

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION NO. 437
ANSWERED ON 04TH FEBRUARY, 2020

OPERATION GREEN PROGRAMME

437. SHRI RAJENDRA AGRAWAL:

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

- (a) whether the Government has received substantial response under the Operation Green Programme, which was started on pilot basis and if so, the details thereof;
- (b) whether the Government plans to implement it across the whole country;
- (c) the steps being taken by the Government to increase the production of fruits and vegetables through food processing;
- (d) whether the Government is planning to take steps to promote exports of processed foods; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES
(SHRI RAMESWAR TELI)

(a): Ministry has launched a new central sector scheme “Operation Greens – a scheme for integrated development of Tomato, Onion and Potato (TOP) value chain” with a budgetary allocation of Rs. 500 crores in November, 2018. Ministry has organized number of roadshows/workshops in the major TOP crops producing states for inviting the proposals in coordination with respective State Governments. Till date, Ministry have received total 24 project proposals applications for setting up of integrated value chain development projects, out of which, 5 projects have been approved under the scheme, having total project cost of ₹ 425.83 crore including grant in aid of ₹ 161.17 Cr. 6 project proposals are under consideration of the Ministry.

(b): Government is yet to take a decision in this matter.

(c): Under Operation Green scheme, one of five major components of integrated value chain development project is Quality production, under which, there is provision for providing quality inputs such as seeds, setting up of greenhouses/ protected cultivation, mechanization of farm practices and varietal changes based on market, for Tomato, Onion and Potato crops. In addition, Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) is also implementing Mission for Integrated Development of Horticulture (MIDH) for development of Horticulture in the Country under which Credit linked back ended subsidy is available for establishment of processing units of horticulture crops under the Mission.

(d) & (e): Yes, APEDA is promoting export of its scheduled agro products through APEDA’s Medium Term Expenditure Framework (2017-18 to 2019- 20) financial assistance, following Scheme components are available for development and promotion of APEDA scheduled products:-

i. Development of Infrastructure

Assistance is available for Food Processing sector for purchase of insulated, reefer transport units, addressing missing gaps which may include facilities like x-ray, Screening equipment, Sortex, IQF, cooking/blanching line, filth / metal detector, sensors, vibrators or any new equipment or technology for food safety and quality requirements.

ii. Development of Quality

Strengthening of technical and managerial skills;

Assistance to National Referral Laboratory (NRL) and other Government /public sector/institutions for residues monitoring of agrochemicals, pesticides, Aflatoxins etc.;

Testing of water, soil residues of pesticide, veterinary drugs, hormones, toxins, heavy metals contaminants, microbial count, etc. in agricultural produce/products where residue-monitoring activity is implemented by APEDA. Laboratory for export testing and in-house lab equipment. Support for innovative ideas for infrastructure and quality improvement in agricultural and processed food sector.;

Introduction of new plant/seed/germplasm varieties for export oriented/varieties suitable for processing for identified produce for Grapes, Gherkins, Pineapple, White Onion, Groundnuts, Potato, Tomato, Onion etc.;

iii. Market Development

Development and dissemination of database, market intelligence. Participation in fairs/events/buyer-seller meets/reverses buyer seller meets, trade delegations, etc.

Assistance for Product development, R&D, Enhancement of Traceability, etc.;; Assistance for New Market/Product Development through conducting feasibility studies/assistance for trial shipment for fresh horticulture produce and Registration of Brand/IPR outside India.

iv. Agri Export Policy (AEP)

Government of India has announce the Agri Export Policy in December 2018. The Policy is under implementation. Promotion of Value Added products for export is an identified component under this policy.
