

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

LOK SABHA
UNSTARRED QUESTION NO. 1777
TO BE ANSWERED ON 29TH JULY, 2026

INCOME OF FPSS

1777 SHRI DUSHYANT SINGH:

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

(a) the details of the steps taken by the Government to collaborate with private companies to enhance the income of Fair Price Shops (FPSs) and diversify their product portfolio particularly in Rajasthan and other parts of the country and the manner in which these efforts align with the objectives of the Jan Poshan Kendras initiative;

(b) the number of States and Union Territories including Rajasthan, where the project for modernising Jan Poshan Kendras have been launched and the outcomes observed so far, especially in regions such as Jaipur; and

(c) the total number of Jan Poshan Kendras proposed to be modernised in the country in coming years and the plans to expand this initiative to rural and remote regions, including districts like Jhalawar and Baran in the State of Rajasthan?

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 Targeted Public Distribution System (TPDS) is operated under joint responsibilities of the Central and State/UT Governments. The operational responsibilities such as licensing and monitoring of Fair Price Shops (FPSs) rest with the respective State/UT Government.

As per sub-clause (9) of Clause 9 of the Targeted Public Distribution System (TPDS) Control Order, 2015, the State Government shall allow sale of commodities other than the foodgrains distributed under the TPDS at the fair price shops to improve the viability of the fair price shop operations.

Department of Food and Public Distribution has collaborated with the Ministry of Skill Development & Entrepreneurship (MSDE) to enhance the capacity and confidence of Fair Price Shop (FPS) dealers by equipping them with essential entrepreneurship and business management skills. Under this collaboration, NIESBUD (an autonomous institute under MSDE) has developed a specialized training programme for FPS dealers covering digital and financial literacy, e-commerce, retail management, and basic nutrition.

To date, approximately 325 FPS dealers across nine States—Rajasthan, Uttar Pradesh, Gujarat, Telangana, Karnataka, Odisha, Madhya Pradesh, Tamil Nadu, and Bihar—have undergone this training. As a result, 90 FPS outlets have been converted into Jan Poshan Kendras (JPKs) across five cities: Hyderabad, Ghaziabad, Jaipur, Ahmedabad, and Indore, improving their commercial viability and community outreach.

The Government of India, in association with states & Small Industries Development Bank of India (SIDBI), provided handholding assistance to Fair Price Shops (FPS) to provide them access to invoice credit for non-PDS items with a focus on nutritional dense items. For this, SIDBI has developed a customized App, FPS Sahay, that provides credit for working capital. SIDBI has collaborated with B2B Online Wholesaler aggregators so that these FPS dealers can avail this facility. These FPSs (also called Jan Poshan Kendras -JPKs) have the choice to register themselves on such an online platform and use FPS Sahay. Alternately, FPS/JPKs are also acquiring non-PDS items through local wholesalers/distribution agencies.

Further, the State Government of Rajasthan has reported that fifteen (15) Fair Price Shops in Jaipur Rural are functioning as Jan Poshan Kendras under the JPK pilot study. The initiative has resulted in additional income for FPS dealers, improved availability of quality nutritious products to consumers, and enhanced public awareness regarding nutrition and healthy food products.

States are encouraged to scale up the JPK model within their states to any number they deem desired.

Under the Jan Poshan Kendra (JPK) Pilot Study, the role of the State Governments is very important as they serve as the implementing and facilitating agency by identifying and nominating suitable & willing FPSs dealers, identifying training centres & finalization of training calendar in consultation with NIESBUD, finalization of transportation and logistics arrangements for FPS dealers to attend the capacity building programme/training at designated regional training centre of NIESBUD.
