









FOOD PROCESSING

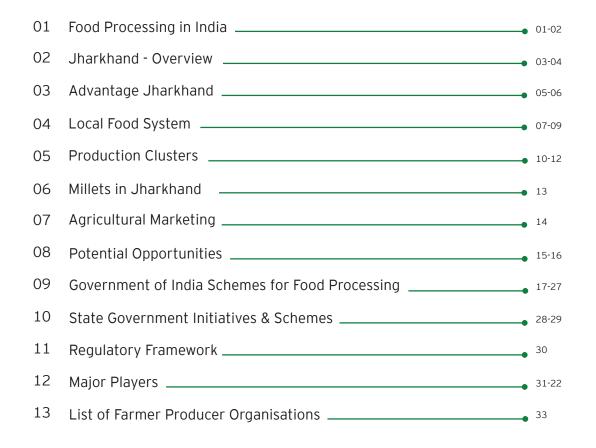
Towards Sustainable Growth Opportunities

JHARKHAND





TABLE OF CONTENT





ACRONYMS

AHIDFAnimal Husbandry Infrastructure Development FundAPCAgro Processing ClusterAPEDAAgricultural and Processed Food Products Export Development AuthorityASIAnnual Survey of IndiaASPIREA Scheme for Promotion of Innovation, Rural Industry and EntrepreneurshipCAGRCompound Annual Growth RateCEFPPCCreation/Expansion of Food Processing & Preservation CapacitiesCLCSSCredit Linked Capital Subsidy SchemeDIDFDairy Processing & Infrastructure Development FundDPIITDepartment for Promotion of Industry and Internal TradeDPRDetailed Project ReportDRPsDistrict Resource PersonsE NAMElectronic National Agriculture MarketEoDBEase of Doing BusinessEOIExpression of InterestFAOSTATFood and Agriculture Organization Corporate Statistical DatabaseFDIForreign Direct InvestmentFIFinancial InstitutionsFIDFFisheries and Aquaculture Infrastructure Development FundFMEFormalization of Micro Food Processing EnterpriseFPCFarmer Producer CompanyFPOsFarmer Producer OrganizationsFSSAIFood Safety and Standards Authority of IndiaFTLFood Safety and Standards Authority of IndiaFTLGoods and Services TaxGVAGross Value AddedhaHectareHACCPHazard Analysis and Critical Control PointUTUter Toreire	ABBREVIATION	DEFINITION
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HACCP Hazard Analysis and Critical Control Point	GVA	Gross Value Added
	ha	Hectare
UT Lligh Tansian	HACCP	Hazard Analysis and Critical Control Point
6	HT	High Tension
ICC Integrated Cold Chain and Value Addition Infrastructure		Integrated Cold Chain and Value Addition Infrastructure
ICD Inland Container Depot	ICD	Inland Container Depot
Km Kilometre		
LEADS Logistics Ease Across Different States		-
LLP Limited Liability Partnership	LLP	Limited Liability Partnership



ACRONYMS -

ABBREVIATION	DEFINITION
LT	Low Tension
MIDH	Mission for Integrated Development of Horticulture
MoFPI	Ministry of Food Processing Industries
MSDE	Ministry of Skill Development & Entrepreneurship
MSEs	Micro and Small Enterprises
MSME	Micro, Small and Medium Enterprises
MT	Metric Ton
MW	Mega Watt
NABARD	National Bank for Agriculture and Rural Development
NAIFF	National Agriculture Infra Financing Facility
NDDB	National Dairy Development Board
NGO	Non -Governmental Organization
NH	National Highways
NOC	No Objection Certificate
ODOP	One District One Product
PFT	Private Freight Terminal
PLI	Production Linked Incentive
PLISFPI	Production Linked Incentive Scheme for Food Processing Industry
PLISMBP	Production Linked Incentive scheme for Millet -Based Products
PMFME	Pradhan Mantri Formalisation of Micro Food Processing Enterprises
PMKSY	Pradhan Mantri Kisan Sampada Yojana
PMKVY	Pradhan Mantri Kaushal Vikas Yojana
PMMSY	Pradhan Mantri Matsya Sampada Yojana
PSL	Priority Sector Lending
RBI	Reserve Bank of India
RTC	Ready to cook
RTE	Ready to eat
SFAC	Small Farmers' Agri-Business Consortium
SGST	State Goods and Services Tax
SHG	Self-Help Groups
SMEs	Small and Medium Enterprises
SNA	State Nodal Agency
SPV	Special Purpose Vehicle
Sq. KM	Square kilometre
USD	U.S. Dollar





ABSTRACT

Establishing Strong Linkages between Industry and Agriculture:

The food processing sector plays a crucial role in establishing strong linkages between the industry and the agriculture sector. It facilitates collaboration and integration, benefiting both sectors and boosting the overall agricultural value chain.

Remarkable Growth in the Indian Food Processing Sector:

The Indian food processing sector has achieved impressive growth, surpassing a 9% average annual growth rate since 2014-15. This indicates its strong potential and contribution to the Indian economy.

Significant Increase in Processed Food Exports:

India's processed food exports have experienced a significant surge, increasing from US\$4.96 billion in 2014-15 to US\$13.07 billion in 2022-23. This growth showcases the sector's competitiveness and ability to cater to international markets.

Agricultural Strength and Development Focus in Jharkhand:

Jharkhand, recognized for its thriving agricultural sector, has achieved a Gross State Domestic Product (GSDP) of USD 41.62 billion in the year 2021-22. The State has been classified as an Aspirer in the Landlocked Category according to LEADS 2022. With its conducive business environment and favourable government policies, Jharkhand stands as an appealing investment destination. The agricultural activities play a substantial role in driving the State's economic growth.

Promising Opportunities in Jharkhand:

Jharkhand offers ample opportunities in the food processing sector, covering a wide range of products, from fruits and vegetables to ready-to-eat/ready-to-cook items The State holds the distinction of being the second-largest producer of Bael and the third-largest producer of litchi, as well as the fourth-largest producer of beans and peas. The food processing sub-sector can leverage this availability of produce to create value-added products such as pickles, jellies, dried and canned varieties, jams, juices, candies, frozen foods. Additionally, under the Pradhan Mantri - Kisan Sampada Yojana scheme, the Ministry of Food Processing sector, including food processing factories, micro-enterprises, and food testing laboratories.

