

Awareness Session on Food Processing Sector

India comprises one of the largest food processing sectors in the world which has a classic role in linking farmers to consumers in domestic as well as international markets. A strong and dynamic food processing sector plays a pivotal role in preventing wastage of perishable agricultural produce, ensuring value addition to agricultural produce and diversification & commercialization of agriculture.

In this context, World Trade Center Bhubaneswar organized an awareness session on the Food Processing Sector in association with Yes Bank Foundation, Entrepreneurship Development Institute of India (EDII)-Bhubaneswar, MSME-DFO-Cuttack, The National Small Scale Industries Corporation Ltd. (NSIC)-Bhubaneswar, State Bank of India-Bhubaneswar, Juggernaut Association of Entrepreneurs (JAE) and Wow Mom Foods.

The session was a knowledge sharing platform for constructive interaction among the industry experts, academic experts and bankers on the subject, helping identify more areas and explore various schemes/financial avenues, licensing norms and assistance available.



Dr. Subrat Biswal, Regional Head, Eastern Region, Entrepreneurship Development Institute of India (EDII), Bhubaneswar made a detailed presentation on the role of EDII and how it acts as a nodal agency for the SFURTI Scheme. He then spoke about EDII's Institutional Network, their associate & corporate partners and snapshot of entrepreneurship growth in India. He further deliberated on funds for regeneration of traditional industries (SFURTI) clusters, interventions in clusters, major CDP Schemes, Major stakeholders in SFURTI Scheme, role of technical agency, project implementation etc.

Mr. Subas Sahu, Assistant Director, MSME-DFO, Cuttack, Ministry, of Micro, Small & Medium Enterprises, Government of India spoke on Udyam Registration, Khadi & Village Industries Commission, National Small Industries Corporation, National Institute for MSME, The Coir Board, Mahatma Gandhi Institute for Rural Industrialization (MGIRI), brief activities of MSME-DIs, Major Schemes of Ministry of MSME, Financing for MSMEs, Prime Minister's Employment Generation Program etc. He further spoke about the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), other credit schemes like Standup India & MUDRA Scheme, major current schemes of Ministry of MSME like Up-Scaled Entrepreneurship and Skill Development Programme, Procurement & Marketing Support Scheme, International Co-operation Scheme, SFURTI, MSME Innovative Scheme and My MSME Portal. In addition to that, he highlighted the MSME Sustainable (ZED) Certification Components, ZED Certification levels, it's parameters, role of various agencies, MSME Kawach, Public Procurement Policy 2012, GeM, Startup India Seed Fund Scheme (DPIIT), Odisha Startup Policy 2016, Odisha Industrial Policy Resolution 2015, Odisha MSME Policy 2016, Odisha Food Processing Policy 2016 and steps to set up an enterprise.



Dr. Anupam Gayen, Branch Head, National Small Scale Industries Corporation (NSIC), Bhubaneswar spoke about the role of NSIC in supporting the Food Processing Sector. He stated the constraints faced by the Indian Food Processing Sector, Challenges for the Food Processing Industries, SWOT of Food Processing Industries, Schemes of NSIC, Marketing support by NSIC, Single Point Registration for Government Purchase and the benefits extended to MSEs having valid SPRS Registration. He further deliberated on the MSME Global Mart B2B Web Portals for MSMEs, Consortia and Tender Marketing Schemes (CTMS), Credit Facilitation through Banks, RMA against Bank Guarantee, Bill Discounting, Raw Materials Distribution, NSSH launched by Hon'ble Prime Minister, interventions for SC-ST

entrepreneurs and MSME Sambandh – Public Procurement Policy Monitoring Portal.

Mr. Bibhudatta Tripathy, Food Safety Officer, Government of Odisha delivered a precise presentation on Food Licensing norms. He demonstrated on the FSSAI, functions in belief, Centralized Food Safety Compliance Regulatory Platform, standardized food products and business eligibility criteria, FSSR 2011, Schedule III of FSS ACT 2006, Schedule IV of FSS act 2006 and Food Safety and Standards (Licensing & Registration of Food Businesses) Regulation 2011. He further spoke about the authorities responsible for licensing and registration.





Mr. Sidharth Rath, Branch Head, SME, State Bank of India, Bhubaneswar in his address illustrated various financial assistance offered by SBI to be availed by the entrepreneurs.



Earlier in the session, **Ms. Shyama Jha, Founder, Millet Magic Foundation** delivered the opening remarks and shared her entrepreneurial journey.



Mr. Nandiki Gangadhar Reddy, Vice President, Juggernaut Association of Entrepreneurs proposed the vote of thanks.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar moderated the session.

The programme was held on August 19, 2022 at IDCO Conference Hall, IDCO Towers.

