



Event Report on “Interactive Seminar on Food Processing”

Date: 6th March, 2019

Venue: Niryat Bhawan, Qaiserbagh, Lucknow

Background

Interactive Seminar on Food Processing was held with the aim of spreading awareness about government schemes for promotion of Food Processing sector, ODOP scheme, and financial aid/loans. Entrepreneurs and workers functioning in food processing sector across nine ODOP districts of Uttar Pradesh discussed their experiences in the Seminar & had an opportunity to have an interactive session with government officials & industry representatives.

Theme & Participating Districts

Theme of the seminar was Food Processing industries & ODOP food products like Desi Ghee (Auraiya), Pulses (Bulrampur & Gonda), Jaggery (Ayodhya & Muzafarnagar), Banana (Kaushambhi) Kala Namak Rice (Siddharth Nagar), Amla (Pratapgarh) and Hing (Haathras) were covered in seminar.

Overall Participation

The seminar witnessed involvement of over 70 participants. Key participants among them were:

- ✓ **Shri Sudhir Garg**, Principal Secretary, Horticulture & Food Processing, Sports & Youth Welfare and DG, Youth Welfare & Prantiya Rakshak, Government of Uttar Pradesh (GoUP).
- ✓ **Shri K. Ravindra Naik**, Commissioner & Director, Directorate of Industries, GoUP
- ✓ **Shri R.K. Singh**, Additional Commissioner
- ✓ **Shri Dr. R P Singh**, Director, Horticulture & Food Processing Department
- ✓ **Shri V. P. Singh**, Additional Director, Agriculture
- ✓ **Shri Ramakant Pandey**, Additional Director, Mandi Samiti
- ✓ **Dr. Atul Kumar**, Joint Director, Horticulture and Food Processing Department, GoUP
- ✓ **Dr. Vijay Yadav**, Deputy Director, Horticulture & Food Processing department, GoUP
- ✓ **Dr. Shiv Nayak Singh**, Director, IISR
- ✓ **Dr. S K Chouhan**, Director, R-FRAC
- ✓ **Shri Vageesh Kumar**, AVP, Delhi Branch,





Yes Bank

- ✓ **Shri K R Singh**, General Manager, NABARD
- ✓ **Dr Shabnam Chopra**, General Manager - Quality, Parag Dairy
- ✓ **Shri N K Sinha**, Chief Manager, Bank of Baroda
- ✓ **Shri Krishan Mathur**, SLBC
- ✓ **Entrepreneurs** from nine ODOP districts working in food processing sector

Key Components of the Seminar

- Welcome Speech by Shri K. Ravindra Naik, Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh
- Interactive Sessions
- Information Exchange sessions

Note: A detailed M2M programme schedule is provided as Annexure-1 to this report.

Inauguration of Seminar

The event was **inaugurated by Shri Sudhir Garg, Principal Secretary**, Horticulture & Food Processing, Sports & Youth Welfare and DG, Youth Welfare & Prantiya Rakshak, Government of Uttar Pradesh (GoUP). The event was presided over by Shri K. Ravindra Naik, Commissioner and Director, Directorate of Industries, GoUP. Additionally, key officials of ODOP Cell participated in the event along with officials of Horticulture & Food Processing Department of GoUP, Agriculture Department of GoUP, NABARD, Bank of Baroda, Yes Bank, Parag Dairy, Gyan Dairy, Indian Institute of Sugarcane Research (IISR), Regional Food Research and Analysis Centre (R-FRAC) and Mandi Samiti.

Keynote Speaker

Shri Sudhir Garg, Principal Secretary, Horticulture & Food Processing, Sports & Youth Welfare and DG, Youth Welfare & Prantiya Rakshak, GoUP- He highlighted various schemes of the State and Central Government for Food Processing sector. He also emphasized on the need to treat local farmers and Agri-entrepreneurs at par with industrialists. Further, he highlighted the immense potential of food processing industry in the State and urged entrepreneurs to work on improving the quality and shelf life of their products so that they can be sold nationally and internationally. In last, he invited entrepreneurs to take advantage of the State's Food Processing policy 2017 that offers grant-in-aid of up to 35% including Government of India's grant-in-aid of 10%.





Knowledge & Experience Sharing by Dignitaries

Dr. Atul Kumar, Joint Director, Horticulture and Food Processing Department, GoUP: He intimated the participants about various schemes of Horticulture and Food Processing Department of GoUP for Banana and Sugarcane production, their application process through online medium and policy of first-come, first-serve for incentive distribution. He invited audience to capitalise on these schemes to start/expand their businesses.

Dr. Vijay Yadav, Deputy Director, Horticulture and Food Processing Department, GoUP: He explained about various subsidies and incentives offered by the State Government for entire food processing sector. Key incentives highlighted included capital subsidy, transport subsidy and rebate on preparing DPRs.

Dr. Shabnam Chopra, General Manager, Quality, Parag Dairy: She highlighting the importance of Desi Ghee and its nutrient value. Additionally, she stressed on the pain points faced by the sector like bringing down the GST on Desi Ghee from 12% to more sustainable/competitive level.



