



# FOOD PRO

## E-News Letter of All India Food Processors' Association

### From the President's Desk

#### Highlights Of Union Budget 2018-19

The Union Budget 2018-19 was keenly awaited in the backdrop of serious concerns expressed all over the country regarding farm economy, employment generation, wastage of agri produce and global challenges. Besides taking other steps, the Hon'ble Finance Minister has specifically identified Food Processing as the mechanism to control wastage of farm produce, improve sustainability and strengthen farm economy. Towards this objective, the Govt. has announced the following action points.

- a) **Budgetary Allocation:** The budgetary allocation of the Ministry of Food Processing Industries has been doubled from Rs 715 crore to Rs 1400 crore for 2018-19. This would enable the ministry to undertake new projects and further strengthen schemes already launched, including the Pradhan Mantri Kisan Sampada Yojna, setting up and modernizing Mega Food Parks, development of agri- processing infrastructure, integrating the cold chain, creating backward linkages etc.
- b) **Cluster Development Approach:** The Finance Minister has suggested a crop based cluster development approach to promote processing of agri commodities. Focusing on specific crops in a particular area will enable the use of specialized post harvest techniques, storage systems and processing facilities suitable for the same.
- c) **Increase in Customs Duty:** To boost the consumption of agri produce, Govt has proposed to increase Customs Duty on fruit and vegetable juices, vegetable oils and a few miscellaneous food items as given in the table below. This will also provide impetus to the processing industry. It has been debated for long how to bring fruit and vegetable juices within the reach of the common man which will be the final bench mark to revitalize the horticultural farm economy.
- d) **Operational Capacity Building:** Skill Development and Technology Up-gradation are essential for building operational capacity and putting agro-processing on a strong footing. Towards this end, the Finance Minister has earmarked a sum of Rs 61.20 crore for Indian Institute of Food Processing Technology and National Institute of Food Technology Entrepreneurship and Management.
- e) **Agro-processing Financial Institution:** The Finance Minister has announced setting up of a specialized 'Agro-processing Financial Institution' to provide support to Startups and Entrepreneurs in Food Processing. This will bring sharper focus on new enterprises and will also be a good opportunity for students to specialize in financial applications in Food Processing.
- f) **Operation Greens:** The biggest announcement in the Union Budget is the launch of 'Operation Greens' on the lines of 'Operation Flood' which boosted milk production in the country. Rs 500 crore has been allocated for this purpose to support improvement in post harvest handling and logistics, processing facilities and professional management of the same. Special mention has been made of tomatoes, onions and potatoes but it is understood that 'Operation Greens' will include other agri commodities also. Given the right combination of selecting appropriate crop varieties, quick post-harvest mechanisms, safe ambient controlled storage, economic primary processing as a chain activity can really do wonders to boost the farm economy and welfare of farmers.

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- g) Tax Deduction:** To encourage setting up the Farmer Processor Organizations, as a fulcrum of 'Operation Green', 100% tax deduction has been allowed for FPOs having an annual turnover up to Rs 100 crore in respect of their profit derived from such activities for a period of 5 years from FY 2018-19. This is a strong economic measure and expected to give very good results.
- h) Cashew Processing:** India is an important location for processing cashew which is both home grown and imported. A special provision has been made to help the Cashew Processing Industry. It is proposed to reduce Customs Duty on Raw Cashew (HSN Code 08013100) from 5% to 2.5%.
- i) Other Priorities:** Looking at the above features of Union Budget 2018-19, it is clear that Food Processing has been viewed as the prime mover for taking farm economy on high growth trajectory. Though various concerns along the agro-processing chain have been addressed, there are certain issues relating to exports, R&D, availability of low cost food processing equipment, market promotion, development of environment friendly packaging which need to be taken up with vigor and priority.
- j) Gratitude:** We would like to congratulate the Hon'ble Finance Minister for bringing above issues on the table and providing solutions for the same. Special thanks are due to Hon'ble Minister for Food Processing Industries for identifying and elevating these concerns at the senior most levels in the Govt. We wish the Farmers and the Food Processing Industry enhanced growth in the year ahead.

