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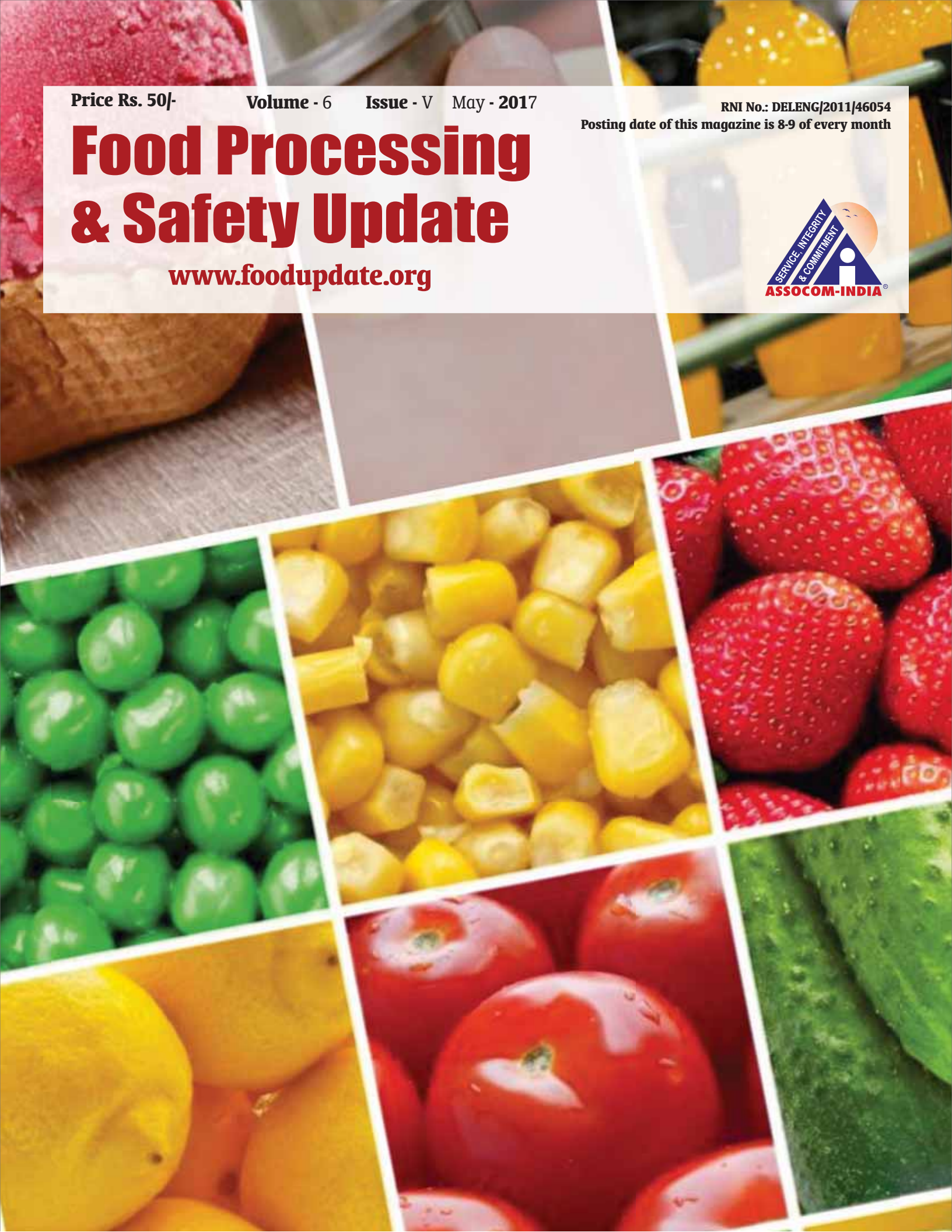
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After biscuits and confectionery, Parle plans to enter pulses category

Parle Products, a biscuit and confectionery manufacturer, is entering a new category – pulses – with the launch of a new brand, Fresh Harvest which will be sold across retail outlets in the country.



