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Views Expressed in the articles are exclusively of the authors only.



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Minister of Food Processing Industry laid foundation stone for First Maize Based Mega Food Park in Kapurthala, Punjab

Shri Harsimrat Kaur Badal, Union Minister of Food Processing Industry laid the foundation stone for First Maize based Mega Food Park in Kapurthala, Punjab today. Sadhvi Niranjana Jyoti, Minister of State for Food Processing was also present on the occasion.

Speaking on the occasion Shri Harsimrat Kaur Badal said that Maize is an amazing cereal and is an alternate to Jhona (paddy) and Kanak (wheat). Maize is rich in protein, provides nutritional requirements that India needs and Maize consumes much lesser water and could contain the problem of further water depletion. The Mega Food Park is being developed by Sukhjit Mega Food park & Infra Limited at village Rehana Jattan, Phagwara, District Kapurthala, Punjab. She also said that Kapurthala has been declared as a Dark Zone district where slow desertification is happening because of overexploitation of water due to cash crops. So establishment of this Mega Food Park was not allowed. Since this would be a maize based Mega Food Park which will promote crop diversification and water conservation, Smt Harsimrat Kaur Badal informed that her ministry made special efforts to get this Mega Food Park approved from Ministry of Water Resources, River Development and Ganga Rejuvenation.



Establishment of this Mega Food Park will result in the development of this Dark Zone which includes Job opportunities, Environmental Conservation, she added.

Smt Harsimrat Kaur Badal also said that there is an urgent need to turn to Maize and our government would relentlessly work to make Maize as the third viable staple crop of Punjab after Wheat and Rice and growing of maize with enhanced quality of seeds. A Maize based Food Park is like putting an engine to the cart so that cultivation of maize grows leaps and bounds. Highlighting the new flagship scheme “KISAN SAMPADA YOJANA”, Minister of Food Processing Industries said that with the aim of making every farmer a Food Processor also, this scheme has been designed where farmers can also set up big or small food processing units and marketing units. She also said that enterprises willing to set up maize based food processing units in Sukhjit Mega Food Park would get loan from NABARD at affordable rates. She also thanked the state government for extending support for the establishment of the Mega Food Park.

Background:

Maize Based Mega Food Park is the first major and serious step in the history of India for containing the desertification problem of Punjab and would make farmers turn to maize cultivation which need less water for more production. Maize is being used by different industries for seed, starch, brewery, food additives, sweeteners etc and it is also a basic raw material to thousands of industrial products like oil, proteins, pharmaceutical, cosmetics, beverages, film, textile, gum, value added foods, paper industries, bio-ethanol etc.

The Mega Food Park will leverage an additional investment of about Rs.250 crores in 25-30 food processing units in the park and generate turnover of Rs.450-500 crores annually. The Park will provide direct and indirect employment to 5,000 persons and benefit about 25,000 farmers.

Set up in an area of 55 acres, the first Maize based Park is being built with an investment of Rs. 123.7 crores with a grant of Rs.50 crores by Union Food Processing Industries Ministry to have Multipurpose Cold Storage of 3, 000 Metric tonnes, Individually Quick Frozen (IQF) and Deep Freezer 1 Metric Tonne/Hour capacity, Sorting and Grading Yard of 2,000 sqm and Food Testing Lab. In addition to that promoter is also set up an Anchor Unit with an investment of Rs.105 crores for Maize Processing with an installed grinding capacity of 500 Metric Tonnes a day.

•••

Employment & FDI Equity Inflows in Food Processing Industries Sector

As per the Annual Survey of Industries 2014-15 conducted by Central Statistics Office, Ministry of Statistics and Programme Implementation, Food Processing is one of the major employment intensive industries constituting 12.77 per cent of employment generated in all manufacturing factories registered under Factories Act 1948. The total number of persons engaged in such food processing industries was 17.73 lakh in 2014-15. As per the NSSO 67th Round, 2010-11, total number of persons engaged in unincorporated enterprises of food processing industries was 47.9 lakh. The details of employment generated during the last three years, year-wise are as follows:

Year	2012-13	2013-14	2014-15
Persons (in lakh)	16.89	17.41	17.73

Source: Annual Survey of Industries, Central Statistics Office, Ministry of Statistics and Programme Implementation



As per the extant Policy, FDI up to 100%, under the automatic route, is allowed in food processing industries. Also, 100% FDI is permitted under Government approval route for trading, including through e-commerce, in respect of food products manufactured and/or produced in India. To encourage the development of food processing industries, Government has provided various fiscal incentives in terms of exemption of taxes. A special fund of Rs. 2000 crore has also been created with NABARD to provide affordable credit to

entrepreneurs for setting up of food processing units in designated Food Parks. Food and agro-based processing units and cold chain infrastructure have been classified under agriculture activities for Priority Sector Lending(PSL). As per the Annual Survey of Industries conducted by Central Statistics Office, Ministry of Statistics and Programme Implementation, the Invested Capital in Food Processing Industries registered under Factories Act 1948 during the last three years is as follows:

