

No. M-16/14/2020-AS-Part (1)  
Government of India  
Ministry of Food Processing Industries  
Panchsheel Bhawan, August Kranti Marg,  
New Delhi – 110049

Date: 03.11.2020

**Subject:** Guidelines for Capacity Building Component under PM FME Scheme

The undersigned is directed to enclose a copy of the Guidelines for Capacity Building Component under PM FME Scheme for information and necessary action.

This has the approval of the competent authority.

  
(V.P. Bhatt)

Under Secretary to the Govt. of India

Phone No.: 011 26406612

To  
All States/ UTs

Copy to:  
Sr. PPS to Secretary, FPI/ Sr. PPS to Addl. Secretary, FPI/ PS to JS (FME)/ DS (RS)

## **Guidelines for Capacity Building Component**

### **1. Background**

Capacity building is a very important component of PMFME Scheme. Under the Scheme, it is envisaged to provide training food processing enterprises, various groups, such as, SHGs/FPOs/Cooperatives, workers and other stake holders connected with the implementation of the scheme such as government officials, project officials etc. The training for the following categories of persons would be provided training under Capacity Building component of the scheme: -

- i. Individual micro-food processing entrepreneurs availing credit linked grant under the Scheme
- ii. Individual existing micro-food processing enterprises those are not taking loan under the Scheme
- iii. Workers of micro-food processing enterprises
- iv. Members of SHGs/FPOs/Cooperatives engaged in food processing activities
- v. Government officials and other resources person engaged in implementation of PMFME Scheme
- vi. Resources persons and officials of other Departments collaborating with the implementation of the Scheme, such as, Tribal Development Department, Scheduled Caste Development Department, SRLM, Cooperative Development, etc. at the State level.

### **2. Salient Features of Training**

The Salient Features of Training under PM FME Scheme are as under:

#### **2.1. Entrepreneurship Development (EDP+)**

The standard Entrepreneurship Development Program as imparted under other MSME schemes will be customized to include health, hygiene, standards, quality aspect of food processing. Some of the important features of such ED Program (EDP+) are as under:

- i. To impart knowledge on identification of business opportunities and preparation of business plan
- ii. Familiarization on procedure and formalities of setting of an enterprise including Registration
- iii. Develop skills on management of a unit including their finance, regulatory & statutory requirements
- iv. Hygiene, FSSAI standards, Weights & Measures Regulation and Registration etc. issues specific to food processing sector.

## **2.2. Product Specific Skilling**

- i. Profile of products under the group, procurement and quality standards complementary products, by-products and their use
- ii. Profile of processing technology, overview of machinery, their costing and sourcing
- iii. Different types of packaging, scientific storage, shelf life and food handling
- iv. Product quality & safety requirements as per the national & international standards
- v. Appreciation of the importance of quality of products in value addition, branding and marketing

## **2.3. Modes of Delivery**

The training would be delivered by following modes

- i. Classroom Lecture & Demonstration
- ii. Live Classes (online)
- iii. Self-Paced Online Learning Material
- iv. Training on Machines

## **3. Levels of Training**

### **3.1. Master Trainers**

Each State Nodal Agency of medium and large states should empanel nine personnel as Master Trainers (MT) who would be trained by National Institutes. Out of these 9 personnel, eight would be product specific MTs and one would be EDP+ MT. The state can empanel additional MTs for as per the geographical spread of the state. Moreover, states having significant tribal population and Minor Forestry Products as ODOP would have one additional trainer for Minor Forestry Products. Smaller states and UTs may avail services of Master Trainers of the nearby states. MTs would be trained "online" by National / State Institutes.

Details of the type of training, qualification of Master Trainers, duration and cost for of training is given in **Annexure-1**

### **3.2. District Level Trainers (DLT)**

Master Trainers would train the District Level Trainers (DLT) who would in turn impart training to the beneficiaries. The DLTs would be nominated by the district level training institutions such as RSETI/ RUDSETI or any other organization as nominated by the SNA. The designated training institution at the district level would empanel or engage DLTs as per the

requirement of training. The training would be imparted through “on line” mode or physical mode, as decided by the SNA.

### **3.2.1. Training of DLT- ODOP**

Product Specific Training given to DLT-ODOP would relate to processing technology relevant to respective ODOPs, processing equipment & their major suppliers, techno-commercial viability, quality parameters, packaging, storage as relevant to an entrepreneur. Few job roles have already been identified by NSDC for food processing sector. The learning materials developed for these job roles may be customized for making it Scheme & ODOPs relevant.

### **3.2.2. Training of DLT- EDP**

Existing EDP trainers of the District level training Institutes/ Agencies would be trained for EDP+ as per the curriculum of Management & Entrepreneurship and Professional Skills Council (MEPSC) customized for the PM FME Scheme. Details cost of training for trainers training is given in **Annexure-2**.