01. FOOD PROCESSING IN INDIA

The food processing sector is a uniquely placed amongst the manufacturing sector due to its backward linkages to the farming activities. A well-developed food processing sector with sufficiently higher level of processing helps in the improving value addition reducing post-harvest losses, promoting crop diversification, ensuring better returns to the farmers, promoting off-farm employment as well as increasing export earnings.

India ranks first in production of pulses & milk, second in vegetable & fruit, wheat & rice and third in cereals and eggs in the World, as per FAOSTAT estimates.¹

An abundant supply of raw materials, increase in aggregate demand for processed food products and incentives offered by the Government of India has impacted food processing sector positively. The Gross Value Addition (GVA) has increased from INR 1.34 Lakh Crore in 2014-15 to INR 2.37 Lakh Crore in 2020-21 exhibiting an average annual growth rate of 9.3%. The sector constituted as much as 10.54% and 11.57% of GVA in Manufacturing and Agriculture sectors respectively in 2020-21 (at the 2011-12 prices).²



³ Food and Beverages Global Market Briefing 2023 – The Business Research Company, December 2022



India's food and beverages market grew at a CAGR of 6.92% between 2017 - 22³.

India's food and beverages market is forecasted to grow at a CAGR of 9.94% from 2022 - 27.



As per the Annual Survey of Industries (ASI) latest estimates (2019-20), the Food Processing Sector employs nearly 12.2 % of the workforce in the registered factory sector. The Export of Agri-Food products has increased from US\$ 36.17 in 2014-15 to US\$ 51.05 billion in 2022-23. The Export of Processed-Food products has increased from US\$ 4.96 in 2014-15 to US\$ 13.07 billion in 2022-23. Thus, the share of the processed-food products in overall agri-food products export has increased from 13.70 % in 2014-15 to 25.60 % in 2022-23⁵.



As per an Industrial estimate, Asia Pacific emerged as the dominant region in the global food and beverages market with 41.5% share of the global food and beverages market in 2022. Within the Asia Pacific region, India's food and beverages market was the third largest, followed by China and Japan, in the said period.⁷

⁵ MoFPI

⁶ Ibid
 ⁷ Food and Beverages Global Market Briefing 2023 – The Business Research Company, December 2022

⁸ Ibid



02. OVERVIEW

Jharkhand is situated in the eastern region of India. The State shares its boundaries with West Bengal to the east, Uttar Pradesh and Chhattisgarh to the west, Bihar to the north, and Odisha to the south. The State's industries benefit from a distinctive advantage due to its strategic location in close proximity to the expansive market of eastern India. Additionally, its proximity to the ports of Kolkata, Haldia, and Paradip facilitates the transportation of minerals.

State Capital

Ranchi

Geographic Area⁹

79,716 sq. km

Population (Census 2011)¹⁰

32.98 Million

Total Road Length (2019)¹¹

81,245 (km)

Industrial Area

15 Industrial areas¹²

Rail length (2021)¹³

6,296 (Route km)

- ¹¹ RBI | Handbook of Statistics on Indian States | State-wise Length of Roads
- ¹² Jharkhand Industrial Area Development Authority
- ¹³ DPIIT | LEADS 2022: Logistics Ease Across Different States

⁹ Office of Registrar General of India, Ministry of Home Affairs | Census India 2011

¹⁰ IBID



Gross State Domestic Product (GSDP)¹⁴

USD 41.62 Billion (2021-22)

Airports

2 International Airports Ranchi, Deoghar

Available Land¹⁶

Mixed Category 955.02 ha

Agri Export Zones¹⁸

1 Agri Export Zone for Vegetables

Installed power²⁰

Thermal 2361.25 MW Renewables 305.19 MW of which Hydro is 191.00 MW Per Capita Net State Domestic Product¹⁵

USD 953.97 (2021-22)

1 Domestic Airports Jamshedpur

Industrial Land available¹⁷ 976.64 ha

Infrastructure¹⁹

Inland Container Depots (ICD)

438 Railway Goods Sheds

Private Freight Terminal (PFT)

1 Air Cargo Terminals

7.22 lakh MT Warehouse Capacity

2.37 lakh MT Cold Storage Capacity

¹⁴ RBI | Handbook of Statistics on Indian States | GROSS STATE DOMESTIC PRODUCT

¹⁵ RBI | Handbook of Statistics on Indian States | Per Capita Net State Domestic Product

¹⁶ India Industrial Land Bank (as on 31.05.2023)

¹⁷ ibid

- ¹⁸ APEDA | Agri Exchange | Agri Export Zone
- ¹⁹ DPIIT | LEADS 2022: Logistics Ease Across Different States

²⁰ Central Electricity Authority Installed Capacity Report (as on 31.03.2023)

Lorem

04



03. ADVANTAGE JHARKHAND



Accelerated National Highway Growth²¹



Affordable power tariffs, ranked lowest in the country²³



Graded as Aspirer in Landlocked Category as per DPIIT'S LEADS 2022 22



Home of India's 1st National Waterway NW-1 (passes through Sahibganj, Jharkhand)²⁴



15 National Highways crisscross the State 25

2nd largest producer of Bael²⁷





Diverse Market Opportunities for horticulture produce, milk, meat, and egg production²⁶

3rd largest producer of Litchi28



²¹ Pragati to Nayi Gati | Jharkhand Journey Ahead | Ministry of Road Transport and Highways

- ²² DPIIT | LEADS 2022: Logistics Ease Across Different States
- ²³ Momentum Jharkhand | Government of Jharkhand
- 24 Ibid
- 25 ibid

26 ibidl

²⁷ Department of Agriculture & Farmers Welfare| Horticulture| State Level| Area and Production of Horticulture crops for 2021-22 (3rd Advance Estimates)





04. LOCAL FOOD SYSTEM

4.1 INDIGENOUS PRODUCE

Agriculture serves as the primary livelihood for the rural population in the State. It is their main source of employment and income. During 2021-22, the State produced 13.12 lakh tonnes of fruits, and 38.24 lakh tonnes of vegetables.²⁹

Jharkhand enjoys the advantage of **three agro-climatic zones**³⁰, creating favorable conditions for year-round cultivation of diverse agricultural crops, vegetables, and fruits. This diverse climatic environment contributes to the State's agricultural potential and supports a variety of crops throughout the year. Paddy is the main crop cultivated, and farmers largely engage in mono-cropping practices.

