

GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION  
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION

**RAJYA SABHA**  
UNSTARRED QUESTION NO. 2920  
**TO BE ANSWERED ON 19<sup>TH</sup> AUGUST, 2025**

**PILOT INITIATIVE OF JAN POSHAN KENDRA**

2920 **SMT. DHARMSHILA GUPTA:**

Will the Minister of *Consumer Affairs, Food and Public Distribution* be pleased to state:

- (a) the challenges addressed by the Ministry through the Jan Poshan Kendra pilot project;
- (b) the States where this modernisation pilot study has been undertaken and the number of Fair Price Shops(FPS) included in it, the details thereof; and
- (c) the timeline and targets for completion of this modernization process?

**A N S W E R**  
MINISTER OF STATE FOR MINISTRY OF CONSUMER AFFAIRS,  
FOOD & PUBLIC DISTRIBUTION  
**(SHRIMATI NIMUBEN JAYANTIBHAI BAMBHANIYA)**

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(a) to (c): The Department of Food and Public Distribution has undertaken a pilot study to transform Fair Price Shops (FPSs) into Jan Poshan Kendra (JPK). The Government of India has undertaken this pilot study to enhance the financial viability of FPS dealers while simultaneously focusing on improving the nutritional outcomes of the beneficiaries.

Further, to address the skill development challenges faced by Fair Price Shop (FPS) dealers, the department has imparted capacity building training through National Institute for Entrepreneurship and Small Business Development (NIESBUD), Ministry of Skill Development & Entrepreneurship (MSDE) by focusing particularly on digital literacy, financial literacy, and entrepreneurial skills necessary to adapt to market changes and explore new business opportunities.

Currently, under this Pilot study, 90 FPSs have been converted to JPKs, i.e., 15 each from 4 cities, namely Hyderabad, Ghaziabad, Jaipur, Ahmedabad and 30 from Indore.

States would be encouraged to participate in this initiative to any number they desire.

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