The company expects the pulses category to contribute around 7 to 8% of its total turnover in the next couple of years.

Parle Products, a biscuit and confectionery manufacturer, is entering a new category – pulses – with the launch of a new brand, Fresh Harvest which will be sold across retail outlets in the country. The move comes against the backdrop of the Goods and Services Tax (GST) rollout on July 1 post which the prices of pulses will be reduced. With a production of 27 million tonnes per annum, India is the among the largest producers and consumers of pulses. "Today, everything from atta to pickles, is branded and hence, with only a few players in the category, this was the obvious next move for us," Mayank Shah, category head, Parle Products told FE.

The company expects the pulses category to contribute around 7 to 8% of its total turnover in the next couple of years. In 2016-17 the Parle's turnover was around Rs 10,000 crore. Further the

company is investing 20% of its new product budget in the category. However, experts are skeptical about FMCG companies entering this segment given price fluctuations. "It is not a very wise decision for a FMCG company to enter this category as the price fluctuation in this category is high and changes almost every day. For a FMCG company to change price on a daily basis is difficult," said Arvind Singhal, chairman, Technopak.

"The current pulses market is worth Rs 1,00,000 crore and is set to grow to 35 million tonnes by 2020," says Shah. The company has just rolled out sales in Maharashtra and will do so in parts of India over the next 12 months. Targeting the SEC A&B1 consumer, the Fresh Harvest collection will comprise Toor, Moong, Urad, Channa and Masoor dals will be available across retail outlets, self service outlets and local retail chains across 5L+ towns in the state



India is a World leader in Milk Production for the past 15 years primarily due to the contribution of smallholder milk producers, processors and all other stakeholders involved: Shri Radha Mohan Singh

In the year 2014-17, milk production increased by 16.9% to 465.5 million tonnes as compared to 398 million tonnes during 2011-14: Shri Singh

In the year 2014-17, income of farmers increased by 13.79% to Rs.33 per litre as compared to Rs.29 per litre during 2011-14: Shri Singh

Rashtriya Gokul Mission is a new initiative in the country: Shri Singh

The government of India has approved a new program called National Mission for Bovine Productivity (NMBP) and allocated Rs.850 crore for increasing milk production and making dairying more remunerative for farmers: Shri Singh

Union Agriculture & Farmers Welfare Minister Radha Mohan Singh stated that India is a World leader in milk production for the past 15 years and this achievement is primarily due to the contribution of smallholder dairy farmers, milk producers, milk processing and marketing organisations and various other stakeholders involved. He further said that although considerable progress has been made in Milk Production, still we have miles to



cover in order to provide milk-based nutrition support to all the children in the country. The Minister was speaking on the occasion of World Milk Day Celebration at NASC Complex, New Delhi.

Union Agriculture & Farmers Welfare Minister said that in the year 2014-17, milk production increased by 16.9% to 465.5 million tonnes as compared to 398 million tonnes during 2011-14. Similarly, in the year 2014-17, income of farmers increased by 13.79% to Rs.33 per litre as compared to Rs.29 per litre during 2011-14.

Shri Singh stated that in order to increase the productivity of Indigenous Cattle, the allocation for preservation and development of Indigenous Breeds has been increased manifold. For the first time in the country, an initiative called Rashtriya Gokul Mission has been taken with an objective to preserve and develop indigenous bovine. Major objectives of the mission are establishment of Gokul Gram, Field

Performance recording, awarding farmers and institutes involved in the scientific rearing of Indigenous animals, strengthening Bull Mother farms, and inducting high genetic merit Bulls of Indigenous Breed into Semen Stations. Further, two National Kamdhenu Breeding Centres are being established as centres of excellence for preservation and development of Indigenous Breeds in a scientific way. Besides being a storehouse of Indigenous Germplasm, National Kamdhenu Breeding Centres would also be a source of proven genetics.

