

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

LOK SABHA
UNSTARRED QUESTION NO. 2956
TO BE ANSWERED ON 6TH AUGUST, 2025

JAN POSHAN KENDRA PILOT INITIATIVE

2956. SHRI P P CHAUDHARY:
SHRI TRIVENDRA SINGH RAWAT:
SHRI PRAVEEN PATEL:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a): the challenges addressed by the Government through the Jan Poshan Kendra pilot project;
- (b): the details of names of the states in which the pilot study of this modernisation initiative has been initiated along with the number of Fair Price Shops (FPS) covered under the said project in the Country particularly in the Rajasthan especially in Pali Lok Sabha Constituency; and
- (c): the timeline and targets set for the completion of the said modernisation process?

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

(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 program 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.
