



ASSAM INDUSTRIAL DEVELOPMENT CORPORATION LIMITED

(A Government of Assam Undertaking)

R. G. Baruah Road, Guwahati-781024

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CIN : U75112AS19655GC001246

NO: AIDC/GM/PMU (PMFME)/93/2020/3419

Date: 23.07.2020

Assam Industrial Development Corporation Ltd. (AIDC Ltd), as nodal agency to the Industries & Commerce Department, Govt. of Assam, invites application from Consultants & Young Professionals for recruitment of 9 (nine) purely temporary Contractual position viz (i) State Lead Project Manager-1 No., (ii) Manager (Marketing)-1 No, (iii) Enterprise Development Manager- 1 No., (iv) Manager (Food Technology) 2 Nos., (v) Manager (Social Sector Specialist)- 1No., (vi) Manager (MIS)-1No., (vii) Executive Assistant (Accounts)-1 No., (viii) Executive Assistant (GA)-1 No. for setting up of a State Project Management Unit (PMU) under scheme “PM Formalisation of Micro food processing Enterprises (PMFME)” of Ministry of Food Processing Industries (MoFPI), Government of India. Interested candidates who are citizen of India as defined under the Constitution of India and fulfil the Eligibility Norms of minimum required qualification and experience, Job Responsibilities, Tenure, Selection Process, age, as per Contractual Terms & Conditions of Ministry of Food Processing Industries, Government of India. (Model PMU Contract No. FM-11/17/2020-DS (FME) dated- July, 2020) provided in the URL www.aidcltd.com are requested to apply through e-mail mode only. Applications received through any other mode except e- mail would not be entertained for the selection process. Only short listed candidates would be informed for next phases of selection process.

The Last date of received the complete application in prescribed format alongwith other relevant documents through email at aidcpmfme@gmail.com by latest **31.07.2020 upto 17.00 Hrs.**

Duration of assignment: Individual Consultant/YPs will be engaged initially on probation for a period of six months for providing high quality services on specific roles and responsibilities. Further continuation will be on the basis of their satisfactory work performance. Their continuation in their respective position beyond the first and subsequent years would be contingent on a satisfactory Annual Performance Review based on clearly defined Key Performance Indicators. Extension beyond two years may be considered with the approval of Secretary, MoFPI. However, no extension will be given beyond the age of 65 years.

The details of posts required, remuneration, experience, role and responsibilities etc. are given below -

Number of Post and Eligibility Criteria

Sl. No.	Name of posts	No. of posts	Area of Specific Experience	Educational Qualification	Experience	Remuneration (Rs./ Month) (Max. inclusive of all)
1.	State Lead Project Manager	1	Project Management	Post Graduate degree / diploma in Business Management, Agri. or Food Business Management from national/ international premier institutes.	8-10 years of experience in managing development projects preferably in Food Processing or Agri Business development or MSME, out of which minimum 3 years in leadership role.	1,75,000
2.	Manager, Marketing	1	Marketing, Common Infrastructure & Aggregated Activities	PG Degree/ Diploma in Marketing Management, Agri-Marketing, Rural Management with specialization in Marketing, MBA(Marketing)	Minimum three years' experience in sourcing/ marketing of agri/ food products, linking of MSME units with retail chain, branding etc.	1,10,000
3.	Enterprise Development Manager	1	Enterprise Development	Degree in Engineering/ Technology from premium Institute and MBA/PGDM with focus on Entrepreneurship development.	Minimum of 3 years' experience of working in an organization assisting Micro & small units in establishing and up gradation of units, development of clusters, organizing FPOs etc.	1,10,000
4.	Manager, Food Technology	2	Food Technology/ Quality/ Safety	B.Tech/ M.Sc in Food Technology/ Food Engineering from a premier National Institute.	Minimum 3 years' experience in providing services to FPI (preferably to Micro& Small Scale Enterprises) for technology up gradation, product development, quality assurance, food safety etc. would be an added advantage.	1,10,000

5.	Manager, Social Sector Specialist	1	Social Sector Specialist, Grievances,	MSW or Master degree in Sociology/ Anthropology/ Social Anthropology.	Minimum 3 years' experience in development projects/ program for under privileged population of the society, empowerment of women & in gender issues, formation of SHG or program for upliftment of SC/ST & women	1,10,000
6.	Manager, MIS	1	IT, M&E, and Data Analytics	Master degree in Economics/ Statistics/ Data Analytics/ MBA from reputed University or Institute.	Minimum 3 years' experience in monitoring or data analytics on development program at national level. Ability to handle data for interpretation of information, experience in using statistical and M&E tools and dashboard preferred.	1,10,000
7.	Executive Assistant (Accounts):	1	Cash & Accounts	Commerce Graduate	One year of working experience in Accounts in a company/ Organisation	40,000
8.	Executive Assistant (GA):	1	Office Executive	Graduation any discipline	One year of working experience in General Administration/ HR in a company/ Organisation. Person with BBA will be preferred.	40,000

Role & Responsibilities:

1. State Lead Project Manager

- (i) Overall management and establishing full functionality of SPMU as planned and ensuring program triggers are met;
- (ii) Establishing clear working relationship with key stakeholders at State and District level and ensuring flow of information, discussions and feedbacks among the various stakeholders of the program;
- (iii) Ensuring setting up of all Committees and providing sufficient technical and managerial support to efficiently manage program implementation;
- (iv) Facilitation in preparation and implementing of SLUP;
- (v) Periodic reporting of the overall performance of program to SNA;
- (vi) Support SNA in convening meeting of the State Level Approval Committees and putting forth issues to be decided upon from time to time during the implementation of the program
- (vii) All other matters relating to the implementation of the scheme at the state/ UT level.
- (viii) Assigning responsibilities to all the Managers as specified and additional work as deemed necessary for the implementation of the scheme.

2. Manager, Marketing

- (i) Finalize strategy for Branding and marketing of food products under the programme and its implementation;
- (ii) Identifying marketing channel at the state level for the micro food processing enterprises and establish commercial linkages;
- (iii) Closely engage with leading retail chains in the State to develop marketing linkages for the enterprises under FME;
- (iv) Monitoring the branding and marketing activities in the State;
- (v) Develop plans to strengthen backward and forward linkages for the enterprises.

3. Enterprise Development Manager

- (i) Identifying State Institutes, strengthening their capacity for focusing enterprise development and ensure delivery of services to the intended groups;
- (ii) Facilitation in preparation and implementing of ODOP and SLUP
- (iii) Mentoring the DRPs for training of entrepreneurs, knowledge dissemination, developing FUPs, DPRs
- (iv) Regular interactions with Farmer Producer Organizations, Co-operatives and Self Help Groups etc. strengthening supply chain, setting up of common facility centres
- (v) Facilitating convergence with other Central schemes and availing benefits of State incentives for Micro Food Processing units;
- (vi) Overall management of fund and facilitating external audit;
- (vii) Compiling all financial reporting, use of MIS for Program Finance.

4. Manager, Food Technology

- (i) Provide professional advice and support to SNA in all matters relating to food technology, quality, safety etc;
- (ii) Maintaining market intelligence data w.r.t the food technology, quality and safety.
- (iii) Appraisal and Monitoring of the FUPs and DPRs.
- (iv) Be updated with the latest equipment and technologies emerging in the market w.r.t food technology and their dissemination;
- (v) Give constant updates on the safety and quality standards to be adopted by the micro enterprises.
- (vi) Liaise with FSSAI and identify the need for innovation and up-dation of the safety standards being adopted by the micro enterprises.

5. Manager, Social Sector Specialist

- (i) Ensuring capacity development of the disadvantaged section of the society for their coverage under the scheme;
- (ii) Ensuring Institutional support from organizations supporting SC/ ST and North Eastern States;
- (iii) Coverage of entrepreneurs by ensuring enabling condition for full utilization of funds earmarked for NE region, SC and ST;
- (iv) Prepare Social Management (SM) Framework and ensuring its compliance;
- (v) Handling of Public grievances and their redressal
- (vi) Providing content for the social media on the programme; Development of IEC material for dissemination of lessons and experiences

6. Manager, MIS

- (i) Provide professional advice and support to SNA in all matters relating to M & E and Data analysis.
- (ii) Developing MIS to track the progress of the programme in the state and aligning it with the national MIS.
- (iii) Providing regular reports on the physical and financial progress of the programme
- (iv) Participate in regular monitoring and evaluation of the programme at the State level
- (v) Developing reports with respect to inputs, outputs, outcomes, processes and impacts of the various interventions and their compliance;
- (vi) Preparing / collating and submitting all reports for internal use and external reporting including Interim, mid-term and program completion reporting;
- (vii) Suggest improvements in Program Implementation.

7. Executive Assistant (Accounts): Commerce Graduate with one year of working experience in Accounts in a company/ Organisation.

8. Executive Assistant (GA): Graduation any discipline with one year of working experience in General Administration/ HR in a company/ Organisation. Person with BBA will be preferred.

Instructions for filling and submitting the application form:

- i. Please make sure to complete all fields without leaving any fields blank.
- ii. Separate applications should be submitted if applying for more than one post.
- iii. Please attach scan copy of self-attested copies of requisite documents along with application for verification of qualifications, experience, date of birth etc.
- iv. All the details as mentioned in the application shall be supported by the attested relevant and authorized documents.
- v. If a candidate has submitted more than one application prescribed for the same post before the last date, the last application will be considered as valid.
- vi. Application not sent in prescribed format and without proof of requisite documents will not be considered.
- vii. Please send the complete application in the prescribed format along with the relevant enclosures through *email at: aidcpmfme@gmail.com* by latest **31.07.2020 upto 17.00 Hrs.**
- viii. Please indicate the post applied in the Subject while sending the complete application via email.

General Instructions:

1. The eligibility (as well as suitability) of a candidate shall be considered based on the information supplied in the application.
2. The Ministry /AIDC Ltd. has right to prescribe minimum as well as set higher norms, while short listing the applications taking into account the work requirement. Mere fulfillment of Qualification required does not entitle candidates to be called for interaction.
3. The Ministry /AIDC Ltd. has the right to restrict the number of candidates for interaction to a reasonable limit on the basis of qualification and experience and to the academic achievements higher than the minimum prescribed in the advertisement.
4. No correspondence will be entertained with the candidates, who are not called for interaction.
5. If it is found at a later date that any information given in the application is incorrect / false, the candidature / contractual assignment is liable to be cancelled / terminated.
6. Candidates applying from Central Govt. / State Govt. organizations / PSU's etc. will have to forward application through proper channel or need to submit "**NO OBJECTION CERTIFICATE**" from the department at the time of Interview.
7. Names of shortlisted candidates will be informed through registered e-mail id provided in the application. Only short listed candidates would be informed for next phases of selection process on the scheduled dates and time with all original documents / testimonials and experience certificates.
8. Working Experience in local environment and knowledge of local languages is an added advantage.
8. AIDC Ltd., in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to suspend and/ or cancel the Selection Process and/ or amends and/ or supplements the Selection Process or modifies the dates or other terms and conditions relating thereto.

For more details, please refer the Model PMU Contract (No. FM-11/17/2020-DS (FME))

APPLICATION FORM

(Recruitment For Various Contractual Posts For The Consultant/Young Professionals For Project Management Unit to Support State Nodal Agency in PM Formalization Of Micro Food Processing Enterprises (PMFME) Scheme.)

APPLICATION PROFORMA FOR THE POST OF _____

Past your
Passport Size
Photo here

1. Name of the Candidate: _____

2. Date of Birth: :

3. Father/ Mother/ Spouse Name: :

4. Permanent Address: :

5. Mailing Address: :

6. Telephone No. :

Mobile No.:

6. Email-id:

7. Academic / Professional Qualification:

8. Languages known:

9. Details of experience in chronological order:

(Enclose a separate sheet, duly authenticated by your signature, if the space below is insufficient)

Office/Institute/Organization	Post Held	From	To	Nature of duties performed

11. Please explain briefly how your experience is suitable to the post applied for.

12. Details of courses/training performed, if any

13. Additional Information, if any, which you would like to mention in support of your suitability for the post. Enclose a separate sheet, if required.

DECLARATION

I declare that all the information given in my application is correct to the best of my knowledge. I understand that any false information supplied could lead to my application being disqualified or my removal/dismissal if I am appointed.

(Signature of the Candidate)

Address:

Date:

Email Enclosure (Self -Attested):

1. Details of Educational Qualifications (Qualifying Examination, Other)
2. Details of Work Experience (Appointment Letter/ office-order and Certificate of Employer)
3. NOC from Current Employer (if applicable).
4. Any Other Relevant Documents (if applicable).

File No. FM-II/19/2020-DS (FME)
Government of India
Ministry of Food Processing Industries
Panchsheel Bhawan, New Delhi

Dated the 09th July, 2020

OFFICE MEMORANDUM

Subject: Structure of State/ UT Project Management Unit (PMU).

The undersigned is directed to forward sanction of Government for creation of a Project Management Unit (PMU) to support State/ UT Nodal Agency in implementation of PM Formalisation of Micro food processing Enterprises (PMFME) Scheme with the enclosed structure of PMU along with details of Qualifications, Experience, Roles & Responsibilities, Remuneration etc. for information and further necessary action. The appointment should be on contract basis with probation of 6 months. Performance of the appointed persons should be evaluated every year for extension. Terms & Conditions of appointment along with model contract are also enclosed.

2. States/ UTs are requested to invite applications through public advertisement including through news papers. For selection of persons, they should hold written examination. Thereafter, interview be conducted for selection of candidates by a Selection Committee, with one representative from Ministry of Food Processing Industries.

3. This has the approval of the competent authority.

Rakesh Sharma
09/07/2020
(Rakesh Sharma)
Deputy Secretary
Tel. 011- 24606528

To

All States/ UTs

(as per list attached)

Copy to:

- i. PS to Minister, Food Processing Industries
- ii. PS to MoS, Food Processing Industries
- iii. Sr. PPS to Secretary, Food Processing Industries
- iv. Sr. PPS to Additional Secretary, Food Processing Industries
- v. PPS to AS & FA, Food Processing Industries

Model PMU Contract
No. FM-11/17/2020-DS(FME)
Government of India
Ministry of Food Processing Industries
Panchsheel Bhawan
New Delhi.

Dated July, 2020

Subject: Model Contractual Terms & Conditions for the Consultant/Young Professionals for Project Management Unit.

1. Purpose:

1.1 For providing support to existing individual micro-enterprises in the unorganized segment of the food processing industry and to support Farmer Producer Organizations (FPOs), Self Help Groups (SHGs), Producers Cooperatives & Cooperative Societies along their entire value chain with the help of all States/ Union Territories and their agencies, Ministry of Food Processing Industries intends to set up a Project Management Unit (PMU) by hiring Consultants and Young Professionals on contract basis.

1.2 The details of Roles & Responsibilities and emoluments of the Consultants/YPs are at **Annexure – II**.

2. Contractual Terms and Conditions

2.1 Legal Status:

2.1.1 The individual Consultant/YP shall have the legal status of an independent individual Consultant/YP vis-à-vis MoFPI and shall not be regarded, for any purposes, as being either a “staff member” of MoFPI, or an ‘official’ of MoFPI. Accordingly, nothing within or relating to the Contract shall establish the relationship of employer and employee, or of principal and agent, between MoFPI and the individual Consultant/YP.

2.1.2 The individual Consultant/YP will not be entitled for any benefit/ compensation/ absorption/ regularization of service in this Ministry.

2.2. Standards of Conduct:

2.2.1 In general, the individual Consultant/YP shall neither seek nor accept instructions from any authority external to MoFPI in connection with the performance of its obligations under the Contract. The individual Consultant/YP shall not take any action in respect of its performance of the Contract or otherwise related to its obligations under the Contract that may adversely affect the interests of MoFPI, and the individual Consultant/YP shall perform its obligations under the Contract with the fullest regard to the interests of MoFPI. The individual Consultant/YP warrants that it has not and shall not offer any direct or indirect benefit arising from or related to the performance of the Contract or the award thereof to any representative, official, employee or other agent of MoFPI. The individual Consultant/YP shall apply with all laws, ordinances, rules and regulations bearing upon the performance of its obligations under the contract. In the performance of the Contract, the individual Consultant/YP shall comply with the standards of Conduct. Failure to comply with the same is grounds for termination of the assignment for the individual Consultant/YP for cause.

2.2.2 Prohibition of Sexual Exploitation and Abuse: In the performance of the Contract, the individual Consultant/YP shall comply with the ‘Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013’. The individual Consultant/YP acknowledges and agrees that any breach of any other provisions hereof shall constitute a breach of an essential term of the Contract, and, in addition to any other legal rights or remedies available to any person, shall give rise to grounds for termination of the Contract. In addition, nothing herein shall limit the right of MoFPI to refer any alleged breach of the foregoing standards of conduct to the relevant national authorities for appropriate legal action.

2.3 Title Rights, Copyrights, Patents and Other Proprietary Rights;

2.3.1 Title to any equipment and supplies that may be furnished by MoFPI, to the individual Consultant/YP for the performance of any obligations under the Contract shall rest with MoFPI, and any such equipment shall be returned to MoFPI at the conclusion of the Contract or when no longer needed by the individual Consultant/YP. Such equipment, when returned to MoFPI, shall be in the same condition as and when delivered to the individual Consultant/YP, subject to normal wear and tear, and the individual Consultant/YP shall be liable to compensate MoFPI for any damage or degradation of the equipment that is beyond normal wear and tear.

2.3.2 MoFPI shall be entitled to all intellectual property and other proprietary rights, including, but not limited to, patents, copyrights and trademarks, with regard to products, processes, inventions, ideas, know-how or documents and other materials which the individual Consultant/YP has developed for MoFPI under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the individual Consultant/YP acknowledges and agrees that such products, documents and other materials constitute works made for hire for MoFPI. Subject to the foregoing provisions, all plans, reports, estimates, recommendations, documents and all other data compiled by or received by the individual Consultant/YP under the Contract shall be the property of MoFPI, shall be made available for use or inspection by MoFPI at reasonable times and in reasonable places, shall be treated as confidential and shall be delivered only to MoFPI authorized officials on completion of work under the Contract.

2.4 Confidential Nature of Documents and Information:

2.4.1 MoFPI shall give access to all the required documents, correspondence, reports, and any other information associated with the Program as deemed necessary.