Union Agriculture & Farmers Welfare Minister said that an amount of Rs.25 crore has been released for each centre in Madhya Pradesh in North region and Andhra Pradesh in South region for the establishment of National Kamdhenu Breeding Centre. National Kamdhenu Breeding Centre in Andhra Pradesh is almost ready.

Shri Singh said that Indigenous Breeds, besides being heat tolerant and resistant to diseases, are popular for producing A2A2 type milk which protects us from various chronic health problems such as Cardio Vascular Diseases, Diabetes and Neurological Disorders besides providing several other health benefits. There is a need to market A2A2 milk separately in the country.

Union Agriculture & Farmers Welfare Minister further, stated that in order to meet the growing demand of milk and to make milk production more profitable, Government of India has approved new scheme - National Mission for Bovine Productivity - and allocated Rs.825 crore for the same. For the first time in the country, E-Pashu Haat portal has been established under Rashtriya Gokul Mission. The portal would play a vital role in making available quality bovine germplasm by linking farmers with livestock rearers. This portal would help the livestock rearers and the farmers to sell and purchase Cattle and Buffaloes of Indigenous Breeds. The Minister said that Hon'ble Prime Minister has an objective to double farmer's income by 2022. The dairy sector will play a significant role in achieving this objective. He stated that all the stakeholders will have to work together to achieve this objective.

On this occasion, the Minister also distributed National Gopal Ratna and Kamdhenu Awards to dairy farmers for the year 2017. Both these awards were introduced this year.

Second Advance Estimates of Area and Production of various Horticulture Crops for the year 2016-17

Production of horticulture crops in the country during 2016-17 is estimated to be more than 295 million tonnes

Area under horticulture crops recording an increase of 1.9% over previous year

Production of horticulture crops during 2016-17 is 3.2% higher as compared to the previous year's 2015-16 estimates

The Department of Agriculture, Welfare has released the Second Production of Horticulture Crops based on the information in the country.

The following table summarizes area and Production of 2016-17 along with First Advance Estimates for 2015-16:



Cooperation and Farmers Advance Estimates of Area and for 2016-17. These estimates are received from different State/UTs

the Second Advance Estimates of horticulture crops for the year Estimates for 2016-17 and Final

(Area in '000 Ha, Production in '000MT)

				% change of 2016-17 (Second Adv. Est.) with respect to:	
Total Horticulture	2016-17 (Second Advance Estimate)	2016-17 (First Advance Estimate)	2015-16 (Final)	2016-17 (First Adv. Est.)	2015-16 (Final Est.)
Area	24925	24369	24472	2.3	1.9
Production	295164	287323	286188	2.7	3.1

Highlights of the “Second Advance Estimates” for 2016-17:

- The production of horticulture crops in the country during 2016-17 is estimated to be more than 295 million tonnes which is 3.2 % higher as compared to the previous year's 2015-16 estimates.
- The area under horticulture crops has increased from 245 lakh ha to 249 lakh ha in 2016-17 recording an increase of 1.9% over previous year.
- Fruits production during the current year is estimated to be 93 million tonnes which is 2.9% higher than the previous year.
- Production of vegetables is estimated to be around 175 million tonnes which is 3.5% higher than the previous year.
 - With 21.6 million tonnes estimated onion production in the country, there is an increase of 3% over the previous year. The major onion producing States are Maharashtra, Karnataka, Madhya Pradesh, Bihar and Gujarat.
 - Potato production in the country has increased from 43.4 million tonnes to 46.5 million tonnes in the current year which is 7.2% higher than the previous year. Major Potato growing States are Uttar Pradesh, West Bengal, Bihar, Gujarat, Madhya Pradesh and Punjab.
 - During the current year tomato production is estimated to be around 19.7 million tonnes which is 5.1% higher than the previous year. The major tomato growing States are Madhya Pradesh, Andhra Pradesh, Karnataka, Odisha and Gujarat etc.
- Production of flowers is estimated to be around 2.2 million tonnes which is 2.9% higher than the previous year.
- Production of Aromatics & Medicinal Plants is estimated to be around 1.03 million tonnes which is marginally higher by 0.8% than the previous year.
- During the current year the production of Plantation crops is estimated to be around 17 million tonnes which is 1.3% higher than the previous year.
- Production of spices is estimated to be around 7.1 million tonnes which is 1.3% higher than the previous year.