**Customs Duty Rates Changed In Union Budget 2018-19 Relating To Food Processing Industry**

| SNo | CTH Description of Goods  | Existing Rate (%) | Revised Rate (%) |
|-----|---|-------------------|------------------|
| 1.  | <b>0801 31 00</b> Cashew nuts in shell (raw cashew)   | 5                 | 2.5              |
| 2.  | <b>1508, 1509, 1510, 1512, 1513, 1515,</b><br>Crude edible vegetable oils like Ground nut oil, Olive oil, Cotton seed oil, Safflower seed oil, Saffola Oil, Coconut oil, Palm Kernel/Babassu oil, Linseed oil, Maize corn oil, Castor oil, Sesame oil, other fixed vegetable fats and oils  | 12.5              | 30               |
| 3   | <b>1508, 1509, 1510, 1512, 1513, 1515, 1516 20, 1517 10 21, 1517 90 10, 1518 00 11, 1518 00 21, 1518 00 31</b><br>Refined edible vegetable oils, like Ground nut oil, Olive oil, Cotton seed oil, Safflower seed oil, Saffola oil, Coconut oil, Palm Kernel/Babassu oil, Linseed oil, Maize corn oil, Castor oil, Sesame oil, other fixed vegetable fats and oils, edible margarine of vegetable origin, Sal fat; specified goods of heading 1518 | 20                | 35               |
| 4   | <b>2009 21 00 to 2009 90 00</b><br>Fruit juices and vegetable juices including cranberry juice  | 30                | 50               |
| 5   | <b>2009 11 00, 2009 12 00, 2009 19 00</b><br>Orange juice   | 30                | 35               |
| 6   | <b>2009 81 00, 2009 90 00</b><br>Cranberry juice  | 10                | 50               |
| 7   | <b>2106 90</b><br>Miscellaneous Food preparations (other than soya protein)   | 30                | 50               |

(Dr. Subodh Jindal)

*One who fears failure limits his activities. Failure is only the opportunity to more intelligently begin again---Henry Ford*

# Up-coming Events

- Event : **“Value Addition to Agriculture through Food Processing & Operation Greens”**  
Dates : 27-02-2018  
Place : Sirsa, Haryana  
For information, contact : Mr. Vishal Sarin/Mr. Harender Singh  
Tel:-011-41550860  
E-mail:- [vishal@aifpa.net](mailto:vishal@aifpa.net)/[harender@aifpa.net](mailto:harender@aifpa.net)
- Event : **“Value Addition to Agriculture through Food Processing & Operation Greens”**  
Dates : 22-03-2018  
Place : Hoshiarpur(Punjab)  
For information, contact : Mr. Vishal Sarin/Mr. Harender Singh  
Tel:-011-41550860  
E-mail:- [vishal@aifpa.net](mailto:vishal@aifpa.net)/[harender@aifpa.net](mailto:harender@aifpa.net)
- Event : **“The Role of R&D and Food Safety in the Development of Food Processing Sector”**  
Dates : 14-03-2018  
Place : Conference Hall No. 8, Pragati Maidan, New Delhi  
For information, contact : Mr. Rameshwar Maurya  
Tel:-011-41550860, (M):- 8744088116  
E-mail:- [maurya@aifpa.net](mailto:maurya@aifpa.net)
- Event : **Challenges and Opportunities in the Production & Marketing of Organic Foods**  
Dates : 15-03-2018  
Place : Seminar Hall No. 7, Pragati Maidan, New Delhi  
For information, contact : Mr. Rameshwar Maurya  
Tel:-011-41550860, (M):- 8744088116  
E-mail:- [maurya@aifpa.net](mailto:maurya@aifpa.net)
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## ALL INDIA FOOD PROCESSORS' ASSOCIATION

### ***Vacancy of Assistant Editor (Technical)***

- Qualifications** : Degree/P.G. Degree in Science/Management preferably in Food Science & Technology or any allied subjects.
- Job Profile** : Collecting & compiling general/technical information on various aspects of Food Technology & Processing and a flair for writing articles to be published in the 70 years' old Bi-monthly technical Journal, ***“Indian Food Packer”*** and also for the monthly, ***‘E-Newsletter’***.
- Editing Research/Review articles related to various aspects of Food Science, Technology & Processing received from authors for publication in the Journal.
- Preference** : A balance of 'Food Tech' and 'Journalistic' knowledge will be important. Publishing & Media experience can be additional merits.