In terms of land usage, Jharkhand has a total cultivated area of 18.12 lakh hectares, with a net sown area of 13.56 lakh hectares recorded in the year 2019-20³¹. This significant land area provides ample opportunities for agricultural activities and holds the potential for further expansion and development in the sector.



²⁹ Department of Agriculture & Farmers Welfare| Horticulture| State Level| Area and Production of Horticulture crops for

2021-22 (3rd Advance Estimates)

³⁰ Agriculture Technology Module for Jharkhand | Government of Jharkhand

³¹ RBI Handbook of Indian Statistics



4.2 KEY PRODUCTION HIGHLIGHTS

¢	2nd largest producer of Bael ³²		3rd largest producer of litchi
De	4th largest producer of peas	Ð	4th largest producer of beans
À	7th largest producer of chillies	0	6th largest producer of jackfruit

6th largest producer of pineapple

³² Department of Agriculture & Farmers Welfare | Horticulture | State Level | Area and Production of Horticulture crops for 2021-22 (3rd Advance Estimates)

³³ ibid

³⁴ ibid

³⁵ ibid

³⁶ ibid 37 ibid

³⁸ ibid



CROPS	'000 MT	EIVESTOCI	& FISHERIES
RICE	WHEAT	MILK	EGGS
2752.9	544.0	2434 (000 tonnes	7843 lakh
COARSE CEREALS	PULSES	MEAT	FISH
669.5	905.4	70 '000 tonnes	2.23 lakh tonne
È FRUITS	'000 MT	VEGETABL	.ES '000 tonnes
	ʻ000 MT MANGO		
BAEL	MANGO	PEAS	CABBAGE
BAEL			
BAEL 33.44	MANGO 458.41	PEAS 429.42	<u>савваде</u> 320.12

GINGER

4.42



³⁹ Department of Agriculture & Farmers Welfare | Horticulture | State Level | Area and Production of Horticulture crops for 2021-22 (3rd Advance Estimates)

⁴⁰ RBI | RBI Handbook of Statistics on Indian States

MOFPI



05. PRODUCTION CLUSTERS⁴

The list below showcases the Production Clusters within the State under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises Scheme (PMFME) -







HONEY Lohardaga

MANGO based products Pakur, Simdega, Godda, Sahebganj

GUAVA based products Ranchi

CUSTARD APPLE based products West Singhbhum

JACKFRUIT based products Bokaro

POTATO based products Dhanbad, Garhwa

PAPAYA based products Ramgarh JHARKHAND



06. MILLETS IN JHARKHAND



Millets play a crucial role in subsistence agriculture, particularly among small-scale farmers. These small-seeded grasses are cultivated globally as cereal crops or grains for both livestock feed and human consumption.

The State Government, operating under the Department of Panchayat and in alignment with the State Livelihood Policy, actively promotes millets. These highly nutritious grains, known for their nutraceutical properties, are prominently included in the midday meals served to school children and hospitals. The total production of millet (ragi, jowar, bajra) in the State is around 27.09 thousand tonnes⁴².

Varieties of millets grown in the State:

- 1. Bajra (Pearl Millet)
- 2. Jowar (Sorghum)
- 3. Ragi (Finger Millet)

⁴² APEDA | E-Catalogue For Export Of Millets And Value Added Products Jharkhand



07. AGRICULTURAL MARKETING

Jharkhand has implemented a system of regulated markets and direct market connections to facilitate the marketing of agricultural produce. These platforms provide farmers with a fair pricing mechanism, transparent auction procedures, and quality control measures, thus creating a favorable environment for trade and commerce within the agricultural sector.



⁴³ PIB | Ministry of Food Processing Industries | Food Processing Industries

⁴⁴ E-NAM Directory

- ⁴⁵ DATA OF REGISTERED FPOs | Ministry of Agriculture & Farmers Welfare
- ⁴⁶ Ministry of Agriculture and Welfare Directorate and Marketing Inspection (DMI)



08. POTENTIAL OPPORTUNITIES

The economy of the State of Jharkhand is primarily agrarian, with agriculture playing a significant role in supporting the livelihood of its residents. The agricultural sector is characterized by a dependence on natural resources, limited investment, low productivity, and a predominant focus on mono-cropping, with paddy being the dominant crop. The agro-climatic conditions in Jharkhand are favorable for cultivating a diverse range of agricultural and horticultural crops. These conditions also present opportunities for expanding into food processing activities, adding value to the agricultural produce.

FRUITS AND VEGETABLES

- Abundant Vegetable Production: Potato and peas are prominent vegetables cultivated in Jharkhand, accounting for approximately 30% of the total vegetable production in the State. In addition to potato and peas, other major vegetable crops in Jharkhand include cauliflower, cabbage, and tomato, offering a wide range of options for processing and value addition
- Rich Fruit Diversity: Jharkhand showcase a variety of fruit crops, including guava, mango, jackfruit, papaya, lemon, and the distinction of being the second-largest producer of Bael (wood apple) in the country.
- Value Addition Potential: The availability of these fruits and vegetables presents a significant opportunity for the food processing sector to transform them into value-added products. This includes pickles, jellies, dried and canned varieties, jams, juices, candies, and frozen foods.
- Utilization in Dairy and Beverages: Fruit pulps and purees can be utilized in the production of yogurts, ice cream, baby food, and beverages, further enhancing the scope for food processing ventures.
- Ready-to-Eat Products: The market potential extends to ready-to-eat products such as dehydrated fruit chips, vegetable crisps, pickles, sauces, and freeze-dried fruits, catering to the growing demand for convenient and healthy snacking options.





EXPLORING RICE, PADDY, AND PULSES PROCESSING

READY-TO-EAT AND READY TO COOK

State offers promising opportunities for food processing, particularly in the read-to-eat and ready-to-cook segments. The State's traditional cuisine, cantered around rice and besan flour, presents a strong foundation for processing and value addition. One popular delicacy, Chilka Roti, is made using rice flour, chana dal, and urad dal. The potential highlights under the segment are:

Rice Processing: Diverse Product Range Noodles, flour, sheets, rice cakes, breakfast cereals, soup, and baby food can be produced from rice.

Packaged mixes such as Dosa and Idli batter, as well as packed pulao and precooked/instant rice, are in high demand.

Canned rice products, puffed rice, flaked rice, Rice Bran Oil, liquid glucose from broken rice, rice vinegar, and rice syrups can also be explored.

Pulses Processing: Innovative Offerings Flour derived from pulses serves as a versatile ingredient for various products.