2.4.2 The individual Consultant/YP would be subject to the provisions of the Indian Official Secrets Act, 1923 and will not divulge any information gathered by him/her during the period of the assignment to anyone who is not authorized to know the same.

2.4.3 The individual Consultant/YP shall not, except with the previous sanction of MoFPI or in the bona fide discharge of his/ her duties, publish a book or a compilation of articles or participate in radio broadcast or contribute an article or write a letter in any newspapers or periodical either in his/ her own name or anonymously or pseudonymously in the name of any other person, if such book, article, broadcast or letter relates to subject matter assigned to him/ her by MoFPI.

2.5 Use of Name, Emblem or Official Seal of the MoFPI: Individual Consultant/YP shall not advertise or otherwise make public for purposes of commercial advantage that it has a contractual relationship with MoFPI, nor shall the individual Consultant/YP, in any manner whatsoever, use the name, emblem or official seal of MoFPI, or any abbreviation of the name of the MoFPI, in connection with its business or otherwise without the written permission of MoFPI.

2.6 Insurance: The individual Consultant/YP shall be solely responsible for taking out and for maintaining adequate insurance required to meet any of its obligations under the Contract, as well as for arranging, at the individual Consultant/YP's sole expense, such life, health and other forms of insurance as the individual Consultant/YP may consider to be appropriate to cover the period during which the individual Consultant/YP provides services under the Contract.

2.7 Travel, Medical Clearance and Service incurred Death, Injury or Illness:

2.7.1 MoFPI may require the individual Consultant/YP to submit a Statement of Good Health from a recognized physician prior to commencement of work in any offices or premises of MoFPI.

2.7.2 In the event of the death, injury or illness of the individual Consultant/YP which is attributable to the performance of services on behalf of MoFPI under the terms of the Contract while the individual Consultant/YP is travelling at MoFPI expense or is performing any services under the Contract in any offices or premises of MoFPI or Government of India, the individual Consultant/YP or the individual Consultant/YP's dependents, as appropriate, shall not be entitled to any compensation.

2.8 Force Majeure and other Conditions:

2.8.1 Force majeure as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, or any other acts of a similar nature or force, provided that such acts arise from causes beyond the control and without the fault or negligence of the individual Consultant/YP.

2.8.2 The individual Consultant/YP acknowledges and agrees that, with respect to any obligations under the Contract that the individual Consultant/YP must perform in or for any areas in which MoFPI is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operation, any delay or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract.

2.9 Termination: The MoFPI can terminate the contract at any time without prior notice and without providing any reason for it. However, in the normal course it will provide one month's notice to the individual Consultant/YP. The individual Consultant/YP can also seek for termination of the contract upon giving one month's notice to the MoFPI.

2.10 Audits and Investigations: Each invoice paid by MoFPI shall be subject to a post-payment audit by auditors, whether internal or external, of MoFPI or by other authorized and qualified agents of MoFPI at any time during the term of the Contract and for a period of two years following the expiration or prior termination of the Contract. MoFPI shall be entitled to a refund from the individual Consultant/YP for any amounts shown by such audits to have been paid by MoFPI other than in accordance with the terms and conditions of the Contract. The individual Consultant/YP acknowledges and agrees that, from time to time, MoFPI may conduct investigations relating to any aspect of the Contract or the award thereof, the obligations performed under the Contract, and the operations of the individual Consultant/YP generally relating to performance of the Contract. The right of MoFPI to conduct an investigation and the individual Consultant/YP's obligations to comply with such an investigation shall not lapse upon expiration or prior termination of the Contract. The individual Consultant/YP shall provide its full and timely cooperation with any such inspections, post-payment audits or investigations. Such cooperation shall include, but shall not be limited to, the individual Consultant/YP's obligation to make available its personnel and any relevant documentation for such purposes at reasonable times and on reasonable conditions and to grant to MoFPI access to the individual Consultant/YP's premises at reasonable times and on reasonable condition in connection with such access to the individual Consultant/YP's personnel and relevant documentation.

2.11 Settlement of Disputes: MoFPI and the individual Consultant/YP shall use their best efforts to amicably settle any dispute, controversy or claim arising out of the Contract or the breach, termination or invalidity thereof.

2.12 Arbitration: Any dispute, controversy or claim between the parties arising out of the Contract, or the breach, termination, or invalidity thereof, unless settled amicably, as provided above, shall be referred by either of the parties to the Project Director, MoFPI for arbitration. The Project Director, MoFPI may appoint an arbitrator for the settlement of the controversy.

2.13 Governing law - The present contract shall be governed by and construed in accordance with the laws of the Republic of India. **All disputes will be subject to New Delhi jurisdiction.**

2.14 Conflict of interest: In no case, the individual Consultant/YP will represent or give opinion or advice to others in any matter which is adverse to the interest of the MoFPI nor will he/she indulge in any activity outside the terms of the contractual assignment. The individual Consultant/YP shall be expected to follow all the rules and regulations of the Government of India which are in force. He/she will be expected to display utmost honesty, secrecy of office and sincerity while discharging his/her duties. In case the services of the individual Consultant/YP are not found satisfactory or found in conflict with the interests of the MoFPI, his/her services will be liable for discontinuation without assigning any reason.

3. General Terms & Conditions

3.1 Tenure: Individual Consultant/YPs will be engaged initially on probation for a period of six months for providing high quality services on specific roles and responsibilities. Further continuation will be on the basis of their satisfactory work performance. Their continuation in their respective position beyond the first and subsequent years, would be contingent on a satisfactory Annual Performance Review based on clearly defined Key Performance Indicators. Extension beyond two years may be considered with the approval of Secretary, MoFPI. However, no extension will be given beyond the age of 65 years.

3.2 Monitoring of deliverables: The deliverables of the individual Consultant/YPs will be monitored regularly by a Committee headed by the Secretary, FPI. The Committee would review the major output/ outcomes of the program and also recommend for further continuation/extension or otherwise. Day to day activities would be monitored by the Project Director, MoFPI.

3.3 The individual Consultants/YPs appointed on full time basis would not be permitted to take up any other assignment during the period of consultancy with the MoFPI.

3.4 Part time Consultant will be appointed subject to the condition that they face no conflict of interest with respect to the work they are handling in MoFPI.

3.5 Termination of Consultancy:

- a. The engagement of individual /YPs can be terminated at any time during the currency of contract without assigning any reason thereof, with the approval of Secretary, FPI. However, the individual Consultant/YP will have to give 30 days' advance notice or remuneration in lieu thereof before resigning from the engagement.
- b. Engagement of individual Consultant/YP may also entail termination in the following circumstances:
 - i. Repeated refusal to undertake the assigned job.
 - ii. Quality of the assigned jobs not found satisfactory or failure to achieve the milestones set by the higher authorities.
 - iii. Breach of contract obligations.
 - iv. Any misconduct during the currency of contract that amounts to unbecoming of an employee working in a Government organization.
 - v. Unauthorized absence from office without prior intimation/approval for 5 days or more at a stretch.

3.6 Third Party Evaluation:

Annual Third Party Evaluation of the work of the State PMU based on outcome achieved shall be got done by MoFPI.

3.7 Continuation of contractual assignment:

Continuation of the contractual assignment would be contingent on the basis of annual performance review and the third party evaluation.

4. TA/DA:

4.1 The individual Consultant/YP may require to undertake domestic tours subject to approval of the competent authority.

4.2 Travelling expenses will be reimbursed as per actual subject to condition, the individual Consultant/YP should avail shortest routes to destination assigned by economy class in case of Air travel and in train.

4.3 Accommodation expenses would be reimbursed during the official visit as per actual.

4.4 No DA will be admissible during the tour.

4.5 MoFPI will arrange for travel and accommodation, whenever and wherever possible during official tour.

4.6 The Consultant/YP will be allowed following TA/DA:

Position	Mode of Journey	Reimbursement of Hotel, Taxi and Food Bills
Consultant/ Young Professional	Air in Economy class or by Rail in AC Two Tier	Hotel accommodation of up to Rs.2250/- per day; taxi charges of up to Rs.338/- per day for travel within the city and food bills not exceeding Rs.900/- per day shall be allowed.
Sr. Consultant (Team Leader)	Air in Business class or by Rail in AC 1 st Class	Hotel accommodation of up to Rs.7500/- per day; no limits for reimbursement of taxi charges for AC taxi within the city and food bills not exceeding Rs.1200/- per day shall be allowed.

4.7 Other allowances: No other facilities such as DA, accommodation/ residential phone/ conveyance/ transport/ medical reimbursement etc. would be admissible to the individual Consultant/YP.

5. Payment:

5.1 The payment will be released by MoFPI after completion of the month based on certification of attendance of individual Consultant/YP by concerned officer at his Headquarters or on the biometric attendance registered by the individual Consultant/YP or on certification by concerned officer in case the individual Consultant/YP has been deputed to other place."

5.2 The payment of consolidated consultancy fees would be made direct to the bank account of individual Consultant/YP.

5.4 The working days of the individual Consultant/YP shall be same as for regular Government employees. No extra remuneration shall be allowed for working beyond office hours or on Saturdays/ Sundays/ Gazetted holidays, if required.

5.4 Emoluments of Part-time Consultant will be decided on number of man-days basis.

5.5. Individual Consultant/YP will hand over the entire set of records of assignment to the MoFPI before the expiry/ termination of the contract and before the final payment is released by the MoFPI.

6. Tax Deduction at Source: The Income Tax or any other tax liable to be deducted as per the prevailing rules will be deducted at source before effecting the payment, for which the MoFPI will issue TDS Certificate (s). Goods and Service Tax, as applicable shall be admissible to the individual Consultant/YPs. The MoFPI undertakes no liability for taxes or other contribution payable by the individual Consultant/YP on payments made under the contract.

7. Leave:

7.1 The individual Consultant/YPs shall be entitled to leave of eight days and two day Restricted Holiday in a calendar year on pro-rata basis.

7.2 No remuneration for the period of absence in excess of the admissible leave will be paid.

7.3 Un-availed leave shall neither be carried forward to next year nor encashed.

7.4 The absence up to one month may be considered without remuneration. However, in exceptional cases for professional development, training etc. this condition may be relaxed by Secretary, MoFPI. Apart from this, the women Consultant/YP may be eligible for maternity leave as per the Maternity Benefit (Amendment) Act, 2017 issued by Ministry of Labour and Employment vide No. S-36012/03/2015-SS-1 dated 12th April, 2017 and other guidelines/orders issued by Government from time to time.

8. Integrity Certificate: Selected candidates shall provide integrity certificates from two references known to them.

9. Self Undertaking on criminal case (s): A self undertaking shall be provided by the candidate to the effect that he/she has no criminal record or criminal case in any Court pending against him/her.

10. Police verification: Police verification of the individual Consultant/YP shall be done as per the latest instructions issued by MHA. In case the police verification is received as negative, the contract of individual consultant/YP shall cease to exist with immediate effect without any notice.

11. Relaxation: Where the Secretary, FPI is of the opinion that it is necessary or expedient so to do, it may be Order and for reasons to be recorded in writing relax any of the provision of the Contractual terms and conditions.

Government of India
Ministry of Food Processing Industries

Contract for the services of an individual Consultant/YP

File No.

Date:

This Contract is entered into on (...date) between the Ministry of Food Processing Industries (MoFPI) and Mr./Ms./Mrs. _____ s/d/w/o _____ (hereinafter referred to as ‘the individual Consultant/YP’)
Whose address is _____

WHEREAS MoFPI desires to engage the services of the individual Consultant/YP on the terms and conditions hereinafter set forth, and;

WHEREAS the individual Consultant/YP is ready and willing to accept this Contract with MoFPI on the said terms and conditions.

NOW, THEREFORE, the Parties hereby agree as follows:

1. **Terms & Conditions of services**

The individual Consultant/YP shall perform the services in accordance to the **Contractual Terms & Conditions** which form an integral part of this Contract and are attached hereto as **Annexure - I**.

2. **Duration**

This Contract shall commence on (...date), and shall expire upon satisfactory completion of the services described in the Terms of Reference mentioned above, but not later than (....date), unless sooner terminated in accordance with the terms of this Contract. He/She is designated as (individual Consultant/YP). The individual Consultant/YP shall perform the Role & Responsibilities as mentioned in the attached **Annexure – II**.

3. Payment

A consolidated remuneration of Rs._____ per man month inclusive of all applicable taxes shall be paid to the individual Consultant/YP subject to satisfactory services. If unforeseen travel outside the Duty Station is requested by MoFPI, and upon prior written agreement, such travel shall be at MoFPI's expense and the individual Consultant/YP shall receive a TA/DA as per the said terms and conditions.

4. Rights and Obligations of the individual Consultant/YP

The rights and obligations of the individual Consultant/YP are strictly limited to the terms and conditions of the Contract, including its Annexes. Accordingly, the individual Consultant/YP shall not be entitled to any benefit, payment, subsidy, compensation or entitlement, except as expressly provided in this Contract. The individual Consultant/YP shall be solely liable for claims by third parties arising from the individual Consultant/YP's own acts or omissions in the course of performing this contract, and under no circumstances shall MoFPI be held liable for such claims by third parties.

IN WITNESS WHEREOF, the Parties hereto have executed this Contract.

By signing below, I, the individual Consultant/YP, acknowledge and agree that I have read and accept the terms of this Contract and the Roles & Responsibilities attached hereto in Annexure- I &II which form an integral part of this Contract. The individual Consultant/YP has submitted a Statement of Good Health and form for Police verification.

AUTHORIZING OFFICER:

INDIVIDUAL CONSULTANT/YP:

MOFPI

Name:

Name:

Signature: _____

Signature: _____

Date:

Date:

Place:

Place:

Structure of SPMU with details of Responsibility, Eligibility, Qualifications, Experience, Remuneration, Selection Criteria, Tenure, Terms of Employment etc.

Structure of SPMU: Big States (13)

Assam, Andhra Pradesh, Bihar, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal

S. No	Area of Specific Experience	Designation and Number required	Remuneration (Rs./ Month)
1.	Project Management	State Lead Project Manager	1,75,000
2.	Marketing, Common Infrastructure & Aggregated Activities	Manager, Marketing	1,10,000
3.	Enterprise Development	Enterprise Development Manager	1,10,000
4.	Food Technology/ Quality/ Safety	Manager, Food Technology (2)	1,10,000
6.	Social Sector Specialist, Grievances,	Manager, Social Sector Specialist	1,10,000
5.	IT, M&E, and Data Analytics	Manager, MIS	1,10,000
7.	Cash & Accounts	Executive Assistant (Accounts)	40,000
8.	Office Executive	Executive Assistant (GA)	40,000

Each States will have 9 persons; UP can be given an additional Manager, Marketing

Structure of SPMU: Medium States-6

Tripura, Chhattisgarh, Haryana, Kerala, Odisha, Telangana

S. No	Area of Specific Experience Desired	Designation and Number required	Remuneration (Rs./ Month)
1.	Project Management	State Lead Project Manager	1,75,000
2.	Marketing, Common Infrastructure &	Manager, Marketing	1,10,000

	Aggregated Activities		
3.	Food Technology/ Quality/ Safety	Manager, Food Technology	1,10,000
4.	Social Sector Specialist, Grievances,	Manager, Social Sector Specialist	110000
5.	IT, M&E, and Data Analytics	Manager, MIS	1,10,000
6.	Cash & Accounts	Executive Assistant (Accounts)	40,000
Each State PMU to have 6 persons. Manager, Food Tech (1), Enterprise Dev (0), Office Executive (0)			

Structure of SPMU: Small States/ UTs-11			
Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Himachal Pradesh, Delhi (UT), Jammu & Kashmir (UT), Uttarakhand, Ladakh UT			
S. No	Area of Specific Experience Desired	Designation and Number required	Remuneration (Rs./ Month)
1.	Project Management	State Lead Project Manager	1,30,000
2.	Technology, Marketing, Credit and allied Activities (Food Technology with MBA)	Manager, Marketing	1,00,000
Each State/ UT PMU to have 2 persons.			

Project Management: Smaller States/ UTs- 7
A & N Islands (UT,) Chandigarh (U.T.) D & N Haveli (UT), Daman & Diu (UT), Goa, Lakshadweep (UT), Puducherry (UT)
Management Cost to be met from Administrative expenditure

Responsibility & Eligibility

State Lead Project Manager

Responsibility:

- (i) Overall management and establishing full functionality of SPMU as planned and ensuring program triggers are met;
- (ii) Establishing clear working relationship with key stakeholders at State and District level and ensuring flow of information, discussions and feedbacks among the various stakeholders of the program;
- (iii) Ensuring setting up of all Committees and providing sufficient technical and managerial support to efficiently manage program implementation;
- (iv) Facilitation in preparation and implementing of SLUP;
- (v) Periodic reporting of the overall performance of program to SNA;
- (vi) Support SNA in convening meeting of the State Level Approval Committees and putting forth issues to be decided upon from time to time during the implementation of the program
- (vii) All other matters relating to the implementation of the scheme at the state/ UT level.
- (viii) Assigning responsibilities to all the Managers as specified and additional work as deemed necessary for the implementation of the scheme.

Qualification & Experience

- (i) Post Graduate degree / diploma in Business Management, Agri. or Food Business Management from national/ international premier institutes
- (ii) 8-10 years of experience in managing development projects preferably in Food Processing or Agri Business development or MSME, out of which minimum 3 years in leadership role.

2. Manager, Marketing

- Finalize strategy for Branding and marketing of food products under the programme and its implementation;
- Identifying marketing channel at the state level for the micro food processing enterprises and establish commercial linkages;
- Closely engage with leading retail chains in the State to develop marketing linkages for the enterprises under FME;

- Monitoring the branding and marketing activities in the State;
- Develop plans to strengthen backward and forward linkages for the enterprises

Qualification & Experience

- (i) PG Degree/ Diploma in Marketing Management, Agri-Marketing, Rural Management with specialization in Marketing, MBA(Marketing)
- (ii) Minimum three years' experience in sourcing/ marketing of agri/ food products, linking of MSME units with retail chain, branding etc.

