

- A meeting was held on 07.04.2021 under chairmanship of Hon'ble Minister, FPI to discuss the funding of Kisan Rails for providing subsidy for transportation of fruits and vegetables (F&V) under Operation Greens TOP to TOTAL scheme.

- Request for Proposal (RFP) for assigning assessment studies for identifying gaps in infrastructure & processing facilities for development of potential value chains for 11 perishable products under Operation Green Scheme:-
  - Technical bids (19) received against RFP, has been opened on 12.04.2021;
  - Meetings of technical evaluation committee were held on 16.04.2021 and 23.04.2021;
  - The minutes of the technical evaluation was uploaded on CPPP portal on 23.04.2021.
  - Financial bids were opened on 27.04.2021;
- A meeting was held on 09.04.2021 under chairpersonship of Secretary, FPI to discuss scheme guidelines for expanded Operation Greens scheme from TOP to 22 perishable products and issues regarding implementation of Operation Greens scheme.

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

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

- Three meetings of Technical Committee held on 13.04.2021, 15.04.2021 and 26.04.2021 through Video Conferencing for considering the proposals received under the scheme and also matters pertaining to projects already approved under the scheme.

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

- Three meetings of Technical Committee held on 20.04.2021, 22.04.2021 and 26.04.2021 through Video Conferencing for considering the proposals received under the scheme and also matters pertaining to projects already approved under the scheme.

**B-3. Cold Chain Scheme:**

- Four (04) cold chain projects have reported completion and started commercial operations under the Scheme during the months of April, 2021. Total number of projects completed under the scheme is 227.

**B-4. Research and Development:**

- 16 new Research and Development proposal received and sent to experts for peer review comments.

**B-5. NIFTEM:**

- Online classes for B. Tech, M. Tech students are ongoing.
- Final results of B.Tech, M.Tech and MBA submitted for VAP-15.

**B-6. IIFPT:**

- IIFPT organized an online training on 'Processing of Delicious Ice-Cream' on 09.04.2021 covering scope of ice-cream in India, technology, ingredients used in ice-cream, Food safety regulation and its commercialization. Around 60 participants attended the event.
- IIFPT organized two weeks Internship programme regarding Food Processing Technology: Advances and applications from 19.04.2021 to 30.04.2021. Around 83 students were beneficiaries.
- One-day online training on Processing of Fruit Juice Beverages was held on 30.04.2021 covering the aspects of fruit juice processing, packaging and labeling and detailed guidelines. Around 86 participants attended the event.

**B-7. Project Development Cell to promote investments:**

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

- Discussion was held on 01.04.2021 with PwC (knowledge partner of State Horticulture Department) regarding proposed Bihar Food Processing Summit.
- Discussion was held on 07.04.2021 with Roquette (France) regarding visa assistance from Consulate General of India in Frankfurt (Germany).
- Organized a Food Processing Exclusive Investment Forum Australia Edition on 09.04.2021 to showcase opportunities in Indian food processing sector and target potential investors.
- Industry consultation to understand the infrastructural gap in value-chain of fruits & vegetables.

- States Consultation with Government of Madhya Pradesh and Andhra Pradesh for Understanding the Infrastructure Gaps in Value Chain of Perishable Products.
- Discussion with FICCI Food Processing & FMCG Committee members under the Chairpersonship of Secretary FPI, regarding potential issues expected by the industry due to restrictions imposed by State / UT Governments.
- Signing of letter of intent between Fanidhar Mega Food Park and ITA (Italy) on 16.04.2021.
- Following projects were monitored during the month :-
  - i. Rich Graviss (USA) for setting up a whipped cream manufacturing unit.
  - ii. Buhler (Switzerland), Agrocorp (Singapore), iD Fresh Food (India) and Aesthetic Nutrition (India) on their investment plans
  - iii. Britannia (India) and Hyfun Foods (India)
  - iv. Unilever (United Kingdom) regarding the future plans in India
  - v. Ferrero (Italy) regarding their issue in Maharashtra
  - vi. SarrafGlobals (India) regarding their interest to set up a cold pressed oil mill in Haryana

**B-8. Promotional Activities:**

- Social Media Activities Undertaken during April, 2021-

<b>Twitter:</b>	<b>Facebook:</b>
<ul style="list-style-type: none"> <li>• Total No of Tweets: 113</li> <li>• Earned – 1000 Re-tweets, 1800 Likes.</li> <li>• During this period, we earned 4 Lac 58 thousand Impression</li> <li>• 18,100 People Visit on Our Handle</li> <li>• Video Views 1900 min</li> <li>• Earned 2466 New Followers.</li> </ul> <p>Total Followers: 1 Lac 31 Thousand</p>	<ul style="list-style-type: none"> <li>• Posts: 93</li> <li>• Reach: 31,127</li> <li>• Page likes: 275 New Likes</li> <li>• Post Engagement: 2589</li> <li>• Video Views: 1229 (3sec).</li> </ul>

Instagram:	Youtube:
<ul style="list-style-type: none"> <li>• Posts: 72</li> <li>• Post likes: 1900</li> <li>• Post Engagement: 83,700</li> <li>• Video Views: 1000</li> <li>• New Followers of Account: 423</li> <li>• Total Followers: 6276</li> </ul>	<ul style="list-style-type: none"> <li>• Video Post: 03</li> <li>• Views: 4400</li> <li>• Watch Time: 123.5 hrs.</li> <li>• New Subscribes: 159</li> <li>• Impression: 74,500</li> <li>• Unique Viewers: 3300</li> </ul>
	Total Subscribers: 6,924

- **Other Social Media Activity:-** Corona Awareness Campaign with an average of 01-02 post per day
- Azadi ka Amrit Mahotsav - India at 75 Campaign - 04 success stories under Azadi ka Amrit Mahotsav.

### 1.2 Foreign visit of Hon'ble Minister, FPI and foreign delegation to MoFPI :

- A Meeting with Mr. Michiel Van Erkel, Agriculture Counsellor of Netherlands and Secretary, MoFPI was held on 06.04.2021.
- Virtual Meeting held on 29.04.2021 with Mr. John Southwell Counsellor (Agriculture), Australian High Commission, New Delhi and Officials of Organization of Vine and Wine, and Indian processed food exports to Australia. Various issues on Australia -India cooperation in the food processing sector were discussed.

### 2.0 Important policy matter held up on account of prolonged Inter - Ministerial Consultations: Nil

### 3.0 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

**4.0 No. of cases of sanction for prosecution pending for more than 3 months: Nil**

**5.0 Particulars of cases in which there has been a departure from the Transaction of Business Rules or established policy of the Government: Nil**

**6.0 Status of Implementation of e-Governance:**

Total no. of files	Total no. of e-files
10345	9508 (91.90%)

**7.0 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
39	16

**B. Status of Covid-19 related Grievances:**

Total Queries	Resolved/Closed	Under Resolution
42	18	24

**C. Meeting of Committee of Independent Monitors (CIM): Nil.**

**8.0 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**

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