Precooked and instant dal (pulses) provide convenience to consumers.

Ready-to-use batters like dhokla, pakora mix, pancakes, chillas, and sattu offer quick meal options.

Chickpea flatbread patty, Medu Vada, Puffed Chickpea and Peas, Papad, and snacks can be produced from pulses.









MILLETS

Major millets produced in the State are ragi, jowar and bajra. Total millet production of the State is 27.09 thousand tonnes. Value Added Products:

- Pearl Millet (Bajra)- Bread, Cookies, Muffin, Pasta
- Sorghum (Jowar)- Flakes, Cookies, Idli/Upma Mix,
- Finger Millet (Ragi)- Rusk, Murukku, Roti, Papad, Vermicelli, Porridge, Germinated Ragi Drink Mix



PACKAGING & INFRASTRUCTURE

The abundant natural resources in Jharkhand, including its rich mineral reserves and extensive forest cover, provide a unique advantage for the food processing sector in the State. Leveraging these resources, Jharkhand has the potential to establish a thriving food processing industry. The available resources can contribute to the sector:

Mineral Wealth: Granite, dolomite, quartz, and fireclay can aid packaging and processing in food industry, enabling modern and efficient units.

Forests:

Ample Forest cover provides opportunities for agro-based industries, including wood pulp for packaging, natural food colorants, and forest-based products like honey and mushrooms.

Coal:

Abundant coal reserves (32% of India's production) ensure reliable and cost-effective energy supply for food processing units.

Water Resources:

Rivers, reservoirs, and water bodies offer ample water for washing, processing, and other water-intensive operations.

Leveraging these resources, Jharkhand can foster food processing, leading to job creation, economic growth, and enhanced value addition to agricultural produce.



09. GOVERNMENT OF INDIA SCHEMES FOR FOOD PROCESSING

9.1 SCHEMES UNDER MINISTRY OF FOOD PROCESSING INDUSTRIES⁴⁸

Support rendered under the scheme of Ministry of Food Processing Industries, Government of India are mentioned below:

9.1.1

PRADHAN MANTRI KISAN SAMPADA YOJANA (PMKSY)

Brief of Scheme

Given the nature and size of processing units operating in the food processing sector, investment requirements in basic infrastructure and common facilities are enormous. In order to attract private investment to the food processing sector, the Ministry of Food Processing Industries has taken various initiatives through schemes to develop infrastructure, expand processing capacity, and provide other supportive measures for the healthy growth of the industry. To streamline these efforts, all these schemes have been integrated under a comprehensive program called the Pradhan Mantri Kisan Sampada Yojana (PMKSY), which was launched on May 3rd, 2017.

PMKSY has the following component schemes.

- Mega Food Parks
- Integrated Cold Chain and Value Addition Infrastructure
- Creation/Expansion of Food Processing & Preservation Capacities (Unit Scheme)
- Infrastructure for Agro-Processing Clusters
- Creation of Backward and Forward Linkages
- **Food Safety and Quality Assurance Infrastructure**
- Human Resources and Institutions
- Operation Greens

PMKSY is a comprehensive package that aims to establish modern infrastructure with efficient supply chain management, spanning from the farm gate to the retail outlet. This initiative not only provides a significant boost to the growth of the food processing sector in the country but also contributes to better returns for farmers. It is a crucial step towards doubling farmers' income, generating substantial employment opportunities, particularly in rural areas. Additionally, it helps reduce agricultural produce wastage, promotes higher levels of processing, and enhances the export of processed foods.

48 MoFPI | Annual Report (2022- 2023)



Initially approved with a budget of INR 6,000 Crore for the period 2016-20, aligned with the 14th Finance Commission cycle, PMKSY's timeline was subsequently extended to FY 2020-21. The Government has now decided to restructure the component schemes for implementation during the 15th Finance Commission, with a total outlay of INR 4,600 crore. This revision includes the provisions for committed liabilities of its component schemes such as Mega Food Park, Creation of Backward & Forward Linkages, and Human Resources and Institution - Skill Development, Promotion Activities and HACCP, as these components have been discontinued in the 15th FC cycle. The component scheme continued during the 15th Finance Commission Cycle for new projects are:

- Integrated Cold Chain and Value Addition Infrastructure (ICC)
- Creation/Expansion of Food Processing & Preservation Capacities (CEFPPC)
- Infrastructure for Agro-Processing Clusters (APC)
- **Food Safety and Quality Assurance Infrastructure (FTL)**
- Human Resource and Institutions R&D
- Operation Greens

9.1.2

PRADHAN MANTRI FORMALISATION OF MICRO FOOD PROCESSING ENTERPRISES SCHEME (PMFME)

Introduction

In line with the Aatmanirbhar Bharat Abhiyan initiative, the Ministry of Food Processing Industries (MoFPI) has introduced a nationwide centrally sponsored scheme called the "PM Formalisation of Micro food processing Enterprises (PMFME) Scheme." This scheme aims to provide financial, technical, and business support to establish or upgrade micro food processing enterprises. It was approved by the Union Cabinet on 20th May 2020, and the scheme's guidelines were issued on 19th June 2020. The PMFME Scheme will be implemented over a period of five years, from 2020-21 to 2024-25, with a budget allocation of INR 10,000 Crore. The scheme aims to directly assist two lakh micro food processing units by providing credit-linked subsidies.

Objectives

Recognizing the significance of unorganized micro food processing enterprises and the obstacles they face; the Ministry of Food Processing Industries (MoFPI) is implementing the scheme by providing a comprehensive package of support and services. The objectives of the scheme are as under:



- Increased access to credit by existing Micro Food Processing entrepreneurs, FPOs, Self Help Groups and Co-operatives.
- Integration with organized supply chain by strengthening branding & marketing
- Support for transition of existing 2,00,000 enterprises into formal framework.
- Increased access to common services like common processing facility, laboratories, storage, packaging, marketing, and incubation services.
- Strengthening of institutions, research, and training in the food processing sector.
- Increased access for the enterprises to professional and technical support.