Food Technologists & Scientific persons recently retired may also apply.

- Remuneration** : Negotiable

Applications complete with all the required details may be sent to the Association at **E-mail: [dvmalhan@aifpa.net](mailto:dvmalhan@aifpa.net)/[vishal@aifpa.net](mailto:vishal@aifpa.net)** within 10 days of the publication of this Ad.

AIFPA is organised a National Workshop on **“Challenges & Opportunities in the Production & Marketing of Organic Foods”** held on 19<sup>th</sup> January, 2018 at Press Club of Jammu, Jammu with the support of APEDA.

The Workshop was attended by large numbers of participants from the region. There was also a Technical Session, where useful presentations made by experts.



AIFPA is organised a National Seminar on **“Post Harvest Handling, Ambient Controlled Storage & Supply Chain Management”** held on 2<sup>nd</sup> February, 2018 in the Auditorium of Central Institute for Research on Cotton Technology, Mumbai

The Seminar was attended by large numbers of food processors and entrepreneurs. There was also a Technical Session & Panel Discussions, where useful presentations made by experts and useful discussions held.



### Kind Attention of Readers/Food Processors

The E-Newsletter is being sent to over 50,000 E-mail Ids every month for the last few years. We would welcome suggestions/comments from the readers to enable us to improve upon the contents.

Support for the effort with release of advertisements are also welcome (½ page/Full page) which carries nominal charges, which are as follows:-

|                          |                            |
|--------------------------|----------------------------|
| Full Page in colour      | : Rs. 3000/- per insertion |
| Half Page in Colour      | : Rs. 1500/- per insertion |
| Full Page in Black&White | : Rs. 2000/- per insertion |
| Half Page in Black&White | : Rs. 1000/- per insertion |

Print Area: - Full Page: 24cm(H) X17cm(W)&Half Page: 12cm(H) X17cm(W)

Note: - For twelve advertisements published in a year, only ten insertions will be charged for and two insertions will be treated as free. For six Ads in a year, five will be charged and one will be free.

Chief Editor

## Online portal by FSSAI for food collection and donation

In a move to reduce wastage of food, and going beyond their role of ensuring safe and standardised food, Food Safety and Standards Authority of India (FSSAI) has started a novel initiative of gathering the individual and institutional efforts of collecting and donating food to the needy and impoverished in the country by launching an online platform called Indian Food Sharing Alliance (IFSA). The food wastage that happens after due processing as well as at the food service businesses in the country, the initiative will be soon piloted in Delhi by FSSAI. Pawan Aggarwal, CEO of FSSAI introduced the concept of 'Save Food, Share Food, Share Joy' at the second Tasting India Symposium in Delhi.

Agarwal said that “interventions are required at various levels to eradicate hunger and malnutrition. There are people, agencies, food service businesses which want to donate food to this cause, but they do not know how to do it. Our endeavour is to build an eco-system of food donors, recovery agencies, etc. and integrate all the efforts. The idea is to create a large donor base of food collection and donor agencies. In order to make the system transparent, the platform will have a 'geotagging' provision by which people will be able to know where the food collected is distributed.”

FSSAI CEO said TATA Trust has come forward to support the cause. They will support it by providing necessary equipments to recovery agencies and other civil society agencies engaged in collecting and donating food.

In addition to IFSA, FSSAI will also launch two campaigns to educate and create awareness about food donation. One campaign will be launched with the support of National Street Vendors Association (NSVI). The campaign – Street Food Vendors Have a Heart – will strive to educate the street vendors on the need for food sharing. NSVI has assured its support such that every street food vendor will donate every 10th meal for free to a needy person. In the second campaign – I too Have a Heart – FSSAI plans to encourage food businesses including restaurants to donate 100 packets of food every month to IFSA.

## FSSAI issue Direction regarding permission for use of stickers/stamping of fortification logo on the labels for vegetable oils -reg.

In continuation to the earlier notification of Nov. 2017, regarding scaling up edible oil fortification, FSSAI has now permitted the use of fortification logo with stickers/stamping on the existing labels for edible vegetable oil fortified with vitamin A or vitamin D, till 30.06.2018, subject to the fulfillment of all other provision of the Food Regulations, 2017 in this regard.