3. Enterprise Development Manager

- Identifying State Institutes, strengthening their capacity for focusing enterprise development and ensure delivery of services to the intended groups;
- Facilitation in preparation and implementing of ODOP and SLUP
- Mentoring the DRPs for training of entrepreneurs, knowledge dissemination, developing FUPs, DPRs
- Regular interactions with Farmer Producer Organizations, Co-operatives and Self Help Groups etc. strengthening supply chain, setting up of common facility centres
- Facilitating convergence with other Central schemes and availing benefits of State incentives for Micro Food Processing units;
- Overall management of fund and facilitating external audit;
- Compiling all financial reporting, use of MIS for Program Finance

Qualification & Experience

Degree in Engineering/ Technology from premium Institute and MBA/PGDM with focus on Entrepreneurship development;

A Minimum of 3 years' experience of working in an organization assisting Micro & small units in establishing and upgradation of units, development of clusters, organizing FPOs etc.

4. Manager, Food Technology

- (i) Provide professional advice and support to SNA in all matters relating to food technology, quality, safety etc;
- (ii) Maintaining market intelligence data w.r.t the food technology,

- quality and safety.
- (iii) Appraisal and Monitoring of the FUPs and DPRs.
 - (iv) Be updated with the latest equipment and technologies emerging in the market w.r.t food technology and their dissemination;
 - (v) Give constant updates on the safety and quality standards to be adopted by the micro enterprises.
 - (vi) Liaise with FSSAI and identify the need for innovation and up-dation of the safety standards being adopted by the micro enterprises.

Qualification & Experience

- (iii) B.Tech/M.Sc in Food Technology/ Food Engineering from a premier National Institute.
- (iv) Minimum 3 years' experience in providing services to FPI (preferably to Micro & Small Scale Enterprises) for technology upgradation, product development, quality assurance, food safety etc would be an added advantage

5. Manager, Social Sector Specialist

- Ensuring capacity development of the disadvantaged section of the society for their coverage under the scheme;
- Ensuring Institutional support from organizations supporting SC/ ST and North Eastern States;
- Coverage of entrepreneurs by ensuring enabling condition for full utilization of funds earmarked for NE region, SC and ST;
- Prepare Social Management (SM) Framework and ensuring its compliance;
- Handling of Public grievances and their redressal
- Providing content for the social media on the programme; Development of IEC material for dissemination of lessons and experiences;

Qualification & Experience

- (i) MSW or Master degree in Sociology/ Anthropology/ Social Anthropology;
- (ii) Minimum 3 years' experience in development projects/ programme

for under privileged population of the society, empowerment of women & in gender issues, formation of SHG or programme for upliftment of SC/ST & women

6. Manager, MIS

- (i) Provide professional advice and support to SNA in all matters relating to M & E and Data analysis
- (ii) Developing MIS to track the progress of the programme in the state and aligning it with the national MIS
- (iii) Providing regular reports on the physical and financial progress of the programme
- (iv) Participate in regular monitoring and evaluation of the programme at the State level
- (v) Developing reports with respect to inputs, outputs, outcomes, processes and impacts of the various interventions and their compliance;
- (vi) Preparing / collating and submitting all reports for internal use and external reporting including Interim, mid-term and program completion reporting;
- (vii)** Suggest improvements in Program Implementation

Qualification & Experience

- (i) Master degree in Economics/ Statistics/ Data Analytics/ MBA from reputed University or Institute
- (ii)** Minimum 3 years' experience in monitoring or data analytics on development programme at national level. Ability to handle data for interpretation of information, experience in using statistical and M&E tools and dashboard preferred.

7. Executive Assistant (Accounts): Commerce Graduate with one year of working experience in Accounts in a company/ Organisation

8. Executive Assistant (GA): Graduation any discipline with one year of working experience in General Administration/ HR in a company/ Organisation. Person with BBA will be preferred.

Selection Criteria: The selection of Consultants & Executive Assistants shall be on the basis of written examination and interview. The Selection Committee shall consist of one representative from MoFPI.

Prime Minister's Address to the Nation on 12.05.2020 – AtmaNirbhar Bharat

Greetings to fellow citizens, for over four months the global community has been in the fight against Corona virus.

During this period more than 42 lakh people across the world have been infected with Corona. More than 2.75 Lakh people have died tragically. In India too, people have lost their near and dear ones. I express my heartfelt condolences to all.

Friends, a virus has destroyed the world. Crores of people around the world are facing a crisis. World all over is engaged in a battle to save precious lives. We have never seen or heard of such a crisis. This crisis is unthinkable as well as unprecedented for mankind.

However-getting exasperated, losing heart or getting shattered, is not acceptable to the mankind. We have to remain vigilant, closely monitor it, follow the rules of engagement in such a war, save ourselves and move ahead. Today, when the world is in crisis, we must strengthen our resolve. Our great resolve will help overcome this crisis.

Friends, we have been hearing since the last century that the 21st century belongs to India. We have seen how the world was before Corona and the global systems in detail. Even after the infliction of the Corona crisis, we are constantly watching the situation as it unfolds across the globe. When we look at these two periods from India's perspective, it seems that the 21st century is the century for India. This is not our dream, rather a responsibility for all of us.

But what should be its trajectory?

The state of the world today teaches us that a (AtmaNirbhar Bharat) "Self-reliant India" is the only path. It is said in our scriptures - *EshahPanthah* That is - self-sufficient India.

Friends,

As a nation today we stand at a very crucial juncture. Such a big disaster is a signal for India, it has brought a message and an opportunity. I will share my perspective with an example. When the Corona crisis started, there was not a single PPE kit made in India. The N-95 masks were produced in small quantity in India. Today we are in a situation to produce 2 lakh PPE and 2 lakh N-95 masks daily. We were able to do this because India turned this crisis into an opportunity.

This vision of India - turning crisis into opportunity- is going to prove equally effective for our resolve of self-reliant India.

Friends,

Today the meaning of the word self-reliance has changed in the global scenario. The debate on Human Centric Globalization versus Economy Centralized Globalization is on. India's fundamental thinking provides a ray of hope to world. The culture and tradition of India speaks of self-reliance and the soul is *VasudhaivaKutumbakam*.

India does not advocate self-centric arrangements when it comes to self-reliance. India's self-reliance is ingrained in the happiness, cooperation and peace of the world.

This is the culture which believes in the welfare of the world, for all the living creatures and the one which considers the whole world as a family. Its premise is 'माता भूमिः पुत्रो अहम् पृथिव्यः' - the culture that considers the earth to be the mother. And when the Bharat Bhumi, becomes self-sufficient, it ensures the possibility of a prosperous world. India's progress has always been integral to the progress of the world.

India's goals and actions impact the global welfare. When India is free from open defecation, it has an impact on the image of the world. Be it TB, malnutrition, polio, India's campaigns have influenced the world.

International Solar Alliance is India's gift against Global Warming. The initiative of International Yoga Day is India's gift to relieve stress. Indian medicines have given a fresh lease of life to the people in different parts of the world.

These steps have brought laurels for India and it makes every Indian feel proud. The world is beginning to believe that India can do very well, so much good for the welfare of mankind can give.

The question is - how?

The answer to this question is – A Combined resolve of 130 crore citizens for a self-reliant India.

Friends,

We have a proud history of centuries. When India was prosperous, it was called the golden goose, it was prosperous, and then it always walked tall for the welfare of the world.

Then the times changed, the country was caught in the chains of slavery, we longed for development. Today, when India is making rapid strides in its progress, it is still committed to the goal of global welfare. Remember, the Y2K crisis at the beginning of this century. Technology experts from India pulled the world out of that crisis. Today we have the resources, we have the power, and we have the best talent in the world.

We will make the best products, will improve our quality further, make the supply chain more modern, we can do this and we will definitely do it.

Friends,

I had witnessed the Kutch earthquake. There was debris everywhere. Everything was destroyed. It seemed as if Kutch had fallen asleep wearing a sheet of death. In that situation no one could have imagined that the situation would ever change. However, Kutch stood up, Kutch started moving, Kutch moved. This is the grit and determination of weIndians.

If we are determined then we can reach our goals and no path will be difficult. And today there is a will and there is a way. That is to make India self-reliant. Our combined resolve is so strong that India can become self-sufficient.

Friends, this magnificent building of self-reliant India will stand on five Pillars.

First Pillar is Economy, an economy that brings Quantum Jump rather than Incremental change.

Second Pillar is Infrastructure, an infrastructure that became the identity of modern India.

Third Pillar is Our System. A system that is driven by technology which can fulfill the dreams of the 21st century; a system not based on the policy of the past century.

Fourth Pillar is Our Demography. Our Vibrant Demography is our strength in the world's largest democracy, our source of energy for self-reliant India.

The fifth pillar is Demand. The cycle of demand and supply chain in our economy, is the strength that needs to be harnessed to its full potential. In order to increase demand in the country and to meet this demand, every stake-holder in our supply chain needs to be empowered. We will strengthen our supply chain, our supply system built up with the smell of the soil and the sweat of our labourers.

Friends, amidst the Corona crisis, I am announcing today a special economic package with a new resolution. This economic package will serve as an important link in the '**AtmaNirbhar Bharat Abhiyan**' (Self Reliant India Campaign).

Friends, in the recent past economic announcements made by the government related to the Corona crisis, which were the decisions of the Reserve Bank. The economic package that is being announced today, if added, comes to around Rs. 20 lakh crores. This package is about 10 percent of India's GDP. With this various sections of the country and those linked to economic system will get support and strength of 20 lakh crore rupees. This package will give a new impetus to the development journey of the country in 2020 and a new direction to the Self-reliant India campaign. In order to prove the resolve of a self-reliant India, Land, Labor, Liquidity and Laws all have been emphasized in this package.

This economic package is for our cottage industry, home industry, our small-scale industry, our MSME, which is a source of livelihood for millions of people, which is the strong foundation of our resolve for a self-reliant India. This economic package is for that labourer of the country, for the farmers of the country who are working day and night for the countrymen in every situation, every season. This economic package is for the middle class of our country, which pays taxes honestly and contributes to the development of the country. This economic package is for Indian industries, which are determined to give a boost to the economic potential of India. Starting tomorrow, over the next few days, the Finance Minister will give you detailed information about this economic package inspired by the 'Self-reliant India campaign'.

Friends, it is now imperative for the country to move forward with the commitment of Bold Reforms to create a self-reliant India. You have also experienced that as a result of the reforms over the past 6 years, today even in this time of crisis; India's systems have looked more

efficient. Otherwise, who could have thought that the money sent by Government of India will reach directly in the pocket of the poor farmer! But it has happened. That also happened when all the government offices were closed; the means of transport were shut down. This was just a reform related to *Janadhan-Aadhaar-Mobile-JAM's Trishakti*, the effect of which we have just seen. Now the scope of the reforms has to be broadened, giving a new height. These reforms will be in the entire supply chain related to farming, so that the farmer is also empowered and will have minimal impact on agriculture in any other crisis like corona in future. These reforms will be for, rational tax system, simple and clear rules-of-law, good infrastructure, capable and competent human resources, and building strong financial system. These reforms will encourage business, attract investment and strengthen our resolve for Make in India.

Friends, self-reliance is possible only through inner strength and self-belief. Self-reliance also prepares the country for a tough competition in the global supply chain. And today it is the need of the hour that India should play a big role in the global supply chain. Realizing this, many provisions have also been made in the economic package. This will increase the efficiency of all our sectors and also ensure quality.

Friends, this crisis is so big, that the biggest systems have been shaken. However, under these circumstances, the country has also seen the resolve and restraint of our poor brothers and sisters, especially the street vendors, hawkers, labourers, those who are working in homes, they have done a lot of penance during this time, they have sacrificed a lot. Who would not have realized their absence? Now it is our duty to make them strong, to take some big steps for their financial requirements. Keeping this in mind, be it poor, labourers, migrant labourers, cattle rearers, be our fishermen, organized sector or unorganized sector, some important decisions will be announced in the economic package for every section.

Friends, the Corona crisis has also explained to us the importance of Local manufacturing, Local market and Local supply chain. In times of crisis, this Local has fulfilled our demand, this Local has saved us. Local is not just the need, it is our responsibility also. Time has taught us that we must make the Local as a mantra of our life. The Global Brands you feel today were sometimes also very local like this. But when people started using them, started promoting them, branding them, proud of them, they became Global from Local Products. Therefore, from today every Indian has to become vocal for their local, not only to buy local products, but also to promote them proudly. I am confident that our country can do this. Your efforts have increased my reverence for you every time. I recollect one thing with pride. When I requested you and the nation to buy Khadi and said it will be a great support to our handloom workers. Today, the demand and sales of both Khadi and handloom have reached record levels in a very short time. Not only that, you also made it a big brand. It was a very small effort, but the result was very good.

Friends, experts and scientists have pointed out that Corona will remain a part of our lives for a long time. But at the same time, we cannot allow this to happen that our lives will be confined only around the corona. We would wear masks, follow two yards distance and pursue our goals. Therefore, the fourth phase of lockdown, lockdown 4, will be completely redesigned, with new rules. Based on the suggestions we are getting from the states, information related to Lockdown

4 will also be given to you before 18 May. I am confident that by following the rules, we will fight Corona and move forward.

Friends, In our culture, it is said 'सर्वम् आत्म वशं सुखम्' i.e. what is in our control, is happiness. Self-reliance leads to happiness, satisfaction and empowerment. Our responsibility to make the 21st century, the century of India, will be fulfilled by the pledge of self-reliant India. This responsibility will only get energy from the life force of 130 crore citizens. This era of self-reliant India will be a new vow for every Indian as well as a new festival. Now we have to move forward with a new resolve and determination. When ethics are filled with duty, the culmination of diligence, the capital of skills, then who can stop India from becoming self-reliant? We can make India a self-reliant nation. We will make India self-reliant. With this resolve, with this belief, I wish you the very best.



M  F P I

AATMANIRBHAR BHARAT

PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME Scheme)



“A combined resolve of 130 crore citizens is to make India self-reliant. The way ahead lies in LOCAL- Local Manufacturing, Local Markets, Local Supply Chain. Local is not merely a need but a responsibility”

Narendra Modi, Prime Minister

Opening gates for growth of Micro Enterprises in Food Industry

**VOCAL
FOR
LOCAL**



Harsimrat Kaur Badal
Minister of Food Processing Industries



Rameswar Teli
Minister of State,
Food Processing Industries



PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME Scheme)

Ministry of Food Processing Industries (MoFPI), in partnership with the States, has launched an all India centrally sponsored "PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME Scheme)" for providing financial, technical and business support for upgradation of existing micro food processing enterprises. The objectives of the scheme are :

- (i) Support for capital investment for upgradation and formalization with registration for GST, FSSAI hygiene standards and Udyog Aadhar;
- (ii) Capacity building through skill training, imparting technical knowledge on food safety, standards & hygiene and quality improvement;
- (iii) Hand holding support for preparation of DPR, availing bank loan and upgradation;
- (iv) Support to Farmer Producer Organizations (FPOs), Self Help Groups (SHGs), producers cooperatives for capital investment, common infrastructure and support branding and marketing.

One District One Product

The Scheme adopts One District One Product (ODOP) approach to reap benefit of scale in terms of procurement of inputs, availing common services and marketing of products. The States would identify food product for a district keeping in view the existing clusters and availability of raw material.



The ODOP could be a perishable agri-produce, cereal based product or a food product widely produced in a district and their allied sectors. Illustrative list of such products includes mango, potato, litchi, tomato, tapioca, kinnu, bhujia, petha, papad, pickle, millet based products, fisheries, poultry, meat as well as animal feed among others. Preference would be given to those producing under ODOP approach. However, units producing other products would also be supported. Support for common infrastructure and branding & marketing would only be given for products under ODOP approach.



Upgradation of Individual Micro Food Processing Units

Individual micro food processing units desirous of upgradation of their unit can avail credit-linked capital subsidy @35% of the eligible project cost with a maximum ceiling of Rs.10 lakh per unit. The beneficiary contribution should be minimum 10% and the balance should be loan from a Bank.



Support to FPOs / SHGs / Cooperatives

The scheme would provide support to FPOs/ SHGs/ Producer Cooperatives for capital investment along the entire value chain with credit linked grant @ 35%.



Seed Capital to SHG

Seed capital @ Rs. 40,000/- per SHG member would be provided to those engaged in food processing for working capital and purchase of small tools. Seed capital as grant would be provided to the SHG federation which, in turn, would be extended to members as loan through the SHGs.



Common Infrastructure

Credit linked grant @35% would be provided to FPOs, SHGs, cooperatives, State owned agencies and private entrepreneurs for development of common infrastructure including common processing facility, lab, warehouse, cold storage, packaging and incubation center.



Branding and Marketing Support

Marketing and branding support would be provided at State or regional level to FPOs/ SHGs/ Cooperatives or an SPV of micro food processing enterprises under the scheme following the ODOP approach for developing common packaging & branding with provision for quality control, standardization and adhering to food safety parameters for consumer retail sale. These organisations would be supported based on DPR prepared by them and recommended by the State Nodal Agency. Support for branding and marketing would be limited to 50% of the total expenditure.

Procedure for applying

Existing food processing units desirous of seeking assistance could apply online on FME portal. The Resource Persons (RPs) engaged for field level support would provide handholding support for preparation of DPR, availing bank loan, obtaining necessary registration and licences including food standards of FSSAI, Udyog Aadhar and GST.

Applications for support for FPOs / SHGs / cooperatives, common infrastructure and marketing & branding could be submitted to the State Nodal Agency (SNA) along with a DPR. The SNA would appraise the project and recommend it for bank loan.

Grant by the Government would be deposited in the account of beneficiary in the lending bank. If after a period of three years from the disbursement of last tranche of the loan, the beneficiary account is still standard and the Unit is operational, this amount would be adjusted in the bank account of beneficiary.

Guidelines & Contact

Detailed guidelines of the scheme may be viewed at Ministry's website mofpi.nic.in Individual entrepreneurs and other stake holders may contact the State Nodal Agencies of their respective State / UT regarding the roll out of scheme and contact points at the district level.



**MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA**

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AATMANIRBHAR BHARAT

Opening gates for growth of Micro Enterprises in Food Industry



VOCAL FOR LOCAL

**PM Formalisation of Micro Food Processing
Enterprises Scheme (PM FME Scheme)**



सत्यमेव जयते

**MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA**



A landmark initiative under Aatmanirbhar Bharat Abhiyan offering golden opportunity for micro food entrepreneurs, FPOs/ SHGs/ Co-operatives to benefit from the ₹10000 crore Scheme for Formalization of 2 lakh Micro Food Processing Enterprises



“A combined resolve of 130 crore citizens is to make India self-reliant. The way ahead lies in LOCAL- Local Manufacturing, Local Markets, Local Supply Chain. Local is not merely a need but a responsibility.”