Provisions under the Scheme

Support for setting up / upgradation of Micro Food Processing Enterprises

- Support for setting up of new micro food processing enterprises and for upgradation of existing micro food processing enterprises are provided under the scheme.
- Organizations such as Individual entrepreneurs/ Proprietorship Firms/ Partnership Firms/ FPOs / NGOs / Cooperatives/ SHGs / Pvt. Ltd. Companies, who have established or propose to establish micro food processing unit, are eligible for financial assistance under the Scheme.
- Credit-linked capital subsidy @35% of the eligible project cost, maximum ceiling INR 10 lakhs per unit. Eligible project cost comprises cost of plant and machinery and technical civil work, but excludes cost of land/ rental or lease work shed. However, technical civil work should not be more than 30% of the eligible project cost.
- Beneficiary contribution minimum of 10% of the project cost, balance loan from Bank.
- Applicant/Enterprise is eligible for bank loan under the Scheme, even if he has availed bank loan in other Subsidy Linked Schemes of Government. Applicant is also eligible for Interest Subvention and Top Up convergence with other relevant Government Sponsored Schemes. Lending Banks may consider sanctioning need based working capital limit to the beneficiaries, as admissible. However, no subsidy is provided on the working capital.



Support for setting up of common infrastructure Facilities

- Organisations such as Farmer Producer Organisations (FPOs)/ Farmer Producer companies (FPCs)/ Cooperatives/Self Help groups (SHGs) and its Federation/Govt. agencies, who have established or propose to establish food processing line along with common infrastructure/value chain/incubation centres are eligible for financial assistance under this component of the Scheme.
- Credit-linked capital subsidy @35% of the eligible project cost, maximum ceiling INR 3 Crore per unit would be provided. Eligible project cost comprises cost of plant and machinery and technical civil work but excludes cost of land/rental or lease work shed. However, technical civil work should not be more than 30% of the eligible project cost.
- Total eligible project cost should not exceed INR 10 Crore. There will be no pre condition of minimum turnover and experience of the applicant organization.
- The applicant organization's contribution should be minimum of 10% of the project cost with balance required funds being loan from Bank. Before applying on the portal, the applicant organization is also required to submit in-principal approval from the lending bank for the loan envisaged in the means of finance of the project.
- Assistance of INR 50,000/- per case is provided to the applicant organisation for preparation of Detailed project report.

Support to Self-Help Groups (SHGs)

- Seed capital @ INR 40,000/- per member of SHG for working capital and purchase of small tools
- Seed capital to be given as grant to the SHG Federations which should provide as a loan to the members of SHGs

Branding and Marketing Support

- Grant upto 50% for Branding and Marketing support to groups of FPOs/ SHGs/ Cooperatives or an SPV of micro food processing enterprises. It is to be provided for ODOP product at the State or regional level.
- Developing a common brand and packaging including standardization and common packaging for branding.
- Marketing tie-up with national and regional retail chains and state level institutions; and Quality control to ensure product quality meets required standards.
- Support to the said activity under provisions of marketing and branding could also bring competitive price realisation according to the targeted market and customer base.



Capacity Building

The capacity development aspect of the Scheme encompasses a wide range of initiatives aimed at empowering institutions, individuals, and groups. Training plays a pivotal role within this component. The Scheme aims to provide training to various stakeholders, including trainers such as Master Trainers and District Level Trainers, as well as District Resource Persons. Additionally, both existing and new food processing entrepreneurs, along with members of different groups such as Self-Help Groups (SHGs), Farmer Producer Organizations (FPOs), and Cooperatives, engaged in food processing activities, will receive training through the Food Processing Entrepreneurship Development Program. District Resource Persons (DRPs) are appointed by State Nodal Agencies (SNAs) to provide ongoing support to beneficiaries, including assistance with application filing, preparation of Detailed Project Reports (DPR), and guidance for formalization and operationalization processes.

9.1.3 PRODUCTION LINKED INCENTIVE SCHEME FOR FOOD PROCESSING INDUSTRY (PLISFPI)

The food processing industry in India includes manufacturing enterprises at all scales, ranging from micro to large industries. India possesses a competitive advantage due to its abundant resources, a sizable domestic market, and opportunities for promoting value-added products. To unlock the full potential of this sector, Indian companies need to enhance their competitive strength compared to global counterparts in terms of output scale, productivity, value addition, and their integration into the global value chain.

The Central Sector Scheme known as the Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) aims to support the establishment of global food manufacturing champions in line with India's abundant natural resources. It also aims to promote Indian food product brands in international markets. The scheme has a budget allocation of INR 10,900 crore. The PLISFPI has been developed based on the Production Linked Incentive scheme of NITI Aayog under the "Aatma Nirbhar Bharat Abhiyaan for Enhancing India's Manufacturing Capabilities and Enhancing Exports." The scheme will be implemented over a period of six years, from 2021-22 to 2026-27.

The objectives of the scheme are to provide support to food manufacturing entities that meet the specified minimum sales criteria and are willing to make the required minimum investment for expanding their processing capacity. The scheme also aims to offer branding support for promoting Indian brands in international markets, with the intention of incentivizing the development of strong Indian food product brands. The scheme seeks to not only facilitate the establishment of global food manufacturing champions but also to enhance the presence and acceptance of selected Indian food product brands in international markets. In addition, the scheme aims to generate more employment opportunities in non-farm sectors, ensure better prices for agricultural produce, and increase income for farmers.



The first component of the Scheme focuses on providing incentives for the manufacturing of four primary food product segments, namely *Ready to Cook/ Ready to Eat (RTC/ RTE) foods, including products based on millets, processed fruits & vegetables, marine products, and mozzarella cheese. The second component is dedicated to the production of innovative and organic products by Small and Medium Enterprises (SMEs)* in these four segments. This includes products such as free-range eggs, poultry meat, and egg products. The third component is centered around offering support for branding and marketing activities overseas. This aims to encourage the development of strong Indian brands through in-store branding, renting of shelf space, and marketing initiatives.

An additional element pertaining to Millet Based Products was incorporated into the scheme. This inclusion aimed to promote the utilization of millets in Ready to Cook/Ready to Eat (RTC/RTE) products and provide incentives for their value addition and sale in both domestic and export markets under the PLI Scheme. The millet-based products with over 15% millet content by weight/volume are covered under this component.