## FSSAI in the process of withdrawing old cases against food companies

Food safety and standard Authority of India (FSSAI) is retreating all old cases against Food Business Operator(FBO) which are now terminated under revised regulation. FSSAI has issued a circular to all local administrations in this regard bringing relief to many major multinational food producers and thousands of FBOs in the country.

The new advisory is meant at avoiding any Maggi-like incidence. In the latest round of controversy, district FDAofficials had claimed presence of excess ash in Maggi noodle's samples, collected a year ago. However, after review it was found that ash content in the samples confirmed to revised standards, while it surpassed the level allowed earlier.

The move has brought relief to many FBO in the country, who had been finding it difficult to deal with frequent change in norms and had cases filed against them. In the past few years, thousands of cases have been lodged against FBOs. Fortune oil from Adani Wilmar, Frooti mango drink from Parle Agro, Safola Gold cooking oil from Marico and Mirinda from PepsiCo were found 'substandard' by various local authorities. Apart from Maggi instant noodles, Nestle's Cerelac Wheat also came under regulator's scanner.

Nestle is pleased that the FSSAI has issued an order bringing clarity on pending cases filed on the basis of old norms and standards, and where the products are in conformity with standards which have since been introduced or revised. PepsiCo also welcomed this step quoting that this is a progressive step that augurs well for the industry.and are completely safe”, he added.

Data shows, during 2014-15 some 13,700 food samples were found adulterated by various regulators and 10,269 cases were launched. Next year, 9,745 cases were filed after over 14,000 samples were found to be adulterated or misbranded.

As of now, exchange of ideas and concerns between the companies and FSSAI is now more open and the regulator now seeks more insights from the industry.

**Rajya Sabha Secretariat**  
**Department-Related Parliamentary Standing Committee on Health & Family Welfare**

The Department-related Parliamentary Standing Committee on Health and Family Welfare headed by Prof. Ram Gopal Yadav, M.P., Rajya Sabha is presently examining the subject "Functioning of Food Safety and Standards Authority of India". In this process the Committee may inter-alia examine the implementation and enforcement of Food Safety and Standards Act, 2006; Strengthening of food testing system; import and export of food products/items; advertising, safety and quality control of food products/items; packaging and labeling requirements; grievance redressal systems; concerns with regard to present rules/regulations; reforms which are required to be made in the present regulatory framework in order to encourage compliance to safety standards and quality control of food, etc.

Those desirous of submitting memoranda may send the same to Shri Dinesh Singh, Additional Director, Rajya Sabha Secretariat, Room No. 411, 4<sup>th</sup> Floor, Parliament House Annexe Extension Building, New Delhi-110001 (Tel:- 011-23035581), E-mail:- [rs-chfw@sansad.nic.in](mailto:rs-chfw@sansad.nic.in) within 15 days of publication of the advertisement. Those who are willing to appear before the committee for oral evidence may indicate so in their memorandum. However, the Committee's decision in this regard shall be final. The memoranda submitted to the Committee will form part of the records of the Committee and would be treated as strictly confidential and may not be made public as such an act would constitute breach of privilege of the Committee.

## **News Briefs**

### **Food processing sector to attract USD 18 bn in 4 years**

Food Processing Secretary J P Meena said that the food processing sector has a great future and can generate huge employment opportunities, besides increasing farmers' income. Hence Indian food processing industry could attract an investment of USD 18 billion in the next four years as this sector provides great business opportunity with an annual growth rate of over 8 per cent.

During the World Food India event held in November 2017, the government received an investment commitment of USD 12.5 billion in the food processing sector. That apart, the government has launched a Rs 6,000 crore "SAMPADA" scheme to boost food processing sector and this programme would attract an investment of Rs 31,000 crore or USD 5 billion.

Meena said the ministry's emphasis is to connect food processing industries to production centres and farmers and showed concern that farmers' income and their living standards have not improved even as production has increased over the years.

Thus the food processing sector could play an important role in increasing farmers' income, but to achieve this, there is a need to connect farmers' demand for raw material with processing units.

He said the country imports many fruits and vegetables even as there is enough domestic supply as processing units do not get varieties and quality they need. There is a great future for food processing but connecting with farmers is important and if this is done, it will be a win-win situation for both farmers and processors.

