

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI RAOSAHEB DADARAO DANVE): (a) and (b) Yes Sir, the Government undertakes study from time to time to assess the impact of “Jago Grahak Jago” campaign. The latest study report by Ms/ Datamation Consultant Pvt. Ltd revealed that though the campaign is yet to reach cent per cent awareness level, however, about 90.9% of the sample respondents were aware about the “Jago Grahak Jago” campaign.

(c) To augment the campaign, the Government has decided to use new and innovative media for advertisements e.g. Digital Cinema, Community Radio, Mobile services, etc.

#### **Food processing industries in Odisha**

2268. SHRI PYARIMOHAN MOHAPATRA: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) the details of proposals received from the Government of Odisha for food processing industries over the last five years;

(b) the number of such projects which have been approved and or assisted by the Central Government; and

(c) the names of projects which have been operationalized in the State?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SADHVI NIRANJAN JYOTI): (a) to (c) Odisha Industrial Infrastructure Development Corporation (IDCO), Odisha has submitted a proposal for setting up a Mega Food Park Project in District Khurda at a cost of ₹116.00 crore on 200 acre of land. The project proposal is under appraisal in the Ministry along-with other proposals from various States.

#### **Mega Food Parks in Maharashtra**

2269. SHRI RAJKUMAR DHOOT: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Mega Food Parks (MFPs) have been set up in Maharashtra under Central Scheme, if so, the details thereof;

(b) whether more MFPs are proposed to be set up in the State in near future; and

(c) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SADHVI NIRANJAN JYOTI): (a) Yes, Sir. Two Mega Food Parks have been sanctioned by the Ministry in Maharashtra under its Central Sector Scheme of Mega Food Parks. One of these Mega Food Parks is being set up at Village Wahegoan, District Aurangabad by M/s Paithan Mega Food Park Ltd. at a total approved cost of ₹ 124.56 crore. Another Mega Food Park is being set up at Village Degaon, District Satara by M/s Satara Mega Food Park Pvt. Ltd. at a total approved cost of ₹ 139.33 crore. A grant-in-aid of ₹ 50.00 crore has been approved by the Ministry to each of these projects. These Mega Food Park projects are under implementation presently.

(b) and (c) Currently, there exists a vacancy of a total of 17 Mega Food Parks in the country. The Ministry had invited Expression of Interest (Eoi)/proposals on 10.02.2014 from throughout the country to fill up the existing vacancies of Mega Food Parks. The last date was 31.07.2014. In response, a total 72 proposals have been received for setting up Mega Food Parks in various parts of the country including four proposals for setting up Mega Food Parks in Maharashtra, which are being appraised in the Ministry.

#### **Setting up of cold storage chains**

2270. SHRIMATI JAYA BACHCHAN: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether there is an acute shortage of cold storage facilities in various parts of the country, if so, the details thereof;

(b) whether Government has made any assessment of cold storage requirement for the country by 2015; and

(c) if so, the steps taken/proposed to be taken by Government to set up more chains of cold storages at various places as well as under Public Private Partnership mode, State-wise?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SADHVI NIRANJAN JYOTI): (a) and (b) Dr. Saumitra Chaudhuri Committee constituted by the Planning Commission in 2012 on Encouraging Investment in Supply Chains including Provision for Cold Storage for More Efficient Distribution of Farm Produce, citing a study conducted by National Spot Exchange Limited (NSE), has indicated cold storage requirement of 61.13 million tonnes and the present capacity of cold storage at around 32 million MT in the country. The present gap is around 29 million MT.