Year	2012-13	2013-14	2014-15
Invested Capital(Rs. Crore)	3,11,977.3	3,31,925.9	3,68,443.6

Source: Annual Survey of Industries, Central Statistics Office, Ministry of Statistics and Programme Implementation

According to the data provided by the Department of Industrial Policy and Promotion (DIPP), the year-wise details of Foreign Direct Investment (FDI) equity inflows received in food processing industries sector are as follows:

Year	2014-15	2015-16	2016-17
FDI Equity inflows (US \$ Million)	515.86	505.88	727.22

Source: Department of Industrial Policy & Promotion

Dairy products to carry quality mark

Like Woolmark assures you of getting quality wool and Agmark and ISI marks are assurance that the agriculture produce or industrial products that you buy are of good quality and standards, dairy products in the country including milk pouches will have a quality mark logo on them.

The Anand-headquartered National Dairy Development Board (NDDB) on Thursday will unveil the quality mark logo which will be launched by union minister for agriculture and farmers welfare Radha Mohan Singh at Krishi Bhavan in New Delhi.

The dairy products carrying assure the consumers that any kind of adulteration. The certificates to 14 selected adopting food safety and systems for milk and milk quality mark parameters. units selected for the award manufacturing units based manufacture dairy products units that manufacture brand, Junagadh and Kutch makers of Mahi brand and run by Mother Dairy Fruit Limited based in Uttar Pradesh and Andhra Pradesh that manufacture Mother Dairy products.



this quality mark logo will the products are free from union minister will award manufacturing units for quality management products and adhering to The first 14 manufacturing certificates include six in Karnataka that under Nandini brand, four Punjab's popular Verka Dairy of Gujarat which are two manufacturing units and Vegetable Private

NDDB's quality mark will provide dairy cooperatives and producer institutions the much needed brand identity and a competitive edge, said NDDB's chairman Dilip Rath.

"This will also contribute to building consumer confidence in dairy cooperative brands. It is aimed at bringing about process improvement in the entire value chain from producer to the consumer to ensure

availability of quality milk and products," a NDDDB official said.

The Department of Animal Husbandry, Dairy and Fisheries (DAHDF) and NDDDB are providing necessary funding and technical assistance under various schemes such as National Programme for Dairy Development and National Dairy Plan to the dairy cooperatives to help them bring about process improvements in their dairy value chain to qualify for award of "quality mark".

An 11-member management committee comprising of DAHDF representative, managing directors of four federations, a representative from the Food Safety and Standards Authority of India and two experts in dairying will oversee activities of the quality mark.

As part of the scheme, interested federations, cooperative dairies, government dairy units can apply for the quality mark. Only dairy units that adopt food safety and quality management systems for milk and milk products and adhere to parameters given in the guidelines of quality mark are eligible for it.

Radiation Processing Technology

The Ministry of Food Processing Industries is implementing a scheme for Integrated Cold Chain and Value Addition Infrastructure with the objective of preventing post-harvest losses of horticultural & non-horticultural produce. One of the components of the Cold Chain scheme is the setting up of Irradiation facilities for preservation of the food products including onion, potato etc., Irradiated food is regulated in the country in accordance with the Atomic Energy (Radiation Processing of Food & Allied Products) Rules 2012 and Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011. Food can be irradiated only in a food irradiation plant, which is authorized by the Atomic Energy Regulatory



Board and licensed by the competent Government Authority. The license to carry out food irradiation operation is given only after ascertaining the safety and security of the installation, its suitability to ensure proper process control, and availability of licensed operators and qualified staff. Board of Radiation & Isotope Technology (BRIT) is providing consultancy services for establishment of food irradiation plant. Food Safety and Standards Authority of India (FSSAI) is also regulating the food safety aspects of irradiated food products under the Food Safety and Standards Act, 2016 and its Regulations there under.

Under the scheme for Integrated Cold Chain and Value Addition Infrastructure, the Ministry provides financial assistance in the form of grant-in-aid @ 35% for general areas and @ 50% for North East States, Himalayan States, Integrated Tribal Development Project (ITDP) areas and Islands for storage and transport infrastructure and @ 50% and 75% respectively for value addition and processing infrastructure subject to a maximum grant-in-aid of Rs. 10 crore for setting up integrated cold chain projects including irradiation facility. The scheme is primarily private sector driven and proposals under this scheme are invited through Expression of Interest (EOI). The entrepreneurs/ promoters are free to set up Irradiation facility as per their business model and financial capability throughout the country.