Narendra Modi, Prime Minister



Harsimrat Kaur Badal
Minister of Food Processing Industries



Rameswar Teli
Minister of State, Food Processing Industries

1. Background

1.1 The unorganized food processing sector comprising nearly 25 lakh units contributes to 74% of employment in food processing sector. Nearly 66% of these units are located in rural areas and about 80% of them are family-based enterprises supporting livelihood in rural household and minimizing their migration to urban areas. These units largely fall within the category of micro enterprises.



1.2 These units face a number of challenges which limit their performance and growth. These challenges include lack of access to modern technology & equipment, training, access to institutional credit, lack of basic awareness on quality control of products, and lack of branding & marketing skills, etc. Therefore, the unorganised food processing sector contributes much less in terms of value addition and output despite its huge potential.

25 Lakh
unorganised
food
processing
units
contribute to

74%
of
employment
in food
processing
sector

- (iv) Support for transition of existing enterprises into formal framework for registration under regulatory framework and compliance;
- (v) Integration with organized supply chain by strengthening branding & marketing;

2. Objectives

2.1 Taking cognizance of the contribution of the unorganized micro food processing enterprises and the challenges that impede their performance, Ministry of Food Processing Industries (MoFPI) has launched "PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME Scheme)" through a package support and services. The objectives under the scheme, inter alia, include:

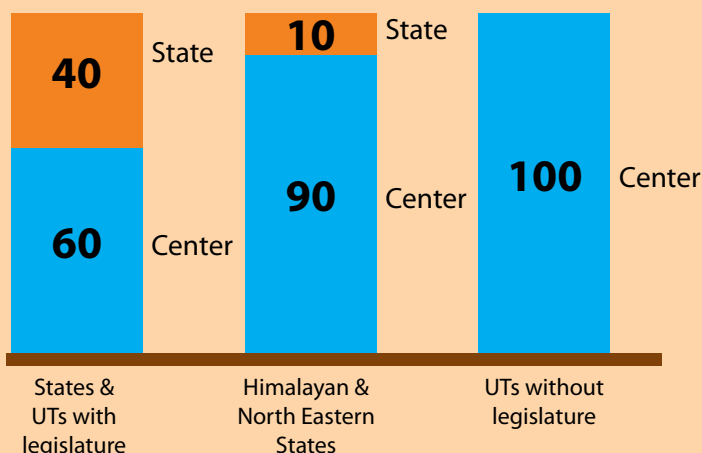
- (i) Capacity building of entrepreneurs through technical knowledge, skill training and hand holding support services;
- (ii) Increased access to credit to existing micro food processing entrepreneurs for technology upgradation;
- (iii) Support to Farmer Producer Organizations (FPOs), Self Help Groups (SHGs), Producers Cooperatives & Cooperative Societies along their entire value chain to enable microenterprises to avail common services.

3. Coverage of States/ UTs and Funding Pattern

- 3.1 It is an All India Centrally Sponsored Scheme with an outlay of Rs. 10,000 crore for coverage of 2,00,000 enterprises over 5 years from 2020-21 to 2024-25. The expenditure under the scheme would be shared in 60:40 ratio between Central and State Governments, in 90:10 ratio with North Eastern and Himalayan States, 60:40 ratio with UTs with legislature and 100% by Center for other UTs.
- 3.2 Expenditure in the first year 2020-21, whether incurred by the Centre or the States would be borne 100% by the Central Government. The expenditure made for the first year would be adjusted in ratio given above in the funds being transferred to the States equally in the next four years.



Fund Sharing Pattern Between Center & State



3.3 Funds under the Scheme would be provided to the States based on the approved Project Implementation Plan (PIP).

4. One District-One Product Approach

4.1 The Scheme will adopt a One District One Product (ODOP) approach to reap benefit of scale in terms of procurement of inputs, availing common services and marketing of products. One District One Product approach would provide framework for value chain development and alignment of support infrastructure. There may be more than one cluster for one product in one district. A cluster may also extend beyond one district. The States would identify food product for a district, keeping in perspective the focus of the scheme on perishables. The ODOP could be a perishable agri-produce, cereal based product or a food product widely produced in a district

and their allied sectors. Illustrative list of such products includes mango, potato, litchi, tomato, tapioca, kinnu, bhujia, petha, papad, pickle, millet based products, fisheries, poultry, meat as well as animal feed among others. With respect to support to existing individual micro units, preference would be given to those producing under ODOP approach. However, units producing other products would also be supported. In case of groups, predominately, those involved in products under ODOP approach would be supported. Support to groups processing other products in such districts would only be for those already processing those products and with adequate technical, financial and entrepreneurial strength. Support for common infrastructure and marketing & branding would only be for products under ODOP approach. In case of support for marketing & branding at State or regional level, same product of districts not having that product as ODOP could also be included.



4.2 The scheme would also support strengthening of backward and forward linkages, provision of common facilities, incubation centres, training, R&D, marketing & branding, provision of which would primarily be for ODOP products. Further, this approach would also complement and benefit from the existing promotional efforts of the Government such as development of Agriculture Crop Clusters under the Agriculture Export Policy, the cluster approaches of the Ministry of Agriculture and the Ministry of Rural Development through the National Rurban Mission.



5. Support to Food Processing Units

Support to food processing units would be provided for the following:

- (i) Credit linked grant at 35% of the project cost with maximum grant up to Rs 10.0 lakh to existing unorganised food processing units for upgradation;
- (ii) Credit linked grant at 35% of the project cost to SHGs/FPOs/cooperatives for capital expenditure with maximum limit as prescribed;
- (iii) Seed capital @ Rs. 40,000/- per member to those engaged in food processing as a working capital;
- (iv) Credit linked grant at 35% of the project cost for common infrastructure with maximum limit as prescribed;
- (v) Support for marketing & branding up to 50% of the expenditure with maximum limit as prescribed.



6. Upgradation of Processing Units

6.1 Individual Category: Individual micro food processing units would be extended credit-linked capital subsidy @35% of the eligible project cost for expansion/ technology upgradation with a maximum ceiling of Rs.10 lakh per unit. The beneficiary contribution should be minimum 10% and the balance should be loan from a Bank.

6.1.1 Eligibility criteria:

- (i) Individual / Partnership Firm with ownership right of the enterprise;
- (ii) Existing micro food processing units in the survey or verified by the Resource Person;
- (iii) The applicant should be above 18 years of age and should possess at least VIII standard pass educational qualification;
- (iv) Only one person from one family is eligible for obtaining financial assistance. The "family" for this purpose would include self, spouse and children.

6.1.2 Procedure for applying for upgradation:

6.1.2.1 Applications would be invited at the district level on an ongoing basis for units interested in availing the benefits under the Scheme. Existing food processing units desiring to seek assistance under the scheme should apply on the FME portal. Loan proposals would be recommended to the Banks after scrutiny. States would decide the appropriate level for short listing of the applications to be recommended to the Banks.

6.1.3 Procedure with Banks for Grant:

6.1.3.1 At the national level, a Nodal bank would be appointed for disbursement of subsidy to the banks and liaison with the banks extending loan to the beneficiaries. The bank sanctioning the loan would open a mirror account in the name of the beneficiary. Grant by the Central and State Government in 60:40 ratio would be deposited in this account of beneficiary in the lending bank branch by the State and Central Government. If after a period of three years from the disbursement





of last tranche of the loan, the beneficiary account is still standard and the unit is operational, this amount would be adjusted in the bank account of beneficiary. Release of grant for groups and common infrastructure would also be done in their bank account following the same principle.

6.2 Group Category: The Scheme would provide support in clusters to groups such as FPOs/ SHGs/ producer cooperatives along their entire value chain. SHGs / FPOs / Producer Cooperatives would be provided the following support:-

- (i) Grant @35% with credit linkage for capital investment with maximum limit as prescribed;
- (ii) Training support;
- (iii) Support for marketing and branding for products under ODOP for developing common brand.

6.2.1 Eligibility Criteria:

- (i) It should be engaged in processing of ODOP produce for at least three years;
- (ii) In case of FPOs / cooperatives, they should have minimum turnover of Rs.1 crore and the cost of the project proposed should not be larger than the present turnover;
- (iii) The SHG / cooperative / FPO should have sufficient internal resources to meet 10% of the project cost and margin money for working capital.

6.3. Seed Capital to SHG:

The scheme envisages provision of Seed Capital @ Rs. 40,000/- per member of SHG engaged in food processing for working capital and purchase of small tools. Seed capital as grant would be provided at the federation level of SHGs which, in turn, will be extended to members as loan through SHG.

6.3.2 Eligibility criteria:

6.3.2.1 For Seed Capital, only SHG members who are presently engaged in food processing would be eligible. The SHG member has to commit to utilize this amount for working capital as well as purchase of small tools and give a commitment in this regard to the SHG and SHG federation.

7. Creation of Common Infrastructure

7.1 FPOs/ SHGs/ Producer Cooperatives /State agencies or private enterprises would be supported for creation of common infrastructure including for common processing facility, incubation center, laboratory, warehouse, cold storage, etc. Eligibility of a project under this category would be decided based on benefit to farmers and industry at large, viability gap, absence of private investment, criticality to value chain, etc. Credit linked grant would be available @ 35% with maximum limit as prescribed.

8. Branding and Marketing Support

8.1 Marketing and branding support will be provided to FPOs/SHGs/Cooperatives or an SPV of micro food processing enterprises under the scheme following the cluster approach for developing common packaging & branding with provision for quality control, standardization and adhering to food safety parameters for consumer retail sale.



8.2 Support for Marketing and Branding requires a minimum volume which can be generated through active involvement of FPO/ SHG/ Cooperatives to bring large number of producers together. These organisations would be supported based on DPR prepared by them indicating essential details of the project. Support up to Rs.5 lakh would be available from State Nodal Agency for preparing DPR for proposals for branding & marketing.

8.3 Support for branding and marketing would be limited to 50% of the total expenditure with maximum limit as prescribed. Proposal from states or national level institutions or organizations or partner institutions for branding & marketing will be supported for vertical products at the national level. No support would be provided for opening retail outlets under the scheme.

8.4 Procedure for Applying for Support:

8.4.1 In case of SHGs/FPOs/cooperatives or SPV interested in applying for support for branding and marketing under the Scheme, DPR should be prepared and submitted to State Nodal Agency (SNA). SNA would appraise the proposal and with recommendation from the State Level Approval

Committee (SLAC) seek approval from MOFPI. Thereafter, the proposal would be recommended to a Bank for sanction of loan. Same procedure should be followed for applying for support for creation of common infrastructure as well.

9. Capacity Building & Research

9.1 Training is a critical component in technical upgradation and formalization of micro food processing enterprises. All individuals & institutions members receiving grant would undergo training for upgradation of their skills. In addition, training support would also be provided to other existing individual units and groups producing ODOP product in the district, even if they are not being supported through



credit linked grant. Training support would also be provided for units that are part of support for Marketing & Branding or have potential to join such network.

9.2 National Institute for Food Technology Entrepreneurship and Management (NIFTEM) and Indian Institute of Food Processing Technology (IIFPT), two national level food processing technology institutions under MOFPI are given responsibility to spearhead capacity building and research. At the State level, they would partner with a State Level Technology Institution in food processing technology selected by the State Government for conducting capacity building and training.

9.3 Training to individual and group beneficiaries will focus on entrepreneurship development, essential functions of enterprise operations, book keeping, registration, FSSAI standards, Udyog Aadhar, GST Registration, general hygiene, packaging, marketing etc. Specific training designed on the model of ODOP and the vertical focus products will be undertaken nearer to the work place of the entrepreneurs. Existing infrastructure of Rural Self Employment

Training Institutes (RSETI) and other institutions at the district level will be utilized for imparting training.

10. Partner Institutions

10.1 The scheme lays special focus on SCs/STs, women and aspirational districts and FPOs, SHGs and producer cooperatives. TRIFED, National SC Development Finance Corporation, NCDC, Small Farmer Agri-Business Consortium (SFAC) and National Rural Livelihood Mission under Ministry of Rural Development have been working in these areas. The above institutions may converge their activities by facilitating identification of units / clusters of STs, SCs, cooperatives, FPOs and SHGs respectively and feed this into state PIPs.



11. Implementation & Monitoring Mechanism

11.1 The Scheme will have the following management structure at the Central, State and District level for effective implementation and monitoring of the scheme:



11.2 Inter-Ministerial Empowered Committee (IMEC): IMEC at the Central level, will be chaired by Minister for Food Processing Industries (MoFPI) for general superintendence, guidance and overall direction for implementation of the scheme, monitoring of progress and reviewing its performance. IMEC will approve scheme guidelines, Project Implementation Plan (PIP) of the State/ UTs under the scheme and various projects of capital investment by SHGs/FPOs/ cooperatives, common infrastructure facilities and proposals of marketing & branding for project size above Rs 10 lakh. A Project Executive Committee (PEC) will be constituted in MoFPI for undertaking administrative function and regular monitoring of the scheme at operational level. A National Programme Management Unit (NPMU) will be set up to assist MoFPI to provide secretarial, managerial and implementation support.

11.3 State Level: State Governments would appoint a Nodal Department and a State Nodal officer to oversee the implementation of the Scheme. The Scheme will be implemented by a State Nodal Agency (SNA) assisted by the State PMU. A State Level Approval Committee chaired by the Chief Secretary will oversee the implementation of the Scheme. The Committee will sanction expenditure up to Rs 10 lakh on various activities related to the implementation of the scheme. A District Level Committee (DLC) would be constituted under the Chairmanship of District Collector.

11.5 District Resources Persons (DRPs) would be appointed by SNA for providing handholding support to the beneficiaries. Handholding support would be for preparation of DPR, taking bank loan, support for obtaining necessary registration and licences including food standards of FSSAI, Udyog Aadhar, GST etc.



12. Studies & Reports

12.1 State Governments should undertake the following studies:

- (i) **Base-Line Assessments:** A baseline study should be undertaken to identifying ODOP. This study should get concluded by 31 July, 2020 in each State. For this study, Rs. 2.5 – 10.0 lakh would be provided to the States.
- (ii) **State Level Upgradation Plan(SLUP):** Once decision is taken on the ODOP, detailed studies should be carried out in the States detailing the number of units undertaking processing of that product in the district, farm level of operations, total volume and value of produce, technology, farm gate level processing, storage, warehousing, etc. This study should be concluded by 31 December, 2020. The amount provided for the above study would be Rs. 25.0 – 75.0 lakh to States.

13. Detailed Guidelines

Detailed guidelines of the scheme may be view at Ministry's website mofpi.nic.in



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Abbreviations and Acronyms

DPR	Detailed Project Report
DLC	District Level Committee
FPI	Food Processing Industry
FPO	Farmer Producer Organisation
FUP	Firm level Upgradation Plan
GOI	Government of India
FME	Formalization of Micro Enterprises
IA	Implementing Agency
IMEC	Inter Ministerial Empowered Committee
IIFPT	Indian Institute of Food Processing Technology
MIS	Management Information System
MOFPI	Ministry of Food Processing Industries
MoU	Memorandum of Understanding
MSDE	Ministry of Skill Development and Entrepreneurship
MSME	Micro, Small and Medium Enterprise
NABARD	National Bank for Agriculture and Rural Development
NCDC	National Co-operative Development Corporation
NIFTEM	National Institute for Food Technology Entrepreneurship and Management
NGO	Non-governmental Organizations
NRLM	National Rural Livelihood Mission
ODOP	One District One Product
PEC	Project Executive Committee
PIP	Project Implementation Plan
PMU	Project Management Unit
PMKSY	Pradhan Mantri Kishan Sampada Yojana
PMU	Project Management Unit
R&D	Research and Development
RP	Resource Person
SC	Schedule Caste
ST	Schedule Tribe
SHG	Self Help Group
SIDBI	Small Industries Development Bank of India
SLAC	State Level Approval Committee
SNA	State Nodal Agency
SRLM	State Rural Livelihood Mission
TOR	Terms of Reference
UT	Union Territory

1.0 Background

1.1 Overview

- 1.1.1 The unorganized food processing sector in the country comprises nearly 25 lakh food processing enterprises which are unregistered and informal. With only 7% of investment in plant & machinery and 3% of outstanding credit, the unorganized enterprises contribute to 74% of employment (a third of which are women), 12% of output and 27% of the value addition in the food processing sector. Nearly 66% of these units are located in rural areas and about 80% of them are family-based enterprises¹. Most of these units falls under category of micro manufacturing units in terms of their investment in plant & machinery and turnover.
- 1.1.2 The unorganized food processing industry in India faces challenges that limit its development and weakens performance. These challenges include: (a) lack of productivity and innovation due to limited skills and access to modern technology and machinery for production and packaging; (b) deficient quality and food safety control systems, including lack of basic awareness on good hygienic and manufacturing practices;(c) lack of branding & marketing skills and inability to integrate with the supply chains, etc.:(d) capital deficiency and low bank credit.
- 1.1.3 Unorganized micro food processing units, need intensive hand holding support for skill training, entrepreneurship, technology, credit and marketing, across the value chain, necessitating active participation of the state government for better outreach. In the last decade, Central and State Governments have made intensive efforts to organize farmers in Food Processing Organisations (FPOs) and women's Self Help Groups (SHGs). SHGs have achieved considerable progress in thrift and their repayment record with 97% NPA level is among the best. Governments have made efforts to enable SHGs to undertake various manufacturing and service sector activities including food processing. However, there are few Government schemes to support FPOs and SHGs to make investment and upscale their operations.
- 1.1.4 This scheme is a centrally sponsored scheme that is designed to address the challenges faced by the micro enterprises and to tap the potential of groups and cooperatives in supporting the upgradation and formalization of these enterprises.

1.2 Aims

- 1.2.1 The scheme aims to:
- i) Enhance the competitiveness of existing individual micro-enterprises in the unorganized segment of the food processing industry and promote formalization of the sector; and

¹NSSO, 2015

- ii) Support Farmer Producer Organizations (FPOs), Self Help Groups (SHGs) and Producers Cooperatives along their entire value chain.