The trainers will be paid per diem as per the rates applicable for similar training in the respective states.

### **3.2.3. Domain Skills & Platform Skills:**

**Domain Skills** refers to the sector-specific skills, technical knowledge, and know-how to perform a specific job accurately. **Platform Skills** refers to presentation behaviors that a trainer uses to transmit content effectively. Trainers must demonstrate excellent platform skills to get their messages across.

Both Masters Trainer and DLTs would be trained for two core skills being Domain skills and Platform Skills.

## **3.3. Beneficiaries- Individuals and Groups**

A total 50 hours of training will be provided to existing food processing entrepreneurs & group members, which will consist of 30 Hours for Entrepreneurship Development Training and 20 Hours for Product Training. Whereas new entrepreneurs and groups should be trained for 60 hrs., out of which 10 hrs. training would be delivered though On-Line mode using Learning Management System (LMS). The break-up of training hours and cost of training has been given in **Annexure-3**.

### **3.3.1. Organization of Training**

The training to beneficiaries would be delivered at the district level through the existing training facilities currently available. Rural Self Employment Training Institute

(RSETI) & Rural Development Self Employment Training Institute (RUDSETI) under the aegis of Ministry of Rural Development, Government of India with the network nearly 600 training centers throughout the country would be utilized for the purpose of imparting training. Besides the network of RSETI & RUDSETI training centers, training institutes of the state departments, NGOs, autonomous and private training institutes located at the district level could be enlisted by the state governments for imparting training in the similar manner.

### **3.3.2. Mode of Training**

Class room EDP (+) Training would be imparted to both ODOP and Non-ODOP beneficiaries, existing and new entrepreneurs using the approved modules developed especially for food processing entrepreneurs. Product Specific Training for ODOP products would be given through physical mode by District Level Trainers who have received training from Master Trainers.

Online training would be provided for Non- ODOP products by product specific research institution of ICAR/ CSIR, State Level technical institutions or any other Agencies nominated by the state governments based on well-defined training modules. Online classes would be organized by the concerned technical institution under ICAR/ CSIR in a “live” mode for a week in every month for ODOP and few non ODOP products. Funds to be provided to the concerned research institutions for online classes @Rs. 3,000 for every 2.5 hrs for one set of product based on course-curriculum developed by FICSI, NIFTEM/ IIFPT or concerned technical institute.

### **3.3.3. Training for Tribal Beneficiaries**

Training should be organized for tribal beneficiaries for minor forest produce and other products at locations close to their place of work/ residence in collaboration with Tribal Development Departments of the States. All the persons belonging to scheduled tribes, who are engaged in collection and processing of minor forest produce should preferably be provided training. The course content, hours of training, etc. would be same as other micro-food processing enterprises, suitably modified for the special requirements of tribal beneficiaries.

## **3.4. Workers’ Training for Skilling, Safety and Hygiene**

This would be at the shop floor level to be imparted by the Product Specific Trainer twice; once after the installation of machinery & hands on training by the machinery supplier and a fortnight after commercial production. In addition to this training of workers through multi - media material for food handling, safety, hygiene and worker’s safety at plant would be provided through FICSI using the LMS system. FICSI would provide syllabus, guidelines and training material of such training to the workers of beneficiary enterprises.

## **4. Curriculum & Training Material**

### **4.1. Curriculum for Training**

The curriculum of trainings is envisaged under National Skills Qualifications Framework (NSQF) to ensure the quality and uniformity of training program throughout the country.

The curriculum for EDP+ & product specific training would be developed by FICSI in consultation with FSSAI/ NIFTEM/ IIFPT/ CFTRI and crop specific ICAR/ CSIR research institutes.

### **4.2. Development of Product Training Modules**

The product training modules for ODOP would consist of trainer's guide, participant handbook, multimedia tutorials- audio & videos, PowerPoint Presentations, bankable DPR, etc. MoFPI will come out with the rates applicable for outsourcing training materials/ technologies etc. under the capacity building component of PM FME Scheme. This has since been circulated vide File No. M-16/14/2020-AS-Part (1) dated 23<sup>rd</sup> October, 2020. The current rates are given in **Annexure-4**.

The training modules would be developed by Crop specific research & development institute of ICAR/ CSIR, training/ extension departments of SAU. Organizations/ Agencies having relevant experience and expertise may be awarded work for the development of training modules by adopting transparent procedures. Curriculum and content of every Module would be reviewed by the Content Review Committee.

### **4.3. Online Teaching in Regional Languages**

A large number of beneficiaries would require teaching in regional languages. For national level research institutions, it might be difficult to provide teaching in languages other than English/ Hindi and the regional language of the State in which the institute is located. Therefore, SLTI should organize online live classes in regional languages. They should use course material developed by the National Level Research Institutions for preparing teaching material in regional language. The state level technical institutions would be provided funds at the same rate as National level research institutions for development of teaching materials as given in **Annexure-4**.