The government would soon launch a scheme to set up mini food parks across the country. Under this scheme, grant up to Rs 10 crore would be provided.

### **AIIMS study- Vitamin C can boost TB treatment**

A team of researchers at the Department of Biotechnology at AIIMS, New Delhi, has shown that adding vitamin C as a nutritional supplement while treating drug-sensitive tuberculosis patients with first-line TB drugs will boost the efficiency of treatment.

The team found that vitamin C imposes multiple stresses on TB bacteria such as hypoxia, acid stress, oxidative stress, reductive stress and metabolic stress. As a result of these stresses, there is slowing down of metabolism leading to dormancy and further progression to viable but non-culturable (VBNC) state.

In the lab, TB bacteria already exposed to vitamin C displayed resistance to two first-line drugs- isoniazid and rifampicin, as it progressed to a dormant state. Unlike these two drugs, pyrazinamide drug is capable of killing TB bacteria even in a dormant state. The addition of vitamin C increased the population of dormant bacteria and this led to an eight-fold increase in pyrazinamide's ability to kill the bacteria.

The researchers believe that besides improving the efficacy of existing TB regimen, vitamin C can help in producing subclasses of bacteria to test new drugs.

## **NDDB promotes booster milk for children**

National Dairy Development Board (NDDB) chairman Dilip Rath has stated that children up to Class V in various state-run schools of Latehar district of Jharkhand would get 200ml of free milk fortified with Vitamin A and D.

Over 12,000 children in Latehar would be benefited by the project that will be formally inaugurated by chief minister Raghubar Das.

NDDB and its subsidiary companies had initiated the move to provide fortified milk to children for fighting malnutrition while celebrating its golden jubilee year in 2015-16.

While Rural Electrification Corporation (RECL) is funding the project under its corporate social responsibility scheme, Jharkhand Milk Federation (JMF) will be taking care of logistics to ensure regular supplies to children of Latehar.

Rath mentioned that the food safety and standards authority had fast-tracked initiatives to raise awareness and encourage adoption of fortified milk.

Mother Dairy and several other cooperative societies, including Jharkhand Milk Federation and Tata Trusts, have already begun fortification of milk.

He pointed out that milk production in Jharkhand had shot up to 98,000 litre per day and that the aim was to increase it to 2.5 lakh litre per day in 2019.

## **Khichdi is the new Brand India food**

Over 800 kg khichdi, a traditional Indian dish relished by both rich and poor, was prepared live at the World Food India event, held in New Delhi in a bid to create world record and popularise it as brand India food globally.

Khichdi has been selected as Brand India Food because it symbolises the country's unity in diversity.

The khichdi was prepared by renowned chef Sanjeev Kapoor, who was roped as brand ambassador of the Great India Food Street being organised by Food Processing Ministry along with CII.

"Khichdi is the wonder staple food of India and is considered the healthiest prepared food in India and it is being eaten across length and breadth of India by rich and poor," Food Processing Minister Harsimrat Kaur Badal told reporters at the curtain raiser event.

The government will ensure that Khichdi is available in restaurants and kitchens around the world, an official statement said.

## **Britannia to slash prices for premium products**

Britannia Industries Ltd has recently launched its new product Pure Magic Deuce, a super-premium biscuit variety. This launch comes across as a strategy since the company is looking at reducing prices for some of its super-premium biscuits in order to attract more consumers and boost business.

For Pure Magic Deuce, Britannia had initially test-marketed selling four large biscuits for Rs 30. But when it finally launched Deuce on 2 January, it went with six biscuits to a pack to optimise the ratio of number of biscuits to price.

Biscuits account for around three-fourth of Britannia's total sales and the company's strength lies in selling premium varieties of the product over regular glucose biscuits, which are viewed as mass products.

Britannia's plan to lower prices is partly based on the company's previous success in launching smaller packs, for Rs 5, of its Good Day and Marie Gold premium brands to attract consumers, especially in the rural markets.

According to data from research firm Euromonitor International, biscuits as a category grew at a 10.6 per cent compounded annual growth rate (CAGR) between 2012 and 2017 and is led by Britannia, Parle Products Pvt. Ltd and ITC Ltd.

*Let me tell you the secret that has led me to my goal.  
My strength lies solely in my tenacity---Louis Pasteur*