1.3 Objectives

1.3.1 The objectives of scheme are to build capability of microenterprises to enable:

- i) Increased access to credit by existing micro food processing entrepreneurs, FPOs, Self Help Groups and Co-operatives;
- ii) Integration with organized supply chain by strengthening branding & marketing;
- iii) Support for transition of existing 2,00,000 enterprises into formal framework;
- iv) Increased access to common services like common processing facility, laboratories, storage, packaging, marketing and incubation services;
- v) Strengthening of institutions, research and training in the food processing sector; and
- vi) Increased access for the enterprises, to professional and technical support.

1.4 Outlay

1.4.1 The scheme envisages an outlay of Rs. 10,000 crore over a period of five years from 2020-21 to 2024-25. The expenditure under the scheme would to be shared in 60:40 ratio between Central and State Governments, in 90:10 ratio with North Eastern and Himalayan States, 60:40 ratio with UTs with legislature and 100% by the Center for other UTs.

1.5 Coverage

1.5.1 Under the scheme, 2,00,000 micro food processing units will be directly assisted with credit linked subsidy. Adequate supportive common infrastructure and institutional architecture will be supported to accelerate growth of the sector.

2.0 One District One Product

2.1 The Scheme adopts One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. ODOP for the scheme will provide the framework for value chain development and alignment of support infrastructure. There may be more than one cluster of ODOP product in one district. There may be cluster of ODOP product consisting of more than one adjacent district in a State.

2.2 The States would identify the food product for a district, keeping in perspective the focus of the scheme on perishables. A baseline study would be carried out by the State Government. The ODOP product could be a perishable agri produce, cereal based product or a food product widely produced in a district and their allied sectors. Illustrative list of such products includes mango, potato, litchi,

tomato, tapioca, kinnu, bhujia, petha, papad, pickle, millet based products, fisheries, poultry, meat as well as animal feed among others. In addition, certain other traditional and innovative products including waste to wealth products could be supported under the Scheme. For example, honey, minor forest products in tribal areas, traditional Indian herbal edible items like turmeric, amla, haldi, etc. Support for agricultural produce would be for their processing along with efforts to reduce wastage, proper assaying and storage and marketing.

- 2.3 With respect to support to existing individual micro units for capital investment, preference would be given to those producing ODOP products. However, existing units producing other products would also be supported. In case of capital investment by groups, predominately those involved in ODOP products would be supported.
- 2.4 Support to groups processing other products in such districts would only be for those already processing those products and with adequate technical, financial and entrepreneurial strength.
- 2.5 New units, whether for individuals or groups would only be supported for ODOP products.
- 2.6 Support for common infrastructure and marketing & branding would only be for ODOP products. In case of support for marketing & branding at State or regional level, same products of districts not having that product as ODOP could also be included.
- 2.7 Department of Commerce is focusing on agriculture crops on a cluster approach for support for exports under the Agriculture Export Policy and Ministry of Agriculture is also focusing on cluster approach for development of specific agri-produce in districts having comparative advantage. A number of states have adopted similar cluster based development. The ODOP approach of the Scheme would lead to ease in providing common facilities and other support services.

3.0 Programme Components

- 3.1 The programme has four broad components addressing the needs of the sector:
 - i) Support to individual and groups of micro enterprises;
 - ii) Branding and Marketing support;
 - iii) Support for strengthening of institutions;
 - iv) Setting up robust project management framework.
- 3.2 Details of each of these components are described below.

4.0 Support to Individual Micro Enterprises

4.1 Individual micro food processing units would be provided credit-linked capital subsidy @35% of the eligible project cost with a maximum ceiling of Rs.10.0 lakh per unit. Beneficiary contribution should be minimum of 10% of the project cost with balance being loan from Bank.

4.2 Eligibility criteria for individual micro enterprises under the scheme:

- i) Existing micro food processing units in operations;
- ii) Existing units should be those identified in the SLUP for ODOP products or by the Resource Person on physical verification. In case of units using electrical power, electricity bill would support it being in operations. For others units, existing operations, inventory, machines and sales would form the basis;
- iii) The enterprise should be unincorporated and should employ less than 10 workers;
- iv) The enterprise should preferably be involved in the product identified in the ODOP of the district. Other micro enterprises could also be considered;
- v) The applicant should have ownership right of the enterprise;
- vi) Ownership status of enterprise could be proprietary / partnership firm;
- vii) The applicant should be above 18 years of age and should possess at least VIII standard pass educational qualification;
- viii) Only one person from one family would be eligible for obtaining financial assistance. The "family" for this purpose would include self, spouse and children;
- ix) Willingness to formalize and contribute 10% of project cost and obtain Bank loan;
- x) Cost of the land should not be included in the Project cost. Cost of the ready built as well as long lease or rental workshed could be included in the project cost. Lease rental of workshed to be included in the project cost should be for a maximum period of 3 years only.

4.3 Selection Process for Individual Micro Units

4.3.1 Identification of existing Units to be supported would be by a two-pronged process. Based on One District One Product approach, support would preferably be provided to the Units engaged in that product in the district. Other units, who have potential, would also be supported.

- 4.3.2 Applications would be invited at the district level on an ongoing basis for Units, from those interested in availing the benefits under the Scheme. Resource Persons (RPs) would undertake survey of various clusters and identify units that show potential for availing benefits under the Scheme. For applications received directly, RPs would undertake field verification and due diligence to assess their potential.
- 4.3.3 All the potential cases based on identification of Units directly by RPs and application received would be submitted before the District Level Committee. District Level Committee should study the report submitted by RP for each Unit and interview the interested persons.
- 4.3.4 Due diligence to be carried out by the RP for each Unit should have the following details:
- i) Annual Turnover of the enterprise;
 - ii) Track Record of payments by the enterprise;
 - iii) Existing infrastructure;
 - iv) Backward and Forward Linkages;
 - v) Proximity to clusters;
 - vi) Marketing linkages of the enterprise.
- 4.3.5 For the cases recommended by the District Level Committee/SNA, RPs should help them in preparation of DPR for availing bank loan for upgradation of the Unit. The DPR along with necessary documents should be submitted to the Banks for sanction of loan.
- 4.4 The procedure delineated above would apply for selection of new units also, provided the ODOP baseline study throws up a need / potential for such new investments.
- 4.5 State Governments should decide at what level they would want to finalize individual micro units list to be supported, by DLC or at SNA level. Similarly, for applications for capital investment by groups, common infrastructure & marketing & branding, the states should decide the role of DLC/SNA in routing of applications.

5.0 Group Category

5.1 The Scheme would support clusters and groups such as FPOs/SHGs/ producer cooperatives along their entire value chain for sorting, grading, assaying, storage, common processing, packaging, marketing, processing of agri-produce, and testing laboratories.

5.2 Farmer Producer Organizations (FPOs)/Producer Cooperatives

5.2.1 FPOs and Producer Cooperatives would be provided the following support:

- i) Grant @35% with credit linkage;
- ii) Training support;
- iii) Maximum limit of grant in such cases would be as prescribed.

5.2.2 Eligibility Criteria for Co-operatives/FPOs:

- i) It should preferably be engaged in processing of ODOP produce;
- ii) It should have minimum turnover of Rs.1 crore;
- iii) The cost of the project proposed should not be larger than the present turnover;
- iv) The members should have sufficient knowledge and experience in dealing with the product for a minimum period of 3 years.
- v) The cooperative/FPO should have sufficient internal resources or sanction from the State Government to meet 10% of the project cost and margin money for working capital;

5.3 Self Help Groups (SHGs)

5.3.1 A number of SHGs are undertaking food processing activities. The Scheme proposes to provide following support to SHGs:-

5.3.2 Seed capital:

- i) Seed capital @ Rs40,000/- per member of SHG for working capital and purchase of small tools would be provided under the scheme;
- ii) Priority would be given for SHGs involved in ODOP produce in giving seed capital;
- iii) All the members of an SHG may not be involved in the food processing. Therefore, seed capital would be provided at the federation level of SHGs;
- iv) This would be given as grant to the SHG federation by SNA/ SRLM. SHG federation would provide this amount as a loan to the members of SHGs to be repaid to the SHG.

5.3.3 **Support to individual SHG member** as a single unit of food processing industry with credit linked grant @35% with maximum amount being Rs 10 lakh.

5.3.4 **Support for capital investment** at federation of SHG level, with credit linked grant @35%. Maximum limit of grant in such cases would be as prescribed.

5.3.5 **Training & Handholding Support to SHGs:** For support to SHGs, a large number of trained resource persons are available with State Rural Livelihood Missions (SRLMs). These local resource persons of SRLM having expertise in agro-produce would be utilized for training, upgradation of units, DPR preparation, handholding support, etc.

5.3.6 **Eligibility Criteria for Seed Capital for SHGs:**

- i) Only SHG members that are presently engaged in food processing would be eligible;
- ii) The SHG member has to commit to utilize this amount for working capital and purchase of small tools and give a commitment in this regard to the SHG and SHG federation;
- iii) Before providing the seed capital, SHG Federation should collect the following basic details for each of the members:
 - a) Details of the product being processed;
 - b) Other activities undertaken;
 - c) Annual turnover;
 - d) Source of raw materials and marketing of produce.

5.3.7 Eligibility Criteria for Credit Linked Grant for Capital Investment for SHGs:

- i) The SHGs should have sufficient own funds for meeting 10% of the project cost and 20% margin money for working capital or sanction of the same as grant from the State Government;
- ii) The SHG members should have for a minimum period of 3 years' experience in processing of the ODOP product.

6.0 Support for Common Infrastructure

6.1 Support for common infrastructure would be provided to FPOs, SHGs, cooperatives, any Government agency or private enterprises. Common infrastructure created under the scheme should also be available for other units and public to utilize on hiring basis for substantial part of the capacity. Eligibility of a project under this category would be decided based on benefit to farmers and industry at large, viability gap, absence of private investment, criticality to value chain, etc. Credit linked grant would be available @ 35%. Maximum limit of grant in such cases would be as prescribed.

6.2 Types of Common infrastructure to be funded under the scheme: The following common infrastructure would be funded under the Scheme:

- i) Premises for assaying of agriculture produce, sorting, grading, warehouse and cold storage at the farm-gate;
- ii) Common processing facility for processing of ODOP produce;
- iii) **Incubation Centre** should involve one or more product lines, which could be utilized by smaller units on a hire basis for processing of their produce. The Incubation Centre may partly be used for training purpose. It should be run on commercial basis.

6.3 Procedure for groups to send proposals for Common Infrastructure and capital investment by FPOs/SHGs/Cooperatives:

6.3.1 The following procedure should be followed for seeking funding for common infrastructure and capital investment by FPOs/SHGs/Cooperatives under the Scheme:

- i) A DPR for seeking assistance under the Scheme for capital investment and common infrastructure should be prepared, based on the format as prescribed;
- ii) The DPR should have necessary details of the proposal, detailed project cost, proposed manpower, turnover, marketing channel, sources of raw material, estimated profit & loss account, cash flow statement, etc.;
- iii) The DPR should be sent to State Nodal Agency (SNA). After approval of the proposal by SLAC, SNA should recommend the proposal to MoFPI. Any proposal for assistance to a group for grant above Rs.10 lakh should be sent to MOFPI for approval.
- iv) After approval of the proposal by MoFPI, the proposal should be forwarded to the financial institution for sanction of loan;
- v) The DPR may also contain proposal for training support to the group members based on the training hours & modules, as prescribed and the cost norms of Ministry of Skill Development and Entrepreneurship. Component of training and capacity building would be fully funded under the Scheme;
- vi) Assistance of Rs. 50,000/- per case would be provided to FPOs/SHGs/ Cooperatives for preparation of DPR;
- vii) Disbursement of grant should take place to the bank account of the applicant organization after sanction of loan by the bank.

7.0 Branding and Marketing Support

7.1 Marketing and branding support would be provided to groups of FPOs/SHGs/ Cooperatives or an SPV of micro food processing enterprises under the Scheme. Following the ODOP approach, marketing & branding support would only be provided for such product at the State or regional level.

7.2 Eligible items for support

- i) Training relating to marketing to be fully funded under the scheme;
- ii) Developing a common brand and packaging including standardization to participate in common packaging;
- iii) Marketing tie up with national and regional retail chains and state level institutions;

iv) Quality control to ensure product quality meets required standards.

7.3 Support for marketing and branding requires developing a common brand, common packaging and product standardization. The appropriate level for common branding and packaging would differ from place to place, case to case and product to product. Whether it should be district, regional or state level would be decided by the concerned SNA in each case. Therefore, the proposal for support to marketing and branding should be prepared by the SNA. Support for branding and marketing would be limited to 50% of the total expenditure. Maximum limit of grant in such cases would be as prescribed. No support would be provided for opening retail outlets under the scheme.

7.4 Vertical products at the national level could also be provided support for branding & marketing on the same lines as described above for ODOP focus. Such support for common branding/packaging and marketing would be provided at the national level. Proposal for that support should be sent to MoFPI by the states or national level institutions or organizations or partner institutions.

7.5 Eligibility criteria:

7.5.1 The proposals should fulfill the following conditions:-

- i) The proposal should relate to ODOP;
- ii) Minimum turnover of product to be eligible for assistance should be Rs 5 crore;
- iii) The final product should be the one to be sold to the consumer in retail pack;
- iv) Applicant should be an FPO/SHG/cooperative/ regional - State levels SPV to bring large number of producers together;
- v) Product and producers should be scalable to larger levels;
- vi) Management and entrepreneurship capability of promoting entity should be established in the proposal.

7.6 Procedure for applying for assistance under Branding & Marketing

7.6.1 **Detailed Project Report preparation:**

- i) A DPR should be prepared for the proposal, comprising essential details of the project, product, strategy, quality control, aggregation of produce, common packaging and branding, pricing strategy, promotional details, warehousing and storage, marketing channel, plans for increase in sales etc.;
- ii) Support up to Rs.5 lakh would be available from SNA for preparing DPR for proposals for marketing & branding;
- iii) The proposal should also contain flow chart of activities from the procurement of raw material to marketing, critical control points, ensuring quality control,

plans for five years in terms of promotional activities, increasing the number of participating producers and turnover;

- 7.6.2 There should be an agreement with a business plan, executed between the cooperatives/SHG/FPO/SPV, the lead buyer(s), if any, and the SNA, which would describe the capital and services needs of the producers and proposed improvements that would allow them to upgrade their production capacities and skills to strengthen their linkage with the market, i.e. the lead buyer(s).

8.0 Capacity Building & Research

8.1 Support to National Institutions:

8.1.1 Capacity building and training is a critical component in technical upgradation and formalization of micro food processing enterprises. At the National level, National Institute for Food Technology Entrepreneurship and Management (NIFTEM) and Indian Institute of Food Processing Technology (IIFPT) would play pivotal role in capacity building & research. They would be eligible for financial assistance towards research and capacity building. NIFTEM and IIFPT in partnership with State Level Technical Institutions would provide training and research support to the selected enterprises/groups/clusters. National level product specific institutions under ICAR, CSIR or premier institutes like DFRL and CFTRI will be partner institutions for providing support at the vertical level across the country for training and research.

8.1.2 NIFTEM and IIFPT would carry out the following activities:

- i) Capacity building and training for MoFPI, State and District officials;
- ii) Developing curricula and training modules and partner with State Level Technical Institutes for further trainings to micro enterprises and groups;
- iii) Training of trainers;
- iv) Development of online modules for training;
- v) Preparation of standard Detailed Project Reports (DPRs) for typical products for micro units;
- vi) Development of shelf of technology/ machines for up-gradation of typical micro units;
- vii) Partnership with other research and training institutions for the above activities;
- viii) Strengthening State Level Technical Institutions for delivery of the Scheme requirements.

8.1.3 NIFTEM and IIFPT would establish a PMU in their organization for the Scheme with composition as prescribed. For these PMUs, they would engage personnel on

contract basis. Grant under the Scheme would be provided to NIFTEM and IIFPT to meet full cost of these PMUs.

8.1.4 NIFTEM and IIFPT should prepare Project Implementation Plan (PIP) for the activities they propose to undertake along budget and submit to MoFPI. Committee for Capacity Building & Research at MoFPI would examine the PIPs and seek approval of IMEC for them. MoFPI would provide funding support under the Scheme to NIFTEM and IIFPT for the activities approved in the PIPs.

8.2 Support to State Level technical Institutions

8.2.1 State Government should nominate a State Level Technical Institution for the Scheme. Their activities would include:

- i) Prepare PIP for the State Level Technical Institution;
- ii) Providing inputs to PIP being prepared by the SNA relating to capacity building and research;
- iii) Conducting capacity building and training for State and District officials;
- iv) Conducting training for District Resource Persons;
- v) Provide inputs for Branding and Marketing plans being prepared by SNAs;
- vi) Provide mentoring support to District Resource Persons for handholding micro enterprises, preparations of DPRs, etc.

8.2.2 The nominated State Level Technical Institution should prepare PIP including annual training calendar for the proposed activities and send that to MoFPI after approval from the State Level Approval Committee in consultation with the NIFTEM and IIFPT.

8.2.3 Criteria for selection of State Level Technical Institution: The State Level Technical Institution should be an existing institution involved in food processing technology. This Institute could be:

- i) A college/institute under State Agriculture University or any other University;
- ii) A State-owned food processing technology research Institute;
- iii) An institute under CSIR or any Government of India institute focusing on food processing;
- iv) If it is a college, it should have undergraduate/post graduate courses in food processing technology and necessary faculty;
- v) The Institute should have a full-fledged laboratory with necessary testing and processing equipment;
- vi) The Institute should have faculty undertaking research work and product development and machinery for food processing, especially for MSMEs;

- vii) The proposal should be recommended by the State Government;
- viii) The Institute should be willing to appoint a Nodal Officer and a dedicated team consisting of at least two faculty members focusing exclusively on the Scheme;
- ix) The Institute should have sufficient built-up space to undertake training for beneficiaries under the Scheme;
- x) The institute preferably should have pilot plants for processing few products under ODOP for the State.

8.3 Training support to individuals/groups

8.3.1 Training support would be provided to individual units and groups that are being provided support for capital investment. In addition, training support would also be provided to other existing units and groups in the districts that are processing ODOP products. Groups that are being provided support for marketing & branding under the Scheme would also be provided training support.