SCHEME	SEGMENT	NO. OF APPROVALS	TOTAL
CATEGORY 1	RTE/RTC Fruits & Vegetables Marine Mozzarella Cheese	12 29 11 4	56
CATEGORY 2	Innovative Organic	2 14	16
CATEGORY 3	B&M	78	78
PLISMBP	Large Entities MSME	8 22	30

Approved Applications under PLISFPI Scheme



Achievements of MoFPI schemes in Jharkhand (as on date: 31.05.2023)⁴⁹

PRADHAN MANTRI KISAN SAMPADA YOJANA (PMKSY) SCHEME

SCHEME NAME	NO. OF PROJECTS APPROVED	TOTAL PROJECT COST (INR CR.)
FOOD TESTING LABORATORY	1	2.66

PRODUCTION LINKED INCENTIVE SCHEME FOR FOOD PROCESSING INDUSTRY (PLISFPI)

SCHEME NAME	NO. OF PROJECTS APPROVED	TOTAL PROJECT COST (INR CR.)
FOOD PROCESSING FACTORIES UNDER PLI (production linked incentive)	1	6.57

PRADHAN MANTRI FORMALIZATION OF MICRO FOOD PROCESSING ENTERPRISE SCHEME (PMFME)

SCHEME NAME

MICRO ENTERPRISES APPROVED UNDER FME (Formalisation of Micro Food Processing Enterprises Scheme) **NO. OF PROJECTS APPROVED**

234 (as on 07-06-2023)



9.2 SCHEMES BY ALLIED MINISTRIES

Support rendered under various schemes of Allied Ministries of the Government of India is mentioned below:

Mission for Integrated Development of Horticulture (MIDH) Scheme⁵⁰

A centrally sponsored scheme under the Ministry of Agriculture and Farmers Welfare for the holistic growth of the horticulture sector covering fruits, vegetables, root & tuber crops, mushrooms, spices, flowers, aromatic plants, coconut, cashew, cocoa, and bamboo. Under MIDH, financial assistance is provided for following major interventions/activities:

- Setting up of nurseries, tissue culture units for production of quality seed and planting material;
- Area expansion i.e. Establishment of new orchards and gardens for fruits, vegetables, and flowers;
- Rejuvenation of unproductive, old, and senile orchards;
- Protected cultivation, i.e. poly-house, green-house, etc, to improve the productivity & grow off season high value vegetables and flowers;
- Organic farming and certification;
- Creation of water resources structures and watershed management;
- Bee-keeping for pollination;
- Horticulture Mechanization;
- Creation of Post Harvest Management and Marketing infrastructure.

National Agriculture Infra Financing Facility (NAIFF) Scheme⁵¹

The National Agriculture Infra Financing Facility (NAIFF) is an online single window facility under the aegis of the Department of Agriculture & Farmers Welfare. The objective of the initiative is to provide impetus for development of farm gate & aggregation point, affordable and financially viable Post Harvest Management infrastructure, with a financing facility worth INR 1,00,000 Crores, by converging all schemes of central & State governments.

Fisheries and Aquaculture Development Infrastructure Fund (FIDF)⁵²

Government of India has created a dedicated fund, FIDF, implemented by the National Fisheries Development Board with a total fund outlay of INR 7522.48 crore (US\$ 940.31 Million). Under FIDF, creation of fisheries infrastructure facilities both in marine and inland fisheries sectors are augmented, including fishing harbours, fish landing centres, construction of ice plants, cold storage, transport facilities etc.

 $^{^{\}scriptscriptstyle 50}\,$ Mission for Integrated Development of Horticulture (MIDH)

⁵¹ National Agriculture Infra Financing Facility

⁵² Department Of Fisheries



Pradhan Mantri Matsya Sampada Yojana (PMMSY) Scheme⁵³

Pradhan Mantri Matsya Sampada Yojana (PMMSY) is a flagship scheme under the Department of Fisheries, Ministry of Fisheries, Animal Husbandry and Dairying to facilitate the Blue Revolution, promoting sustainable and accountable growth in the fisheries industry in India, an approximate investment of INR 20050 crores (US\$ 2.51 Billion) has been allocated. This investment aims to ensure comprehensive development of the fisheries sector, while also prioritizing the well-being of fishers. Supporting activities under PMMSY:

- Enhancement of Production and Productivity
- Infrastructure and Post-harvest management
- Fisheries management & Regulatory framework

Animal Husbandry Infrastructure Development Fund (AHIDF)54

The Department of Animal Husbandry and Dairying is implementing the Animal Husbandry Infrastructure Development Fund (AHIDF) scheme with an outlay of INR 15000 crore (US\$ 1.88 Billion) under the Atma Nirbhar Bharat Abhiyan stimulus package. The objective of the scheme is to help increase milk and meat processing capacity and product diversification in the country.

Dairy Processing & Infrastructure Development Fund (DIDF)⁵⁵

DIDF is implemented with a total outlay of INR. 11,184 crores with National Bank for Agriculture and Rural Development (NABARD), comprising a corpus fund of INR 8004 crores have been set up for the creation of dairy processing infrastructure. The objective is to provide subsidized loans @6.5% to capital-stressed milk cooperatives for replacing their decades-old chilling and processing plants and addition of value-added product plants. The National Dairy Development Board (NDDB) is the implementing agency of the fund.

Agriculture Export Promotion Plan Scheme of APEDA (Agricultural and Processed food Products Export Development Authority)⁵⁶

The Agriculture Export Promotion Plan Scheme of APEDA supports the development and promotion of export of products like, Fruits, vegetables and their products, Meat and meat products, Poultry and poultry products, Dairy products, Confectionary, biscuits, and bakery products, etc. The scheme is designed to boost agricultural product exports, offers support to exporters by addressing challenges in the industry. It accomplishes this by understanding exporter difficulties, providing necessary assistance to overcome obstacles, and offering financial aid in areas such as export infrastructure development, quality enhancement, and market expansion. The scheme focuses on three broad components viz,

Infrastructure Development

- Market Development
- Product Quality Development

Credit Linked Capital Subsidy Scheme (CLCSS) of Ministry of MSME (Ministry of Micro, Small and Medium Enterprises)⁵⁷

The objective of the CLCSS Scheme is to facilitate technology up-gradation in MSEs by providing interest subsidy on upgrade of plant & machinery with state-of-the-art technology. The scheme provides an upfront capital subsidy of 15% (on institutional finance of upto INR 1 crore availed by them) for induction of well-established and improved technology.