Shri Ramakant Pandey, Additional Director, Mandi Samiti: He highlighted the various rebates offered by Mandi Samiti to farmers and entrepreneurs engaged in food processing sector. He also intimated the participants about organic products mela organised at Lucknow. He encouraged and invited the participants to produce organic food and visit/ participate in organic products mela at Lucknow, respectively

Dr. S. K. Chouhan, Director, R-FRAC: He highlighted the importance of quality checking in food processing sector. Additionally, he invited the entrepreneurs for availing the services of R-FRAC for quality checking.

Experience Sharing by Entrepreneurs

Along with professionals, entrepreneurs also shared their experience related to the products they are producing. Entrepreneurs shown their interest in handholding provided by State Government for improving the quality and packaging of their products, access to finance, marketing assistance and branding assistance. Few entrepreneurs also inquired about setting up of Common Facility Centre in their districts.





Closing Session

Shri K. Ravindra Naik, Commissioner and Director, Directorate of Industries, GoUP concluded the session by emphasising on various ODOP schemes launched by the State Government including Margin Money Scheme, Marketing Development Assistance Scheme and Common Facility Centre Scheme. He also talked about dovetailing various Central and State Government schemes with ODOP schemes. Further, he assured the participants of creating an enabling ecosystem for ODOP products in the State through progressive policies, schemes and required infrastructure.

- Regarding required infrastructure, he highlighted the requirement of Testing Labs and CFCs which would be created through a well laid out process that has already been started – Diagnostic Study Reports (DSRs) are at various stages of completion across all the districts of Uttar Pradesh; In fact some DSRs have already been submitted to DIEPCs. For creating more food processing parks, he intimated the audience that the State Government is working on a policy of smaller (approximately 20 acres size) parks.
- He encouraged entrepreneurs to participate in national and international promotional events to promote their products and avail 75% subsidy in the form of reimbursements towards stall changes, freight charges and travel charges, among others. In the end, he thanked all the participants for taking part in the seminar.



Key Outcomes of the Seminar

- Strengthened the branding of ODOP initiative through detailed discussions.
- Dissemination of critical information like availability and eligibility for financial assistance for the food processing units in the state of Uttar Pradesh by government officials & leading banks.
- Common platform for discussion & interaction for creation of conducive ecosystem among the stakeholders including the entrepreneurs, bank representatives and government officials.



ANNEXURE-1

Time	Participant	Topic of discussion
11:00 AM 11:20 AM	Mr. K. Ravindra Naik (Commissioner & Director, DI)	Welcome Speech
11:30 AM-11:40 AM	Mr. Sudhir Garg, (Principal Secretary, horticulture & food processing dept.)	Opening discussion on schemes related to food processing
11:40 AM- 11:50 AM	Mr. V. P. Singh (Additional Director, Agriculture)	Kala Namak-rice production, processing & Marketing
11:50 AM-12:00 PM	Dr. RP Singh (Director, Horticulture & Food Processing Ddept.)	Banana & Sugarcane production, Aamla processing & Marketing
12:00 PM-12:10 PM	Ms. Shabnam Chopra (GM-Quality, Parag)	Ghee Production, Quality & Marketing
12:10 PM to 12:16 PM	Mohd. Anam – National Food Products Proprietor	Aamla
12:16 PM-12:26 PM	Mr. Ramakant Pandey (Director, Mandi Samiti)	Marketing focus on Agro Products
12:26 PM to 12:36 PM	Mr. R. P Trivedi (GM, Gyan Dairy)	Ghee production, processing & Marketing
12:36 PM to 12:46 PM	Dr. Vijai Yadav (Deputy Director, Horticulture & Food Processing)	Food Processing Policy & State Govt. Schemes
12:46 PM to 12:56 PM	Dr. S. K. Chouhan (Director R-FRAC)	Quality improvement of jaggery and cane products
12:56 PM to 1:02 PM	Mr. Satyaprakash Rishu	Jaggery
1:02 PM to 1:12 PM	Dr. SI Anwar	Cane Production, processing & Marketing
1:12 PM to 1:22 PM	Dr. Vijai Yadav (Deputy Director, Horticulture & Food Processing)	State government incentives in the food processing sector
1:22 PM to 1:32 PM	Dr. Shashi Sharma (Principal DAV PG College)	Organic Food
1:32 PM to 1:42 PM	Mr. Vageesh Kumar (AVP, Delhi Branch, Yes Bank)	Role of Banks in MSME in Project Implementation
1:42 to 1:48 PM	Mr. Anmol Sharma or Mr. Abhay Kumar	Hing (Asfoetida)
1:48 PM to 1:58 PM	D.R. Singh (AGM, NABARD)	Funding in MSME
1:58 PM to 2:08 PM	N.K. Sinha Representative from Bank of Baroda	Financing Schemes
2:08 PM to 2:30 PM	Mr. R.K. Singh (Additional Commissioner)	Closing Speech