8.3.2 Ministry of Skill Development & Entrepreneurship (MSDE) have fixed per hour rate to be spent on trainings. The same benchmark rate would be utilized for the Scheme. Type of training and number of hours of training should follow the prescribed norms.

8.3.3 The following are the focus areas for capacity building under the Scheme:

- i) Entrepreneurship development, essential functions of enterprise operations, marketing, book keeping, registration, FSSAI standards, Udyog Aadhar, GST Registration, general hygiene, etc.;
- ii) Specific training designed for ODOP product or the product produced by the unit including operations of necessary machines, hygiene issues, packaging, storage, procurement, new products development etc.;

8.3.4 Mode of Training

- i) Online modules would be used for the general training applicable to all Units;
- ii) Product specific training would be provided for the districts for ODOP using RSETI physical infrastructure to the extent possible;
- iii) Training should be organized in short modules on a weekly basis using audio-visual support within the district so that the disturbance to the existing business operations is least;
- iv) An important component of the training would be work on the machines that Units are going to purchase and training on hygiene and packaging. Therefore, a specific component for training is being introduced for such beneficiaries in the existing units using those machines within the district or outside for a short duration.

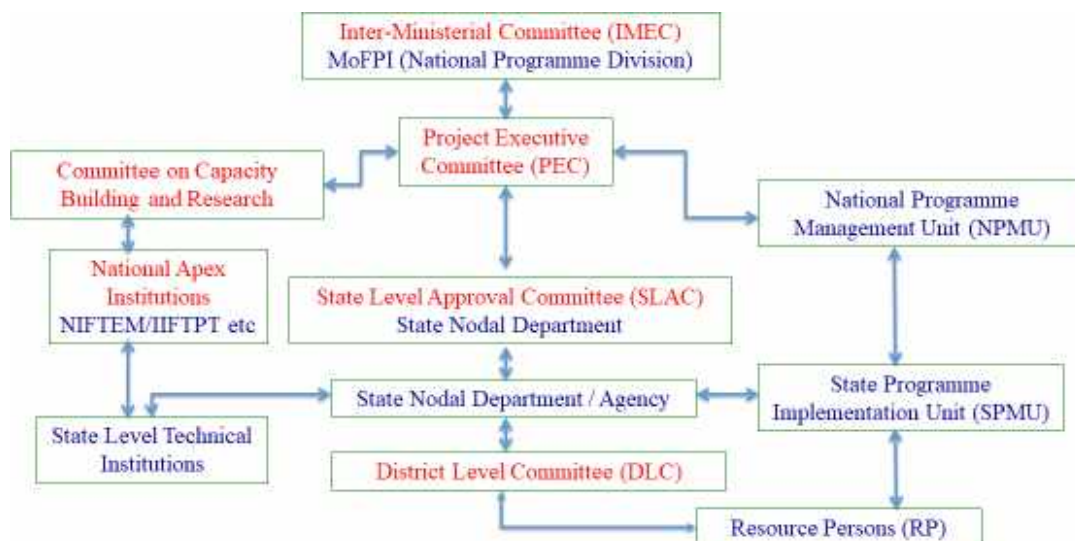
8.3.5 Handholding Support: The Scheme envisages engaging Resources Persons (RPs) at the district/ regional level for providing hand-holding support to the micro food processing enterprises. These RPs would carry out the following functions:

- i) Handholding micro enterprises in preparation of DPRs, getting bank loan, training, upgradation of the unit, getting necessary regulatory approvals, hygiene, etc.;
- ii) Provide inputs for PIPs and ODOP and Cluster studies and study of groups;
- iii) Identification and facilitation of applications for subsidies and seed capital to individual micro enterprises and groups and common facilities;

9.0 Institutional Architecture

9.1 Robust institutional architecture at all administrative levels would be set up for the scheme. There would be committees at the National, State and District levels (for policy guidance) for implementation and to monitor the progress of the Scheme. These committees would oversee the performance of the National Programme Division at MoFPI and the State Nodal Agencies. In addition to these, there would be PMUs set up comprising consultants and experts engaged on full time basis to support the National Programme Division at MoFPI and the State Nodal Agencies. Institutional structure is illustrated in the chart below and described in the section below:

Figure 1: Institutional Architecture



9.2 National Level Structures

9.2.1 Inter-Ministerial Empowered Committee:

9.2.1.1 At the national level, there would an Inter-Ministerial Empowered Committee (IMEC) chaired by Minister for Food Processing Industries with the following composition.

Table 1: Composition of IMEC

	Composition	Designation
1.	Hon'ble Minister of Food Processing Industries	Chairman
2.	Hon'ble Minister of State of Food Processing Industries	Vice Chairman
3.	Secretary, Ministry of Food Processing Industries, Government of India (GoI)	Member
4.	Secretary, Department of Agriculture, Co-operation, & Farmers' Welfare, GoI	Member
5.	Secretary, Department of Animal Husbandry and Dairying, GoI	Member
6.	Secretary, Department of Agriculture Research and Education, GoI	Member
7.	Secretary, Department of Fisheries, GoI	Member
8.	Secretary, Department of Urban Development & Housing, GOI	Member
9.	Secretary, Ministry of Rural Development, GoI	Member
10.	Secretary, Ministry of Skill Development & Entrepreneurship	Member
11.	Secretary, Ministry of MSME, GoI	Member
12.	Chairman, FSSAI	Member
13.	Chairman, NSDC	Member
14.	Representative of NABARD	Member
15.	AS&FA, Ministry of Food Processing Industries	Member
16.	Representative of NITI Aayog	Member
17.	Mission Director, (Officer of the rank of Additional/ Joint Secretary and above), Ministry of Food Processing Industries.	Member Secretary

9.2.1.2 MoFPI may nominate any other member to IMEC, PEC and Committee on Capacity Building & Research. The IMEC would meet at least once in a quarter and would be the policy making body giving overall direction and guidance for implementation of the scheme and would monitor and review its progress and performance.

9.2.1.3 Functions of IMEC would be:

i) Approval of the following:

- a) Scheme Guidelines;
- b) PIPs being submitted by States after due approvals from SLAC;
- c) Empanelment of Expert Institutions;
- d) Approval of all proposals with project size above Rs.10 lakh;
- e) PIP for capacity building and research;

ii) Review of the following:

- a) PIP implementation;
- b) Various studies;
- c) Capacity Building activities of MoFPI and State agencies;
- d) Trainings on skills and EDP imparted to enterprises and groups- broad review of timely trainings as per Training committee feedback;
- e) Activities being undertaken for strengthening of State institutions;
- f) Timely subsidy disbursement for micro enterprises and groups with Nodal Banks.

iii) Apart from the above approval and review activities, the IMEC would also undertake the following activities

- a) Review and set quarterly targets;
- b) Monitor inter-ministerial co-operation and convergence;
- c) Oversee the overall scheme progress;
- d) Oversee performance of States;
- e) Any other matter relating to implementation of the Scheme.

9.2.2 Project Executive Committee:

9.2.2.1 A Project Executive Committee would be constituted at the operational level in the Ministry of Food Processing Industries for regular monitoring and implementation of the scheme with the following composition:

Table 2: Composition of PEC

(i)	Additional Secretary, MOFPI	Chairperson
(ii)	Additional/Joint Secretaries - Ministry/Department of Commerce, Agriculture, Rural Development, Animal Husbandry & Dairying, Fisheries, MSME, MSDE, Urban Development & Housing and NITI Aayog	Members

(iii)	AS&FA, Ministry of Food Processing Industries	Member
(iv)	Representatives of APEDA, MPEDA, NIFTEM, IIFPT, CFTRI, National Horticulture Board (NHB), FSSAI, NABARD	Members
(v)	Experts in Food Processing, Banking/Finance and Marketing	Members
(vi)	Nominees of the Partner Institutions TRIFED, NCDC, NSCFDC and SFAC	Members

9.2.2.2 The Executive Committee would meet once every month and will have the following functions:

i) Approval of the following:

- a) Examination of all the proposals submitted to IMEC for approval including PIPs of States, National institutions, State Level Technical Institutions and projects for approval above Rs 10 lakh proposed by the States;
- b) Setting up of NPMU.
- c) Approve projects under the scheme for items to be spent by Government of India and those with 100% central share up to a limit of Rs 10 lakh;
- d) Release of 60% of the matching grant as GOI share to the individual beneficiaries;
- e) IEC proposals
- f) MIS related decisions;

ii) Review of the following:

- a) Timely subsidy disbursement for micro enterprises and groups with Nodal Banks and escalation to IMEC in case of need;

iii) Apart from the above approval and review activities, the PEC would also undertake the following activities:

- a) Set monthly targets for the scheme in line with the annual targets being set by the IMEC;
- b) Monitor the progress of the scheme through the portal and through effective dashboard monitoring;
- c) Inter Ministries cooperation.

9.2.3 Committee on Capacity Building & Research:

9.2.3.1 There would be a Committee for Capacity Building and Research at the national level to oversee the training and research aspects. This Committee would be chaired by a prominent industry expert. The Committee would have following the members:-

Table 3-Composition of Training Committee at MoFPI

(i)	Industry Expert	Chairperson
(ii)	Vice Chancellor, NIFTEM / Director, IIFPT	Member
(iii)	JS, MOFPI dealing with skill training	Member
(iv)	JS, MSDE	Member
(v)	Representative of Food Sector Skill Council	Member
(vi)	Representatives of CFTRI/DFRL/relevant ICAR institutes.	Member
(vii)	Representative of M/o Rural Development	Member
(viii)	Experts in Banking/Finance and Marketing/Branding as nominated by Programme Director, MoFPI.	Members

9.2.3.2 The Committee on Capacity Building & Research would have the following functions:

1. Approval of the following:

- i) Guidance for the carrying out capacity building & research activities under the Scheme.
- ii) Proposals of Capacity Building activities of MoFPI, State and District agencies for further financial approvals from PEC/IMEC
- iii) Calendars and syllabus for training being given by National and State Agencies for enterprises and groups
- iv) Curriculum for handholding support modules for FUPs and DPRs for the enterprises.

2. Review of the following:

- i) Trainings being provided as per approved training calendars by National, State agencies and District Resource persons.

9.2.4 National Programme Management Unit (NPMU): There would be a PMU housed at the National level comprising professionals engaged on contract basis. The PMU would provide all support to the Programme Division of MoFPI for carrying all the functions listed above. The specific functions of the NPMU will include the following:

- i) Prepare necessary templates, closely coordinate with, mentor and monitor State PMUs and SNAs, for timely completion of studies and PIPs;
- ii) Capacity building activities of MoFPI, State and District Agencies and placing the proposals for due approvals of the training committee and PEC;

- iii) Development of the National Portal and MIS and ensuring timely flow of information in the Portal;
- iv) Trainings being provided as per approved training calendars by National, State agencies and District Resource persons for further review by Training Committee;
- v) Strengthening of National and State Level Technical Institutions;
- vi) Timely disbursement of subsidies to enterprises through the National Portal;
- vii) Appraisal of DPRs submitted by the States and other agencies to MOFPI for approval;
- viii) Timely provision of seed capital support to groups;
- ix) Timely submissions of Branding and Marketing plans from SNA;
- x) Timely setting up of the SPMUs and District Resource Persons.

9.2.5 Nodal Bank: MoFPI would select a Nodal Bank for facilitation and ensuring smooth flow of subsidies from the Banks to the micro enterprises. The functions of the Nodal bank would include the following:

- i) Monitoring and Liaising with Banks for target driven approvals of applications and timely disbursement of subsidies to individual micro enterprises and groups;
- ii) Transfer of subsidy from the central and state governments to the bank accounts of beneficiary in the lending bank branch.

9.3 State Level Structures

9.3.1 At the State level, a State Level Approval Committee would oversee the implementation of the scheme and the scheme would be operated by a nominated State Nodal Agency, supported by a State PMU. The details are given below.

9.3.2 State level Approval Committee:

9.3.2.1 The State Level Approval Committee would be chaired by the Chief Secretary or his nominee and would have the following composition:

Table 4: SLAC Composition

(i)	Chief Secretary	Chairperson
(ii)	Finance Secretary	Member
(iii)	ACS/Pr Secretary/Secretaries of Food Processing, Agriculture, Industries, MSME, Fisheries, Animal Husbandry, Skill Development	Members
(iv)	Mission Director, SRLM	Member
(v)	Representative of State Level Technical Institution	Member

(vi)	Institutions – Representatives from key State Technical Institutions.	Members
(vii)	Representatives of NABARD, NSDC, SLBC, NCDC	Member
(viii)	Experts in Banking/Finance and Marketing/Branding as nominated by the State Government	Member
(ix)	State Nodal Officer	Member Secretary

9.3.2.2 The State Government may nominate any other member to SLAC or DLC.

9.3.2.3 The State Level Approval Committee would be responsible for approval of the following:

- i) Surveys/Studies;
- ii) PIP submitted by SNA;
- iii) Capacity building activities of State and District officials;
- iv) Training and skill development calendars for State level agencies, enterprises;
- v) Strengthening of State institutions;
- vi) Subsidy proposals for groups for recommending to MOFPI;
- vii) Proposals for provision of Common Facilities, groups and marketing & branding;
- viii) Seed Capital to groups;
- ix) The SLAC will have power to sanction project expenditure up to Rs. 10 lakh on various activities included in the PIP;

9.3.2.4 Apart from the above approvals, the SLAC would also undertake the following activities

- i) Set monthly targets for the scheme in line with the overall scheme targets.
- ii) Monitor the progress of the scheme through the portal.
- iii) Ensure synergy with other relevant organizations.
- iv) Ensure inspection of Units/ CFC funded under the scheme.

9.3.3 State Nodal Department: Each State Government should appoint a Nodal Department at the Governmental level and a State Nodal Officer to oversee the implementation of the Scheme. The selection of the Nodal Department should be undertaken keeping in view the relative strength and experience of various departments in the State involved in the food processing sector at micro & cluster levels. The State Nodal Officer should be of the rank Secretary or Director/HOD. The potential nodal departments could be Agriculture or Horticulture Department,

Food Processing Department, Industries Department, MSME Department or Rural Development Department.

9.3.4 State Nodal Agency: Each State should appoint a State Nodal Agency. The State Nodal Agency (SNA) could be a Directorate or a Mission or an entity of the State Government. The SNA would be the operational agency at the State level for implementing the Scheme. Role and Responsibilities of the SNA shall include:

- i) Conducting various studies;
- ii) Getting PIP prepared;
- iii) Monitoring the training and capacity building activities undertaken by State Level Technical Institute and District Resource Persons;
- iv) Carrying out strengthening of State Level Technical Institution;
- v) Ensuring timely submission of Subsidy proposals by District Committees;
- vi) Ensuring timely submission of plans for provision of Common Facilities;
- vii) Ensuring timely submission of Seed Capital proposals of groups;
- viii) Developing Branding and Marketing proposals;
- ix) Monitoring the handholding support being given by District Resource Persons to enterprises for DPRs;
- x) Setting up of SPMU;
- xi) Monitoring and approvals for hiring of District Resource Persons;
- xii) Furnishing Utilization Certificates (UCs) and regular Progress Reports to MoFPI in the prescribed formats;
- xiii) IEC;
- xiv) Sharing of best practices.

9.3.5 State Project Management Unit (SPMU): The State Nodal Agency (SNA) should appoint a State Project Management Unit (SPMU). The SPMU could be appointed by recruiting the staff on contract basis or on deputation or own staff of SNA. The SPMU staff should be engaged on full-time basis for the work of the Scheme. SNA may decide to appoint a private agency also as a SPMU through competitive bidding process.

9.3.6 SNA would be provided 2% of the Scheme expenses as administrative expenses. The expenses of the SPMU would be borne by the SNA from 2% for administrative cost allowed under the Scheme. Details of staff of SPMU along with qualification would be as prescribed.

9.3.6.1 SPMU would have the key responsibility of supporting the SNA in all the functions as indicated in para 3.3.6.

9.3.7 District Level Structures

9.3.7.1 **District Level Committee:** At the district level, a District Level Committee (DLC) would be constituted under the Chairmanship of District Collector. The Committee would have representation from panchayats, banks, subject experts, academia, community institutions, FPOs/SHGs, etc. The District Collector may co-opt any other person as a member of DLC. The composition of the District Level Committee would be :

Table 5: Composition of DLC

(i)	District Collector	Chairperson
(ii)	GM, DIC, District Agriculture Officer, District Horticulture Officer	Member
(iii)	Sarpanch of one GP	Member
(iv)	One Block Development Officer	Member
(v)	District Lead Bank Manager	Member
(vi)	SHG/FPO representatives	Members
(vii)	Representative of NABARD	Member
(viii)	District representative of SRLM	Member
(viii)	Any other persons nominated by Collector	Member

9.3.7.2 The DLC would be responsible for the following:

- i) Approvals of applications for loan and subsidy to individual micro enterprises;
- ii) Recommend applications for common infrastructures & groups to SNA;
- iii) Monitor handholding support being rendered to micro enterprises by District Resource Persons;
- iv) Monitor the progress of the Scheme through the portal and through effective dashboard monitoring;
- v) Ensure synergy with all relevant Institutions.

9.3.8 Resources Persons

9.3.8.1 At the district/regional level, Resources Persons should be appointed by SNA for providing handholding support to the beneficiaries.

9.3.8.2 RPs should have the following qualifications:

- i) Diploma/degree in Food Technology/ Food Engineering from reputed National/ International University/Institute
- ii) 3-5 years' experience in providing consultancy services to food processing industries for technology upgradation, new product development, quality assurance, food safety management;

- iii) If persons qualified in food technology are not available, persons with experience in food processing industry, banking, DPR preparation and training may be engaged.

9.3.8.3 Handholding support should be provided by the Resource Persons to individual units and groups for preparation of DPR, taking bank loan, support for obtaining necessary registration and licences including food standards of FSSAI, Udyog Aadhar, GST etc.

9.3.8.4 Payment to the Resource Persons would be made on the basis of each beneficiary supported by them after sanction of loan to them by the bank. Payment to each Resources Person would be @ Rs.20,000/- per bank loan sanctioned. 50% of the payment would be made after sanction of bank loan and remaining 50% after the Units takes GST &Udyog Aadhar registration, takes standard compliance of FSSAI. Implement the project and is given training.