As per revised operational scheme guidelines issued on 29.08.2016 for Integrated Cold Chain and Value Addition Infrastructure the implementation schedule for setting up the cold chain projects including Irradiation projects is 20 months in General Areas and 24 months in North-East States, Himalayan States, ITDP Areas and Islands from the date of issue of the sanction to the project. This information was given by the Minister of Food Processing Industries Ms. Sadhvi Niranjana Jyoti in a written reply to a question in Lok Sabha.



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Amendments to Legal Metrology

The Legal Metrology (Packaged Commodities) Rules, 2011 have been amended vide GSR 629 (E) dated 23rd June, 2017. The said amendment will come into force w.e.f. 1st January, 2018 to enhance consumer protection and for requirement of ease of doing business. The salient features of the said amendment are:

- Goods displayed by the seller on-ecommerce platform shall contain declarations required under the rules.
- Specific mention is made in the rules that no person shall declare different MRPs (dual MRP) on an identical pre-packaged commodity.
- Size of letters and numerals for making declaration is increased, so that consumer can easily read the same.
- The net quantity checking is made more scientific.
- Bar Code/QR Coding are allowed on voluntarily basis.
- Provisions regarding declarations on Food Products have been harmonized with regulation under the Food Safety & Standards Act.
- Medical devices which are declared as drugs are brought into the purview of declarations to be made under the rules.



Mobile App for Packaged Products

In the interest of consumers, the Government, in cooperation with GS-1 India, has launched a new Mobile App “Smart Consumer” in December, 2016. Using the App, the consumers can scan the bar code on the package and read the product related information including the labelling information of a packaged commodity.

The size of the letters printed on pre-packaged commodities have been increased through an amendment in the Legal Metrology (Packaged Commodities) Rules, 2011 vide GSR 629 dated 23rd June, 2017. The said amendment will come into force w.e.f. 1st January, 2018 to enhance consumer protection.

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Tata Group is offering Indian and international recipes under the test-marketing

Seeking new avenues of growth, Tata Group has begun product-testing for its foray into the ready-to-eat (RTE) foods segment. The group, which already has a presence in foods and beverages segment through group companies like Tata Chemicals and Tata Global Beverages, has over the last few weeks introduced a range of RTE products in the Pune market.

Responding to DNA Money queries, a Tata Industries spokesperson said, "We continue to explore new avenues of growth through changing consumer needs and preferences. Towards this, we continue to learn and experiment through pilots and test marketing exercises. RTE falls in this bucket."

The test-market for RTE products by Tata Industries is being done in a few retail outlets in Pune including its 'Star Bazaar' stores. And being at a very initial stage, it is premature to quantify investment on an exercise which is currently in the nature of an experiment or test-market, the spokesperson said.

"In case, hypothetically, there is a substantial market opportunity in the future which we can address, we will look at all viability parameters before making an investment decision on a commercial scale," said the spokesperson.

The company is offering Indian and international recipes under the test-marketing.

"No brand name has been finalised. The test-market is being conducted with a working title for the time being," the spokesperson said.

The company is trying out various price points to gauge consumer reaction. "The scope of the experiment does not consider a comparison with alternatives," the spokesperson said.

Considering the potential for country, the Tata group plans for a national launch.

"We have chosen to do small experiments. Such our business ideation doing as a part of our exercise is a step in this spokesperson, adding that currently being

On whether the Tata group products its hospitality chain of hotels, the no such construct currently



such products across the currently has no immediate

test markets in the nature of experiments are more from perspective which we keep exploration funnel. This direction," said the there is no exports plan contemplated.

will look at selling these brands especially the Ginger spokesperson said, "There is being contemplated."

The RTE market in India is expected to grow at a compounded annual growth rate (CAGR) of 22% between 2014 and 2019, according to a TechSci Research report. An analysis by Tata Strategic Management Group (TSMG) in 2006 had said the RTE segment, estimated at Rs 128 crore (in 2006), is expected to hit Rs 2,900 crore by 2015. Interestingly, another figure estimating the market size in 2013 at Rs 225 crore indicates that the market hasn't really picked up as expected over a decade ago.

The RTE category is currently dominated by players like ITC, Kohinoor, MTR, McCain, Patanjali, Desai Foods (Mother's Recipe) etc. While Britannia said it will launch RTE breakfast mixes in 2016, earlier this year PepsiCo India launched Quaker Nutri Food — the oatmeal versions of traditional breakfast options such as idli, dosa, upma and khichdi to suit Indian taste buds.

Sanjana Desai, head – business development, Desai Brothers – Foods Division (owners of Mother's Recipe), said concrete numbers for RTE market in India are not available as it is clubbed with the ready-to-cook products and masala segments.

"We do RTE products but it's mainly for exports (to about 45 countries) because the market in India is very small, I think around Rs 70 crore odd, with a lot of players who are exporting as well," said Desai adding that the company is focusing on exports for RTE products than selling in the domestic market.

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