⁵⁶ Agriculture And Processed Foods Export Promotion Scheme of APEDA for the 15th Finance Commission Cycle (2021-22 To 2025-26)

⁵³ Pradhan Mantri Matsya Sampada Yojana

⁵⁴ Animal Husbandry Infrastructure Development Fund (AHIDF) | Department of Animal Husbandry and Dairy

⁵⁵ Dairy processing & Infrastructure Development Fund (DIDF)| Department of Animal Husbandry and Dairy

⁵⁷ Credit Linked Capital Subsidy Scheme for Technology Upgradation | Ministry of Micro, Small & Medium Enterprises Credit Linked Capital Subsidy Scheme



Venture Capital Assistance Scheme of SFAC (Small Farmers' Agri-Business Consortium)⁵⁸

Venture Capital Assistance is financial support in the form of an interest-free loan provided by SFAC (Small Farmers' Agri-Business Consortium) to qualifying projects to meet the shortfall in the capital requirement for the implementation of the project.

10 A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship (ASPIRE)⁵⁹

ASPIRE- A scheme for promotion of Innovation, Rural Industry and Entrepreneurship, is being implemented by the Ministry of Micro, Small & Medium enterprises (MSME). The objective of the scheme is to set up a network of technology centres and to set up incubation centers to accelerate entrepreneurship and to promote startups for innovation in the agro-industry. The scheme also envisages programmes to facilitate Forward and Backward linkages with multiple value chain of manufacturing and service delivery will also be put in place

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)⁶⁰

PMKVY is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE), implemented by National Skill Development Corporation. The objective of the PMKVY scheme is to encourage and promote skill development in the country by providing free short-duration skill training and incentivizing this by providing monetary rewards to youth for skill certification. The overall idea was to boost the employability of youth corresponding to the industrial demand. The scheme can be leveraged for skill development in the food processing sector



⁵⁹ A Scheme For Promotion Of Innovation, Rural Industries & Entrepreneurship (ASPIRE)| Ministry of Micro, Small & Medium Enterprises ⁶⁰ Pradhan Mantri Koshal Vikas Yojana| Ministry of Skill Development & Entrepreneurship



9.3

GOVERNMENT OF INDIA INCENTIVES FOR THE FOOD PROCESSING SECTOR

Income tax incentive to the Food Processing sector⁶¹

- 100% deduction on profits and gains for new Food Processing Units for the initial 5 assessment years and 25% (30% for companies) for the next 5 years.
- 100% deduction on the expenditure on capital invested for setting up and operating Cold Chain and Warehouse Storage facilities for agricultural produce.

Agro-Processing included in Priority Sector Lending

- Loans for food and agro-processing up to an aggregate sanction limit of INR 100 crore per borrower classified under agricultural activity for Priority Sector Lending (PSL) RBI Master Directions dated 4th September, 2020.
- Loans to MSMEs engaged in "food and agro-processing" are eligible for classification under Priority Sector Lending (PSL).

100% FDI permitted

- 100% FDI permitted under automatic route in manufacturing of food products since 2016-17.
- 100% FDI allowed through government-approval route for retail trading, including through e-commerce, in respect of food products manufactured/ produced in India since 2016-17.

Automatic Route

Under the Automatic Route, the non-resident investor or the Indian company does not require any approval from the Government of India for the investment.

Government Route

Under the Government Route, prior to investment, approval from the Government of India is required. Proposals for foreign direct investment under Government route, are considered by respective Administrative Ministry/ Department.





10. STATE GOVERNMENT INITIATIVES AND SCHEMES

Jharkhand has always endeavoured to provide a hassle-free business environment to enable investors. The Jharkhand State Government has implemented numerous reforms to create a conducive and investor-friendly business environment for those interested in establishing their businesses within the State. The table below highlights some of the key initiatives undertaken by the State Government:



'Jharkhand Single Window System'

One-stop portal for investors to digitally access all state-related business approvals and apply for them as per their business requirements. The portal is designed to assist investors in a transparent, time-bound and hassle-free manner. There is an online system to provide information regarding all approvals required by the industries to set up their businesses⁶².

advantage.jharkhand.gov.in

A. State Industrial Land Bank

A GIS system is created to showcase if there is land and infrastructure available for businesses. The system has information related to government owned factories and offices, and shows how much the land costs, how easy it is to get there, and what utilities (like electricity and water) are available.

advantage.jharkhand.gov.in

B. Central Industrial Land Bank Portal

A GIS-based platform providing as a central hub for all infrastructure-related data, including connectivity, infra, natural resources, and geography, as well as contact information, covering roughly 4,000 industrial parks.

iis.ncog.gov.in/parks/login1

Jharkhand Start-up Policy 2016

To create a conducive and enabling ecosystem to facilitate the growth and scaling of at least 1000 direct start-up, and support 1500 start-up virtually. $^{\rm 63}$

startupindia.gov.in/start-up-Jharkhand-yatra



63 Start-up Policy 2016 | Government of Jharkhand

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Key incentives available for the food processing industry under major policies are summarized in the table below:

KEY INITIATIVESJHARKHAND INDUSTRIAL & INVESTMENT
PROMOTION SCHEME 202164

Establishment	Grant in aid	Fiscal Capping
Agro-based Food Processing and / or Meat Processing Units (New Unit, Modernisation, Upgradation, Expansion & Diversification)	35%-45%	INR 5 Crores
Cold Chain, Value Addition and Preservation Infrastructure	35%-50%	INR 7 Crores
Interest subvention @ 6% for 5 years and every year subsidy will be paid to the Bank /FI directly, Subject to a maximum of INR. 2 crores	6%-7%	INR 2 Crores
Primary Processing Centres / Collection Centres in Rural Areas	50%-75%	INR 2.5 Crores
Mega Projects in Food & Meat Processing (more than INR. 30 crores (excluding Working Capital)	35%-45%	INR 12 Crores
Interest subvention for a period of 7 years and every year subsidy will be paid to Bank/FI directly for the Mega Projects	6%-7%	INR 3 Crores
Establishment and Modernisation of Meat and Fish Shops	50%-75%	INR 5 Lakhs

⁶⁴ Jharkhand Industrial & Investment Promotion Scheme 2021, The Jharkhand Gazette National Single Window System



11. REGULATORY FRAMEWORK: REGISTRATION/NOCS/ LICENSES

The table below represents the indicative information regarding Regulatory Mechanism available in the State.