9.3.9 State Nodal Department should decide on the flow& approval process of applications and support under the Scheme. They should decide the respective roles of DLC, SNA & State Level Technical Institutions for the following:-

- (i) Approval level for shortlisting of individual application;
- (ii) Flow of application of groups & common infrastructure within the state level;
- (iii) Training & capacity building activities and decision making between DLC, SNA & State Level Technical Institutions;
- (iv) This decision on the flow of applications & process for support within the state would apply irrespective of the roles of the agencies specified in the Guidelines.

9.3.10 Partner Institutions for Convergence

9.3.10.1 The scheme lays special focus on SC/ST, women and aspirational districts and FPOs, SHGs and producer cooperatives. The following organisations have been working in these areas:

- a) TRIFED;
- b) National SC Development Finance Corporation;
- c) National Cooperative Development Cooperation;
- d) Small Farmer Agri-Business Consortium;
- e) National Rural Livelihood Mission under M/o Rural Development.

9.3.10.2 The above institutions may converge their activities by facilitating identification of units / clusters of STs, SCs, cooperatives, FPOs and SHGs respectively. They should support preparation of DPRs and proposals for funding and development of such institutions under the Scheme and feed such proposals to the State PIPs. They should also provide handholding support to such supported units and work

with the States in this endeavor. Each of the Partner Institutions would be member of the PEC.

10.0 Studies & Reports

10.1 State Level Upgradation Plan (SLUP): The SNA should conduct a State Level Upgradation Plan (SLUP) which will have the following two components:

10.1.1 Base-Line Assessments: The baseline study should focus on identifying ODOP. This study should get concluded by 31 July, 2020 in each State. For this study, Rs.2.5 – 10.0 lakh would be provided to the States.

10.1.2 State Level Upgradation Plan: Once decision is taken on the ODOP, detailed study should be carried out in the States detailing the number of units undertaking processing of that product in the district, farm level of operations, total volume and value of produce, technology, farm gate level processing, storage, warehousing, number of processing units, their details, etc. This study should be conducted by 31 December, 2020. The amount provided for the above study would be Rs.10.0 – 75.0 lakh to the States. The Terms of Reference (TOR) of the above studies would be as prescribed.

10.2 Study of FPOs/Producer Cooperatives/ SHGs: In parallel to the above study, SNAs in coordination with NCDC, SFAC, TRIFED, NSCFDC and SRLMs should collect data on the level of operation of SHGs, producer cooperatives, FPOs in the states.

10.3 Once the infrastructure and other facilities as envisaged in the State Level Upgradation Plan have been carried out, another study should be carried out for further course of action for ODOP in such districts. For any other studies to be conducted by the SNA, they should include the proposal for the study in Project Implementation Plan and send it for approval to MoFPI along with cost estimates.

11.0 Project Implementation Plan (PIP)

11.1 Each State should prepare a PIP for the year in the month of January of the previous year and send it to MoFPI for approval by 31st January of that year. The PIP should be placed before the Inter Ministerial Empowered Committee for approval. The State Level Approval Committee should recommend the PIP to MoFPI. MoFPI should approve the PIP by 31st March of the previous Financial year. In the year 2020-21, PIPs should be sent by the States to MoFPI for approval by 30th September 2020.

11.2 The PIP should contain the following details:-

- i) Implementation arrangements for programme in the State including the agencies assigned, institutions selected etc;

- ii) State Nodal Agency details along with officers assigned;
- iii) Composition of SLAC/DLC;
- iv) Details and plans for setting up of SPMU and manpower;
- v) Details and plans for hiring of District Resource Persons;
- vi) Details of State Level Technical Institution;
- vii) Activities planned for the year as aligned with the scheme guidelines;
 - a) Details of studies planned and timelines for completion;
 - b) Details of trainings planned for the year with clear role matrix for the different institutions;
 - c) Broad targets for subsidy disbursement and number of enterprises booth groups and individuals;
 - d) Broad list of clusters district wise;
 - e) Listing of SHGs/FPOs/Cooperatives in the State, identified as potential stakeholders in the programme;
 - f) Abstract of Branding and Marketing plans for the products.
- viii) Detailed cost estimates and budgets for all the activities for the year;
- ix) Detailed flow chart of implementing the activities planned;
- x) Stakeholder matrix with clear roles and responsibilities earmarked for each person.

11.3 PIP is a planning & budgeting exercise. After the approval of PIP, States should go ahead for incurring expenditure for the items subject to the delegation of powers given to the States.

11.4 State Level Approval Committee is empowered to sanction expenditure for individual items up to Rs.10 lakh and any proposal for expenditure above Rs.10 lakh should be sent to MoFPI for approval. That would include DPRs for projects with grant above Rs 10 lakh, expenditure on State Level Technical Institution that exceeds Rs 10 lakh, etc.

11.5 In case of NIFTEM and IIFPT, after approval of their PIP, the existing delegation of powers within the organization should be used for incurring expenditure up to Rs.10 lakh. Any proposal for incurring any expenditure above Rs.10 lakh should be sent to MoFPI for approval, as a specific proposal.

12.0 Disbursement of Funds

12.1 The scheme is a centrally sponsored scheme with the following sharing of resources between the Centre and the States:

- i) Centre-State share at 60:40;
- ii) 90:10 sharing between center and Himalayan and North Eastern States;
- iii) UTs with legislature sharing would be 60:40 between the Centre and the States;
- iv) UTs without legislature 100% funds would be provided by the Central Government.

12.2 The following components would be met 100% by the Central Government:

- i) Capacity buildings & training;
- ii) Administrative cost of national PMU for MoFPI;
- iii) Training support in terms of audio-visual, development of print material, development of modules etc. at the national level;
- iv) MIS;
- v) Development of technologies, products, etc;
- vi) Support to national level partner institutions;
- vii) Promotional activities at the national level;
- viii) Any other expenditure made directly by Govt. of India would be borne 100% by MOFPI.

12.3 Expenditure in the first year, whether incurred by the Centre or the States would be borne 100% by the Govt. of India. This is being done because the Scheme is launched after the State budgets have been approved. Therefore, the States may be able to provide funding only after Supplementary Budgets are approved. The expenditure made in the first year would be adjusted in 60:40 ratio in the funds being transferred to the States equally in the next four years.

12.4 The funds would be provided to the States based on the approved PIP in two installments in a year after Utilization Certificate (UC) for the installments other than the immediate previous release, have been given. There would be no such requirement of UC for the funds transferred in the year 2020-21.

12.5 To meet administrative expenditure for PMUs, studies & training, grant of would be provided to the States in the second/third quarter of 2020-21. Subsequently, after the approval of PIP, funds would be provided for the full year 2020-21 to the States in a single installment.

12.7 Allocation for Scheduled Caste (SC)/ Scheduled Tribe (ST)/ North Eastern Region (NER)

12.7.1 Specific allocations for SC/ST and NER would be made in the budget allocations under the Scheme. These funds would be allocated to the States based on population of SC/ST in the States. Such SC/ST allocations could only be utilized

for giving benefits under the Scheme to the units owned by SC/ST persons respectively. In case of Groups, such funds could be utilized only if more than 50% of the members of such groups belong to SC/ST community. In case of North Eastern States, allocations would be made under the Scheme to comply with the norms of using such funds in such States.

13.0 Credit Linkage

- 13.1** The main expenditure under the Scheme is credit linked grant @35% for the for micro food processing enterprises subject to a maximum of Rs.10 lakh. Additionally, credit linked grant is being provided to groups @35% for capital investment, credit linked grant for common infrastructure @ 35%. These grants would be transferred to the lending bank after sanction of the loan by the bank.
- 13.2** At the national level, a Nodal bank would be appointed for disbursement of subsidy to the banks and liaison with the banks.
- 13.3** The bank sanctioning the loan would open a mirror account in the name of the beneficiary. The lending bank would report the fact of sanction of loan to the Nodal Bank at the national level. After receipt of this information, Central and State Government should respectively transfer 60% and 40% of its share of grant to the Nodal Bank. The Nodal Bank would transfer 60% of the Central share of the grant and 40% of the State share of the grant together to the concerned lending Bank branch. That Bank branch should place this amount in the mirror-bank account of the beneficiary. The lending bank should disburse sanction loan amount in accordance with normal banking practice to the beneficiary/supplier.
- 13.4** If after a period of three years from the disbursement of last tranche of the loan, the beneficiary account is still standard, and the unit is operational, this grant amount would be adjusted in the bank account of the beneficiary. If the account becomes NPA prior to three years from the date of disbursement of the loan, the grant amount would be adjusted by the Bank towards repayment by the beneficiary. If the grant amount is adjusted after three years against the loan amount in case of standard account, no interest would be payable by the borrower on the portion of the loan disbursed by the Bank equal to the grant amount from the date of receipt of the grant amount by the lending bank.
- 13.5** Benefit of credit guarantee coverage for loans offered under this Scheme should be provided to the borrower under the Credit Guarantee Trust for Micro & Small Enterprises through the National Credit Guarantee Trustee Company under their usual terms & conditions. Interest subvention of 2% under the Interest Subvention Scheme for incremental credit to MSMEs 2018 would also be available to the borrowers on the outstanding balance.

13.6 It should be ensured by the SNA that the applications are forwarded to the banks on a regular basis rather than forwarding a bunch of them together on a monthly or quarterly basis.

13.7 The proposals should be forwarded to the bank branches along with basic KYC of the applicant. To minimize the processing time, applications should be forwarded to the banks along with all the requisite documents required for loan applications such as lease/ownership documents of land for setting up the unit/machinery, registration and necessary Government clearances, etc. Applications should carry complete project details and the DPR should be commensurate with the economic viability of the locality. Project cost should be a realistic figure based on a reasonable assessment of the economic viability of the project.

14.0 MIS

14.1 The Scheme would to be monitored and the entire flow of data and approval of proposals, etc. would take place on an online system. An MIS would be developed by MoFPI for this purpose. The following information flow/approvals would take place on MIS:

- i) Proposals for PIP sent by the States and their approval including any changes by MoFPI;
- ii) Proposal of PIP by national level training institutions of their approval including any changes;
- iii) Application for loans submitted by individual micro food processing enterprises;
- iv) Uploading of DPRs and details of handholding support provided;
- v) Details of training support provided to individual Units;
- vi) Forwarding of loan proposals to the banks;
- vii) Uploading of details of sanction of loan by the banks;
- viii) Any payment made to any person or agency including groups and maintenance of accounts;
- ix) Any support provided in terms of training, hand holding to groups and individuals;
- x) A ledger should be there for each individual and group selected under the Scheme. This ledger should provide details of all the support to the individual and group, details their economic activities, disbursement of loans etc;

- x) All payments made by SNA/ MoFPI under the Scheme to any entity should be entered into MIS. All activities undertaken under the Scheme should be entered into the MIS;
- xii) MIS would be developed by MoFPI. All expenditure for development, maintenance and monitoring would be met by MoFPI under the Scheme.

15.0 Empanelment of Expert Institutions

15.1 A large number of institutions, both in Government and private exist with expertise in marketing, research, product development, packaging, branding, training, handholding support, etc. For each of these activities, MoFPI would empanel institutions at the National level, whose services could be utilized by the States. The empanelment would be carried out by a transparent process for evaluation of expertise in the field. Award of work to these empaneled institutions by the States should be done after inviting financial proposals for the task involved by them.

16.0 Convergence Framework

16.1 Food Processing Enterprises being supported under the Scheme would be eligible for benefits under the following Government Schemes:

- i) National Rural Livelihood Mission – providing seed capital, training, handholding support and interest subvention to SHGs;
- ii) Start-up Village Entrepreneurship Programme (SVEP) –It is a Centrally Sponsored Scheme, a part of NRLM, provides capital and technical support to rural start-ups through training, handholding and support through Community Enterprises Fund (CEF) as a loan up to Rs.1 lakh for individual entrepreneur and Rs.5 lakh for group entrepreneurs at 12% interest;
- iii) Interest Subvention Scheme for incremental credit to MSMEs 2018 – 2% interest subvention on outstanding balance;
- iv) Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTMSE) for collateral free loan up to Rs 2 crore;
- v) PM MUDRA Yojana for loan up to Rs.10 lakh;
- vi) A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship (ASPIRE);
- vii) Scheme for Fund for Regeneration of Rural Industry (SFURTI);
- viii) Public Procurement Policy for MSEs;
- ix) Benefits available under various other Schemes of MoFPI such as Backward & Forward Linkages, Agricultural Production Cluster, Cold Chain etc. would be used to provide support to clusters/groups.

- x) Support from PMKVY and NRLM for skill training for SHGs, if falling within the guidelines would be taken. For shorter duration on site trainings, support would be provided from NRLM and the PM FME scheme, tailor-made for such purposes.



**MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA**

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**Model Terms of Reference for Studies for
preparation of**

State Level Up-gradation Plan (SLUP)

**“PM Formalization of Micro food processing
Enterprises Scheme (PM FME)”.**



सत्यमेव जयते

Government of India

MINISTRY OF FOOD PROCESSING INDUSTRIES

Panchsheel Bhawan, August Kranti Marg, New Delhi- 110049

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1.0 Sector Background

- 1.1 The unorganized food processing sector in the country comprises nearly 25 lakh food processing enterprises which are unregistered and informal. With only 7% of investment in plant & machinery and 3% of outstanding credit, the unorganized enterprises contribute to 74% of employment (a third of which are women), 12% of output and 27% of the value addition in the food processing sector. Nearly 66% of these units are located in rural areas and about 80% of them are family-based enterprises¹. Most of these units falls under category of micro manufacturing units in terms of their investment in plant & machinery and turnover.
- 1.2 The unorganized food processing industry in India faces challenges that limit its development and weakens performance. These challenges include: (a) lack of productivity and innovation due to limited skills and access to modern technology and machinery for production and packaging; (b) deficient quality and food safety control systems, including lack of basic awareness on good hygienic and manufacturing practices;(c) lack of branding & marketing skills and inability to integrate with the supply chains, etc.:(d) capital deficiency and low bank credit.
- 1.3 Unorganized micro food processing units, need intensive hand holding support for skill training, entrepreneurship, technology, credit and marketing, across the value chain, necessitating active participation of the state government for better outreach. In the last decade, Central and State Governments have made intensive efforts to organize farmers in Food Processing Organisations (FPOs) and women's Self Help Groups (SHGs). SHGs have achieved considerable progress in thrift and their repayment record with 97% NPA level is among the best. Governments have made efforts to enable SHGs to undertake various manufacturing and service sector activities including food processing. However, there are few Government schemes to support FPOs and SHGs to make investment and upscale their operations.

2.0 Overview of the Programme

- 2.1 Taking cognizance of the contribution and the challenges that impede the unorganized sector of the Food Processing Industry, the Ministry of Food Processing Industries (MoFPI) intends to implement “**Scheme for Formalization of Micro food processing Enterprises (FME)**”.
- 2.2 The scheme aims to: (i) enhance the competitiveness of existing individual micro-enterprises in the unorganized segment of the food processing industry and promote formalization of the sector; and (ii) support Farmer Producer Organizations (FPOs), Self Help Groups (SHGs) and Producers Cooperatives along their entire value chain.
- 2.3 The scheme envisages an outlay of Rs. 10,000 crore over a period of five years from 2020-21 to 2024-25. The expenditure under the scheme would to be shared in 60:40 ratio between Central and State Governments, in 90:10 ratio with North Eastern and Himalayan States, 60:40 ratio with UTs with legislature and 100% by

¹NSSO, 2015

the Center for other UTs.

- 2.4 Under the scheme, 2,00,000 micro food processing units will be directly assisted with credit linked subsidy. Adequate supportive common infrastructure and institutional architecture will be supported to accelerate growth of the sector.

3.0 One District One Product

- 3.1 The Scheme adopts One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. ODOP for the scheme will provide the framework for value chain development and alignment of support infrastructure. There may be more than one cluster of ODOP product in one district. There may be cluster of ODOP product consisting of more than one adjacent district in a State.
- 3.2 The States would identify the food product for a district, keeping in perspective the focus of the scheme on perishables. An ODOP study would be carried out by the State Government. The ODOP product could be a perishable produce based product or cereal based product or a food product widely produced in a district and their allied sectors. Illustrative list of such products includes mango, potato, litchi, tomato, tapioca, kinnow, bhujia, petha, papad, pickle, millet based products, fisheries, poultry, meat as well as animal feed among others. In addition, certain other traditional and innovative products could be supported under the Scheme. For example, honey, minor forest products in tribal areas, traditional Indian herbal edible items like turmeric, amla, haldi, etc. Support for agricultural produce would be for their processing along with efforts to reduce wastage, proper assaying and storage and marketing. Support for innovative products including for waste to wealth would also be provided in the Scheme.
- 3.3 With respect to support to existing individual micro units for capital investment, preference would be given to those producing ODOP products. However, existing units producing other products would also be supported. In case of capital investment by groups, predominately those involved in ODOP products would be supported.
- 3.4 Support to groups processing other products in such districts would only be for those already processing those products and with adequate technical, financial and entrepreneurial strength.
- 3.5 New units, whether for individuals or groups would only be supported for ODOP products.
- 3.6 Support for common infrastructure and marketing & branding would only be for ODOP products. In case of support for marketing & branding at State or regional level, same products of districts not having that product as ODOP could also be included.

4.0 Objective of this assignment

- 4.1 The purpose of these studies is to prepare a State Level Up-gradation Plan (SLUP), which will have three components:
- (i) ODOP study
 - (ii) Study on Groups- SHGs, FPOs and cooperatives
 - (iii) Base Line assessment & Detailed Cluster study
- 4.2 The first study to identify ODOP could be done in house by the State Nodal Agency (SNA) or through a third party. This study should get completed in one month time. The outcome of this study is list of ODOP along with justification for selection of a particular product for a district.
- 4.3 The second study is to be done by collecting data on SHGs, FPOs and cooperatives engaged in food processing by collecting that data from State Rural Livelihood Mission (SRLM), NABARD and Small Farmer Agri-Business Consortium (SFAC) and NCDC and State Cooperation Department. This study should be done in parallel to the third study and should feed in to the third study. This study preferably be done in house by SNA.
- 4.4 The third study is to prepare State Level Upgradation Plan. This study should get concluded by 31 December 2020. SLUP should form basis for preparation of Project Implementation Plan (PIP) for subsequent years. The third study should be carried out by a third party consultant.