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Inauguration of MITS Mega Food Park at Rayagada, Odisha



The first Mega Food Park in the state of Odisha M/s MITS Mega Food Park Pvt. Ltd. at Rayagada has been inaugurated today the 1st June, 2017 by Smt. Harsimrat Kaur Badal, Hon'ble Minister of Food Processing Industries. This is the 7th Mega Food Park operationalized in the last 3 years by the present government.

On this occasion Shri Dharmendra Pradhan, Hon'ble MoS (I/C) of Petroleum & Natural Gas and Sadhvi Niranjana Jyoti, Hon'ble MoS (Food Processing Industries), Government of India, were also present.

Speaking on the occasion Hon'ble Minister said that under the Visionary guidance of Hon'ble Prime Minister Shri Narendra Modi, Ministry of Food Processing Industries is focusing on boosting the food processing industry so that agriculture sector grows exponentially and become a major contributor to doubling the farmer's income and 'Make In India' initiative of the government.

To give a major boost to the food processing sector by adding value and reducing food wastage at each stage of the supply chain with particular focus on perishables, Ministry of Food Processing Industries is implementing Mega Food Park Scheme in the country. Mega Food Parks create modern infrastructure facilities for food processing along the value chain from farm to market with strong forward and backward linkages through a cluster based approach. Common facilities and enabling infrastructure is created at Central Processing Centre and facilities for primary processing and storage is created near the farm in the form of Primary Processing Centers (PPCs) and Collection Centers (CCs). Under the Scheme, Government of India provides financial assistance upto Rs. 50.00 Crore per Mega Food Park project.

Speaking on the occasion Smt. Badal said that the Mega Food Park has been set up in 50.05 acre of land at the cost of Rs. 80.17 crore. Government of India has provided a financial assistance of Rs. 50.00 Crore to the project. The food park is having facilities of fully operational industrial sheds for SMEs, developed industrial plots for lease to food processing units, Rice Processing Complex of 12 TPH, Dry Ware-House of 10,000 MT, Cold Store of 2500 MT, Multi Fruit Processing facility and other food processing facilities etc. The Park also has a common administrative building for office and other uses by the entrepreneurs and 6 Primary Processing Centres (PPCs) at Kashipur, Padampur, Umerkote, Koraput, Digapahandi and Khordha having facilities for primary processing and storage near the farms.

Hon'ble Minister for food Processing Industries said that the modern infrastructure for food processing created at MITS Mega Food Park will benefit the farmers, growers, processors and consumers of Odisha and prove to be a big boost to the growth of the food processing sector in the state of Odisha. The Mega Food Park will benefit not only the people of Rayagada but also the people of adjoining districts of Nabarangpura, Ganjam and Khordha.

Smt. Badal further said that the Mega Food Park will leverage an additional investment of about Rs. 250 crore in 25-30 food processing units in the park and generate a turnover of about Rs. 450-500 Crore annually. The Park will also provide direct and indirect employment to 5000 people and benefit about 25000 farmers in the CPC and PPC catchment areas.

Smt. Badal also said that the present government is fully committed to providing an environment that is smooth, transparent and easy for investors wanting to start an enterprise in India and in a bid to make India a resilient food economy and the Food Factory of the World the government has made Food Processing a major thrust area of 'Make in India'. Hon'ble Minister also highlighted the newly approved SAMPADA Scheme of the ministry and exhorted the farmers/ FPOs/ SHGs and entrepreneurs to take advantage of the scheme for fuelling growth of food processing sector in Odisha.

Smt. Harsimrat Kaur Badal congratulated the farmers who will be benefitted by this Mega Food Park and also by the huge employment opportunities that will be generated by the Mega Food Park for the people of this region







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