FOR STARTING OPERATIONS

S.No	Name of Service	Authority/ Agency/ Office/ Department officer granting approval
1.	License for Cold Storage	Directorate of Food Processing
2.	Registration under FSSAI Act,2006, Regulation 2011	FSSAI, Government of India Health & Family Welfare Department & Food Safety
3.	License under FSSAI Act,2006, Regulation 2011	FSSAI, Government of India Health & Family Welfare Department & Food Safety
4.	License under Contract Labour Act, (Regulation and Abolition), 1970	Labour Commissionerate
5.	Registration under GST (Goods and Services Tax Rules, 2017)	Department of Commercial Tax
6.	Consolidated Consent & Authorization under Water Act, 1974, Air Act, 1981 & Authorization under The Hazardous and Other Wastes (Management and Transboundary Movement) Rules, 2016	Jharkhand State Pollution Control Board
7.	Application for Pre-Operational Fire NOC (National Building Code, 2005)	Directorate of Fire and Services



FOR SETTING UP OF BUSINESS

S.No	Name of Service	Authority/ Agency/ Office/ Department officer granting approval
8.	Land allotment in departmental industrial estates	Director Of Commerce & Industries
9.	Application for Land / Plot Allotment	Jharkhand Industrial Development Corporation Limited
10.	Application for new connection LT / HT line non-domestic / industrial	The Jharkhand State Electricity Board
11.	Application for Water Connection	Ranchi Municipal Board, Department of Urban Affairs and Department of Water Resources
12.	Application for building plan approval	Labour Department
13.	Application for Completion cum Occupancy Certificate	Department of Urban Affairs, Jharkhand
14.	Consent to Establish under Water (Prevention and Control of Pollution) Act, 1974	Jharkhand State Pollution Control Board
15.	Consent to Establish under Air (Prevention and Control of Pollution) Act, 1981	Jharkhand State Pollution Control Board
16.	Consent to Operate under Air (Prevention and Control of Pollution) Act, 1981	Jharkhand State Pollution Control Board
17.	Application for Pre-Establishment Fire NOC (National Building Code, 2005)	Directorate of fire services
18.	Site Plan Approval under the Factories Act, 1948	Labour Employment and training

FOR POST- OPERATIONS

S.No	Name of Service	Authority/ Agency/ Office/ Department officer granting approval
19.	Renewal of License for Cold Storage	Directorate of Food Processing



12. MAJOR PLAYERS IN FOOD PROCESSING AND ALLIED SECTORS

BENEFICIARIES UNDER FOOD SAFETY AND QUALITY ASSURANCE INFRA-STRUCTURE, UNDER PMKSY SCHEME OF MOFPI, GOVERNMENT OF INDIA

NAME OF THE FIRM

LOCATION

Birla Institute of Technology, Mesra

Ranchi

BENEFICIARIES UNDER PLI SCHEME OF MOFPI, GOVERNMENT OF INDIA

NAME OF THE FIRM

LOCATION

Tata Consumer Products Limited

Jamshedpur



13. LIST OF FARMER PRODUCER ORGANISATIONS

A total of 256 Farmer Producer Organisations (FPO) are present in the State of Jharkhand and out of these the following indicative list represents FPOs with major crop/produce production of the State. The details of FPOs in the State are available at APEDA Farmer Connect FPO Directory

NAME OF THE FIRM	ADDRESS / CONTACT	COMMODITY
Atmanirbhar Barkagaon Farmer Services Producer Company Limited	HORAM, PO SANDH BARKAGAON, Hazaribagh, Jharkhand-825302	Cauliflower, Cabbage, Paddy, Wheat, Brinjal, Chilli, Potato, Maize, Tomato, Ash Gourd, Cucumber, Ridge Gourd, Bitter Gourd, Mushroom, Capsicum
Atmanirbhar Churchu Farmers Services Producer Company Limited	In Front Of Nagri High School, Nagri, Churchu, 825302	Tomato, Cauliflower, Okra, Cabbage, Paddy, Wheat
Bbkrs Mahila Krishi Utpadak Producer Company Limited	C/O LOK NATH MAHTO, AT TILIR JIHU, HAZARIBAGH, Hazaribagh, Jharkhand, India	Paddy, Wheat, Mustard, Potato, Tomato, Papaya
Jairaji Suphala Kisan Utpadan Producer Company Limited	Vill - Batawal, P.O. Bhagitoli, P.S Dumri, Gumla, JH835 207	Fine Rice, Wheat, Paddy, Seed, Oil, NTFP
Atmanirbhar Smsak Farmer Producer Company Limited	P.O- Salgawan, Thana-Katkamdag, District-Hazaribagh, Jharkhand- 825302	Tomato, Wheat, Brinjal, Chilli, Ash Gourd, Paddy, Cucumber, Ridge Gourd, Bitter Gourd, Beans
Amrapali Kairo Phal Sabji Utpadak Producer Company Limited	C/O Manju Devi, Plot No281 At- Utka, Post- Kairo Lohardaga, Lohardaga, Jharkhand- 835325	Guava, Vegetables, Mango, Fruits
Burmu Freshvegetable Producer Company Ltd.	H.No. 239, Road No. 4 , Ghutru , Magistrate Colony, Doranda ,Tal & Dist : Ranchi , Jharkhand	Tomato, Cauliflower, Lady Finger, Brinjal, Chilli
Chhattarpur Kisan Sansadhan Kendra Producer Company Limited.	Chhattarpur Kisan Sansadhan Kendra Producer Co. Ltd., Kisan Sansadhan Kendra, Vill - Jaura, Hamlet - Hadahi, P.O Murumdaag, Dali, P.S Chhatarpur, Palamu, Jharkhand - 822113	Pigeon Pea, Potato, Paddy & Fishery
Jharia Mahila Krishi Bagwani Swawlambi Sahakari Samiti Limited	Goratoli, Murhu, Khunti	Paddy, Black Gram, Jackfruit, Millet, Tomato, Chilli, Mango, Tamarind, Watermelon
Ohma Progressive Farmer Producer Company Limited	AT KANRTARI, PO SANDH,,, BARKAGAON, HAZARIBAGH, Hazaribagh, Jharkhand, India, 825311	Cauliflower, Cabbage, Paddy, Wheat, Brinjal, Chilli, Potato, Maize, Tomato, Ash Gourd, Cucumber, Ridge Gourd, Bitter Gourd, Mushroom, Capsicum
Atmanirbhar Barkagaon Farmer Services Producer Company Limited	HORAM, PO SANDH BARKAGAON, Hazaribagh, Jharkhand-825302	Cauliflower, Cabbage, Paddy, Wheat, Brinjal, Chilli, Potato, Maize, Tomato, Ash Gourd, Cucumber, Ridge Gourd, Bitter Gourd, Mushroom, Capsicum



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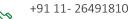
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