

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

**LOK SABHA**  
STARRED QUESTION NO.229  
TO BE ANSWERED ON 11<sup>TH</sup> DECEMBER, 2024

**JAN POSHAN KENDRA**

\*229. SHRI E T MOHAMMED BASHEER:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government has launched a new pilot project named as Jan Poshan Kendras to upgrade the income of retail dealers;
- (b) if so, the details thereof;
- (c) whether the Government has limited the project to Gujarat, Rajasthan, Telangana and Uttar Pradesh;
- (d) whether the Government proposes to extend the pilot project to Kerala; and
- (e) if so, the details thereof?

**A N S W E R**  
MINISTER OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION AND  
MINISTRY OF NEW AND RENEWABLE ENERGY  
(SHRI PRALHAD JOSHI)

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(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF THE STARRED QUESTION NO. 229 (9<sup>th</sup> Position) FOR ANSWER ON 11.12.2024 IN THE LOK SABHA.

**(a) to (b):** The Department of Food and Public Distribution has launched a pilot study to transform the 60 Fair Price Shops (FPSs) into Jan Poshan Kendra on 20<sup>th</sup> August, 2024.

This pilot study has been launched in the states/districts of Gujarat (Ahmedabad), Telangana (Hyderabad), Rajasthan (Jaipur) and Uttar Pradesh (Ghaziabad).

The Government of India has undertaken this pilot study to enhance the financial viability of FPS dealers while focusing on improving nutritional outcomes of the beneficiaries. The Government of India, in association with respective States, has been providing handholding assistance to these FPS shops by partnering with Small Industries Development Bank of India (SIDBI) for provision of working capital in the form of invoice financing and B2B online wholesale aggregators for sale of non-PDS items with particular focus on nutritional-dense items.

Further, to address the skill development challenges, the department has imparted capacity building training through the Ministry of Skill Development & Entrepreneurship (MSDE) to boost the confidence of FPS owners and equip them with the essential entrepreneurship skills required for venturing into new business avenues.

**(c) to (e):** States would be encouraged to scale up the JPK model within their states to any number they deem necessary.

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