5.0 Scope of Work and outline of key activities

- 5.1 The scope of work under each of the above components is detailed below:

6.1 Part I- ODOP Study

- 6.1 A critical part of the SLUP is the ODOP study. Towards this the agency will first carry out the preliminary ODOP study to identify the ODOP across the districts in the State following the step by step methodology & checklist given below:
- 1. Identify and enumerate food products being processed district wise
 - 2. Undertake district wise mapping of existing food processing micro enterprises involved in processing of the identified focus products.
 - 3. Once the ODOP is identified a justification needs to be given as to how the products qualifies as an ODOP, following the suggestive checklist given below:
 - (i) The product should preferably be a non staple product?
 - (ii) Whether the product is perishable?
 - (iii) Whether raw material availability for the product is abundant?

- (iv) Whether there are a large number of enterprises involved in the processing of this product (justified with numbers and % share of total number of micro food enterprises in that district, which should be at-least more than 50%)?
- (v) Whether a large number of workers are engaged in the processing of this product in the district (% share of total workers hired by food processing micro enterprises in that district, should be at-least more than 50%)?
- (vi) Whether there are a large number of clusters engaged in the processing of this product?
- (vii) Whether there are a large number of Self Help Groups and Farmer Producer Organisations engaged in the processing of this product (nos to total SHGs/FPOs engaged in food processing in the district)?
- (viii) Whether this product is being sold to other districts, states and exported to other countries (validated by data)?
- (ix) Has the product been granted Geographical Indication status by Government of India (this would be an added advantage)?

7.0 Part II- Study on Groups

- 7.1 The second important component of the study is the study of groups. This data primarily should be collected from State Rural Livelihood Mission (SRLM), NABARD and Small Farmer Agri-Business Consortium (SFAC) and NCDC and State Cooperation Department. This will include the following:
 - 7.1.1 Assessment of the number of SHGs, FPOs and cooperatives in the State involved in food processing including the product, level of operations, workers engaged, value of produce, marketing channels, investment, loans taken, etc.
 - 7.1.2 Ranking of these groups in terms of size and scale of operations.
 - 7.1.3 Studying the top ranking and bottom ranking groups in detail in terms of
 - (i) Profile of products, members and area of operation
 - (ii) Understanding of challenges in terms of access to raw material, finance, technology, infrastructure and marketing
 - 7.1.4 Arriving at recommendations on addressing the above challenges.
 - 7.1.5 Identifying the potential beneficiary groups per district to be covered under FME keeping in perspective.

8.0 Part III State Level Upgradation Plan (SLUP) Studies

8.1 Detailed study for preparation of SLUP would have two components:

- 8.1.1 Part I of the SLUP comprises, conducting baseline assessment studies which will assess the existing situation in the State w.r.t (a) Policy and Regulatory frameworks (b) Food processing micro enterprises eco system and (c) Firm level issues of these micro enterprises.
- 8.1.2 Once the ODOP is identified in each district, detailed study needs to be undertaken for each district product cluster to cover the following:
- (i) Industry & Market Analysis
 - (ii) District Profiling
 - (iii) Cluster Analysis
 - (iv) Benchmarking Studies
 - (v) Stakeholder Consultation
 - (vi) Need Assessment & Gap Study
 - (vii) Recommendations
 - (viii) Key Impacts

8.2 Baseline Studies

8.2.1 Assessment of the existing Policy and Regulatory frameworks for FPI and FPI micro enterprises in the State:

8.1.2.1 **Assessment of Food Processing Policies in the State:** the agency will scan the existing food processing and MSME policies and vision documents in the State and the Centre, to understand the existing policy context and incentives available for the food processing micro enterprises in the unorganized sector for the vision period. The policies would then have to be scanned critically to understand the need and areas for reforms or modification. The same would have to be listed and detailed out.

8.1.2.2 **Assessment of ongoing and proposed State Government programmes in the FPI and allied sectors:** under this the agency will provide a brief overview of the State Government programmes being implemented in the Food Processing sector, MSME sector and other related sectors and organizations including State Rural Livelihoods Mission and State Skill Development Missions for such enterprises in the unorganized sector. The strategic plans and budgets at the state-level would be analyzed and areas for convergence along with steps to implement such convergence would be worked out. Discussions with stakeholder departments will be undertaken to inform recommendations of implementation steps to achieve convergence.

8.1.2.3 **Assessment of existing Regulatory frameworks for FPI:** The agency will review the existing laws and regulations affecting the sector, including land, labor, and investment policies which could affect production potential, processing and trade opportunities, food standards and safety, storage, and interstate movement, tariff barriers etc. These will be analyzed and the gaps would need to be identified, for which required reforms would also be suggested:

8.1.2.4 Stakeholder Mapping:

- (i) All the possible stakeholders operating currently in the food processing and allied sector in the State will be mapped. The roles of each stakeholder impacting the micro enterprise sector, would be clearly described.
- (ii) The agency would then hold 2-3 stakeholder workshops to identify the possible synergies between various players and the willingness and modes of participation in the programme. The areas desired for convergence would be presented to the stakeholders and commitments from them would have to be sought for ensuring participation as required.
- (iii) Based on the outcomes of the stakeholder workshops, the work plan and recommendations for convergence would be detailed out. This would then form part of the annual action plan to be submitted by the States.
- (iv) Through the stakeholder workshops conducted as above, the agency would then identify potential project partners that can serve as champions for change across the sectors. This is necessary so as to harness these players towards successful outcomes in the programme.
- (v) The potential stakeholder matrix is given below.

Table 1 Suggested Stakeholder Matrix

	Sector	Participants	Chair
1	Government	The nodal department officials and other relevant department representatives.	Chief Secretary/ Principal Secretary- Nodal department
2	Groups/ Associations	The representatives of the various associations in the FPI sector, trade union representatives, Self Help Groups (SHG), Farmer Producer Organizations (FPOs), Large retail players – state, national and international that have presence on the ground	Nodal officer of department/ State PMU lead/ leading enterprise association head
3	Technology	National and State level technical institutions, technology providers, manufacturer associations, representatives of micro enterprises	Nodal officer of department/ State PMU lead/ National institute representative/ Lead State technical institution representative/ leading technology expert

4	Regulatory	FSSAI representatives of the State, representatives of micro enterprises	Nodal officer of department/ State PMU lead / leading enterprise association head
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8.1.3 Profiling of existing Micro Enterprises eco system:

8.1.3.1 This activity is critical in the baseline assessments, wherein the existing numbers and details of existing FPI micro enterprises in the state would be captured. This would comprise:

- (i) **District wise profiling based on secondary research:** the agency would carry out secondary research and tabulate information on location, number of micro enterprises, products, size, years in operation, etc. district wise.
- (ii) **Mapping the value chain aspects of each market segment** the value chains across the different segments would need to be mapped viz. (i) suppliers of inputs to farmers, (ii) farmers to micro enterprises, and (iii) micro enterprises to markets.
- (iii) **Understanding the Infrastructure constraints faced by Micro Enterprises:** The agency would map the infrastructure constraints currently being faced by the FPI micro enterprises w.r.t (i) public infrastructure such as roads for backward and forward linkages, water, power etc. (ii) access to common facilities such as grading, sorting, packaging, cold chain facilities etc. (iii) access to testing facilities, compliance to standards and the frequency of inspections from the safety regulators. The gaps thus identified could be tabulated district wise as below:

Table 2: Infrastructure Gap analysis- district wise

Infrastructure	Up-gradation proposals
A) Public Infra	
B) Common facilities	
C) Testing facilities	
D) Safety standards	

- (iv) **Mapping the market potential of FPI micro enterprises :** The agency will map the existing National, State and regional level retailers that are currently in operation in the State and then map the existing products of the target enterprises with this list. Assessments/interviews with sample state, national and international retailers would be done, to also scan the demand of these

buyers in terms of the specifications in terms of quality, food safety standards and specifications and also assess the willingness of the national and international retailers to link with the potential FPI micro enterprises under FME.

8.1.4 Mapping the Firm level issues:

8.1.3.1 Under this segment, the agency will detail out the firm level issues of the micro enterprises through focus group discussions and would be mapped along with the costing as below:

Table 3: Firm level gaps and recommendations

	Sectors	Gaps	Recommendations	Costing
1	Skill training needs			
2	Manufacturing practices			
3	Technologies			
4	Access to finance			
5	Access to mentorship/service			

8.3 Detailed cluster diagnostic study and preparation district action plan

8.3.1 Once the ODOP is identified in each district, detailed study needs to be undertaken for each district product cluster to cover the following:

8.3.2 Industry & Market Analysis

8.3.2.1 **Introduction:** A brief description of the product with respect to its background and all the necessary details.

8.3.2.2 **Benefits of the Product:** The benefits of the product can be listed as per:

- (i) If the product utilizes any notable raw material used that is distinctly found in that specific district or is eminent in that area.
- (ii) If it aids in any health benefits or have medicinal properties
- (iii) It is culturally valuable
- (iv) Does it help in the uplifting of the local culture and promotion of the district?

8.3.2.3 **Global Market for the Product:**

- (i) Highlight the global importance and reach of the product.
- (ii) Does it aid in the export business?

8.3.2.4 **Indian Market & Valuation of the Product:** This should cover aspects such as:

- (i) What is the strategic importance of the product in India
- (ii) What is the valuation of the product in India?
- (iii) What does it lack to be a better-quality product?
- (iv) The significance of the product in that particular district/state.
- (v) How do the generic public perceive the product?

8.3.2.5 **Manufacturing Process:** A brief manufacturing process must be included, along with all the key steps, machinery, infrastructure etc, required for the production.

8.3.2.6 **Tests done for the product:**

- (i) **Qualitative Tests:** the tests that determine the quality parameters for the product in factual terms.
- (ii) **Quantitative Tests:** the tests concluding the parameters of the product in numerical terms.

8.3.3 **District Profiling:** The district profiling must include the following:

- (i) **Socio economic profiling** (history, geography, administrative set up, climate)
- (ii) **Demographic profiling** (Population, Sex Ratio etc)
- (iii) **Industrial Profiling** (No of industrial units/no and type of MSMEs, inclthe number of units engaged with producing the specific ODOP product).

8.3.4 **Cluster Analysis:** This section will cover the detailed analysis of the cluster to include the following:

8.3.4.1 **Location of the cluster:** The location of the cluster on the map of India and including in which district and state.

8.3.4.2 **Turnover& Employment:** the overall employment of that cluster and the total turnover in the past 1-5 years of time-period.

8.3.4.3 **SocialEconomic Profile of the ODOP Producers:** Sex ratio, Vulnerability profile, Experience, family structure

8.3.4.4 **Infrastructure**

- (i) Essential amenities required for the production of the product
- (ii) Existing infrastructure
- (iii) Additional infrastructure required

8.3.4.5 **Raw Materials**

- (i) The vital raw materials and all the added materials along with that.
- (ii) The quality parameters being checked for all the raw materials.
- (iii) Whether the raw materials are perishable in nature.

8.3.4.6 **Production Process:** the detailed explanation of the step by step process of production, including all the equipment and machineries required with detailed steps.

- 8.3.4.7 **Product Range:** the various types of this product needs to be listed and described including the value added products of this ODOP if any
- 8.3.4.8 **Technology:** The various types of Plant and machineries and technologies deployed for manufacturing the various types of products by the small and large units need to be detailed out.
- 8.3.4.9 **Marketing:** The existing market linkages across the value chain needs to be detailed out with an illustrative flow chart showing each level of facility and infrastructure including from storage to market places to exports.
- 8.3.4.10 **Human Resource:** the ownership pattern of the firms in the cluster, the data on total number of labourers employed in the cluster with details of the skilled and unskilled workers.
- 8.3.4.11 **Skill Development:** the skills required for the ODOP with a comparison with the existing skill sets available in the cluster and identified needs for further skilling for the workers.
- 8.3.4.12 **Testing:** the presence of testing facilities in the cluster and adherence to FSSAI norms needs to be assessed, along with identification of the need for additional testing facilities.
- 8.3.4.13 **Institutional Support:** The existing institutional support available in the cluster w.r.t presence of associations, technical institutions, and public sector units and parastatals needs to be mapped.
- 8.3.4.14 **Support Infrastructure:** the existing infrastructure available in the cluster in terms of public infrastructure such as roads, water and electric supply needs to be mapped along with existing backward and forward linkages and common facilities present in the cluster.
- 8.3.4.15 **Financial Linkages:** the access to existing financing channels needs to be mapped.
- 8.3.4.16 **Environmental Impact:** if the product creates any kind of pollution harming the environment and curbing steps.
- 8.3.4.17 **Cluster Actors:** Various stakeholders within the cluster needs to be mapped such as:
- (i) No of skilled and semi skilled Workers
 - (ii) Manufacturers
 - (iii) Unit Owners
 - (iv) Raw Material Suppliers
 - (v) Enterprise Promotion Councils
 - (vi) Industrial Associations
 - (vii) Financial Institutions
 - (viii) Marketing players

- 8.3.4.18 **Existing Government Schemes:** mapping of all the relevant central and state governmental policies and schemes that can be tapped towards development of the ODOP, product, process and marketing.
- 8.3.4.19 **Cluster Map:** mapping of all the stakeholders involved and captured as per the process adopted for the ODOP needs to be illustrated with the help of an elaborate flow chart.
- 8.3.4.20 **Value Chain:** the value chain process for the ODOP needs to be illustrated in the form of a flow chart
- 8.3.4.21 **Product Cost Analysis:** the total cost of production of the product including raw material, labour and transportation cost needs to be tabulated and compared with the selling price prevalent and then arrive at the net profit in the cluster.
- 8.3.4.22 **SWOT Analysis:** The Strength, Weakness, Opportunities and Threats in the ODOP value chain in the cluster needs to be detailed out.
- 8.3.4.23 **Benchmarking Studies**
- (i) **National Benchmarking:** the success stories of this product in other States needs to be detailed out in this section.
 - (ii) **International Benchmarking:** international success stories need to be detailed out here..
- 8.3.4.24 **Stakeholder Consultation**
- (i) **Individual Meeting:** The survey questionnaire sample (has to be provided by the State Nodal Agencies). Collect ground data which has been used for real time analysis of the cluster. The data to be illustrated in a detailed manner.
 - (ii) **Agenda points & discussions:** The minutes of the various stakeholder meetings conducted at various points of time need to be collated here along with photographs of the meetings held.
- 8.3.5 Need Assessment & Gap Study:** Based on the analysis done in this study so far the key constraints faced and the recommendations to overcome these needs to be detailed out. This section also needs to highlight the needs and the current gaps w.r.t infrastructure, access to raw material, technology, infrastructure and marketing support in the form of a needs assessment matrix.
- 8.3.6 Outreach activities and mobilisation of proposals for upgradation / expansion / modernization of individual units and groups**
- 8.3.7 Recommendations:** Under this section the final recommendations for the ODOP needs to be collated to include:
- (i) **Project Strategy & Interventions:** The key strategy for the cluster needs to be formulated which would cover the means of filling the gaps and overcoming the constraints in the cluster.
 - (ii) **Vision Statement & Key Objectives:** The vision statement for the cluster needs to be articulated which would encapsulate the goals and outcomes envisaged for the cluster. Along with this the key objectives for development of the cluster needs to be identified and listed.

- (iii) **Strategy for Integrated Development:** The strategy for holistic development of the cluster wr.t market, infrastructure and workers and innovations proposed needs to be formulated.
 - (iv) **Proposed Interventions:** The interventions proposed in the cluster ranging from infrastructure, technology, common facilities, institutional and marketing support required, based on this study, needs to be finally collated here along with the costing of each intervention.
 - (v) **Key Impacts:** The key impacts that would be derived out of the proposed interventions needs to be listed in a matrix form.
-

9.0 Timeline of deliverables

Table 4: Milestones for SLUP

	Milestones for SLUP	Timelines (from commencement)
1	ODOP Idnetification study	31 st July, 2020
2	Study on Groups	30 th September, 2020
3	Detailed Studies	30 th November, 2020
6	Draft final SLUP	20 th December, 2020
7	A power-point presentation of the final SLUP	31 st December 2020

10.0 Team Composition

- 10.1 At a minimum the agency will deploy the following experts for carrying out the SLUP exercise. The agencies are encouraged to have additional technical resources for preparation of the SLUP.

Table 5: Team Composition for SLUP: Team composition and man-weeks for the studies are suggested to SNA as given below:

	Area of Specific Experience Desired	Minimum Professional Qualification & Desired Experience	Indicative Man Weeks
1	Team Leader	<p>- MBA degree or equivalent in agribusiness, rural management or other relevant fields. Experience in designing and managing entrepreneurship and MSE development solutions.</p> <p>-Experience with various models for entrepreneurship promotion (e.g., incubators and accelerators,) would be useful when designing the SLUP. Previous experience/understanding of the State and the sector is valuable. Experience with issues/trends related to business enabling environments would also be preferred.</p>	15
2	Credit/ Finance expert	MBA degree or equivalent in finance with 3-5 years experience in preparation, assessment and review of financial plans of micro enterprises. Previous experience/understanding of processes of Banks and terms of lending for micro enterprises would be useful in designing strategies for upgradation for the micro enterprises..	4 weeks
3	Marketing Expert	A post-graduate degree/equivalent in agri marketing. Thorough knowledge and understanding of markets, gained from in-depth agro-processing, food, or consumer goods industry experience. Experience with agribusiness manufacturing in developing countries can provide an additional level of insight to the team. Understanding of the agribusiness sector on a broad scope (e.g., agro-processing, manufacturing, transport, distribution) would be an added advantage.	10 weeks

4	Data Analysis	A Post graduate degree from a recognized National/ International institute in Economics/ Statistics/ Public Policy; Masters /post graduate diploma in Business Management/other relevant field Ability to synthesize insights from a wide range of primary and secondary data sources. Experience with the design of statistically significant surveys is beneficial for the entrepreneur surveys to be carried out as part of the SLUP. Experience with firm-level microeconomic analysis is a plus.	15 weeks
5	Social Mobilization	A post-graduate in Social Sciences/Work. Strong network, reputation and level of respect among local entrepreneurs. Local environment knowledge, including cultural diversity. Speaks the local language	4 weeks
6	Food Processing Expert	Master's degree in Food Processing with 5 years' minimum experience	10 weeks