### **4.4. Content Review Committee**

A Content Review Committee would be formed with experts, including representatives from IIFPT, NIFTEM, CFTRI to review curriculum and training materials under the capacity building component.

## **5. Assessment and Certification Mechanism**

Formal assessment of all the trainees would be done by a third party agency & Certificate of Training would be issued to trainees. The assessment and certification would increase the popularity of training program as the certificate would add to the experience and qualification of trainee which in turn would be useful in availing bank loans by entrepreneurs, increase the chances of employment of floor workers. The assessment would also ensure the quality and uniformity of trainings imparted under the scheme.

### **5.1. Modes of Assessment**

The assessment agency may be engaged by FICSI/ SNA/ RSETI. Based on the assessment, certificate for training would be issued to the trainees. The assessment would be evidence based and could be done in either of two modes Online or Offline decided by SNA.

### **5.2. Certification and Cost of Assessment**

After the assessment, the mark sheet and certificates would be issued by training agency, which would be jointly signed by training agency, assessment agency and the representative of SNA. The certificate would carry logo of MoFPI and PM FME Scheme on it. The cost of assessment is @Rs. 900 per trainee is included in the cost of training indicated in **Annexure-3**.

## **6. Handholding Services**

District Level Resource (DLR) would offer handholding services to the trainees for a period of up to 3 (three) years. This is to address teething problems, sanction of loan and to ensure that the units are properly grounded. DLR would seek assistance from RSETI/ RUDSETI or other nominated District level training Agencies as and when required and the Institutes/ Agency would be under obligation to give necessary support & guidance.

## **7. Role of State Nodal Agency**

State Nodal Agency would play crucial role in implementation of Capacity Building of Food Processing Enterprises. Some of the specific responsibilities are indicated below:

- i. Nomination of Master Trainers
- ii. Organization of Training of Trainers (ToT) and Training of Beneficiaries (ToB)
- iii. Preparation/ customization of state relevant training modules, dubbing or reproduction of audio video content into the regional languages
- iv. Preparation of DPRs for products of interests to state
- v. Mobilization of beneficiaries and co-ordination with FICSI & Technical Institutes for capacity building activities

## **8. Role of FICSI**

Food Industry Capacity & Skill Initiative (FICSI) is autonomous industry-led body promoted by FICCI with financial support by NSDC. FICSI has been conducting training of trainers as well as assessing and certifying trainees on curriculum aligned to approve National Occupational Standards. FICSI would be the Capacity Building and Training& Assessment partner under the PM FME scheme. The organization would carry out following activities:

- i. Organizing Trainings for Mater Trainers and Training of Trainers
- ii. Development of structure of training programs, distribution of training hours for all levels of training
- iii. Providing syllabus & curriculum for development of training modules
- iv. Assist SNA, SLTI, RSETI/ RUDSETI in content development
- v. Providing customized training modules for different categories of trainings
- vi. Development of new ODOP training modules with the help of technical material& information provided by NIFTEM/ IIFPT
- vii. Development of training modules for EDP+ with emphasis on hygiene, FSSAI standards, weight & measure, regulations and certification etc. as relevant
- viii. Assessment of Mater Trainers, Trainers and Beneficiaries and issuing certificates to those who complete the training under the program

## **9. Role of NIFTEM & IIFPT**

The National Institutes would be technical partners for the capacity building program. Being part of the Capacity Building Committee, the role of these institutes would be as following:

- i. Partnering with FICSI to provide Training of Mater Trainers under the Scheme
- ii. Providing support to FICSI& SNA's for mobilizing qualified candidates for Master Trainer's training
- iii. Facilitation of training modules development: Engagement with ICAR/ CSIR, SLTI training/ extension departments of SAU, agencies having expertise in development of training modules
- iv. Review curriculum, course content as well as training materials for all levels of training
- v. Providing support for online training

\*\*\*\*\*



## Annexure -1

<b>Training of Master's Trainer</b>		
<b>Sub Category</b>	<b>No. of Training Hours</b>	<b>Cost per Training<sup>^</sup></b>
<b>Master Trainers*</b>	24 hrs. / 3 days training + 1 day assessment	Rs. 6,000/- as applicable per master trainer and Rs.1,000 per additional job role
Platform Training	16 hrs. / 2 days	
Domain Training	8 hrs./ 1 day	
<p><b>Domain Skills</b> refers to the sector-specific skills, technical knowledge, and know-how to perform a specific job accurately.</p> <p><b>Platform Skills</b> refers to presentation behaviors that a trainer uses to transmit content effectively. Trainers must demonstrate excellent platform skills to get their messages across.</p>		

**\* Eligibility of Master Trainer:**

<b>Educational Qualification</b>	<b>Training Experience in related occupation</b>	<b>Relevant Industrial/Sectoral Experience<sup>#</sup></b>
Diploma	Minimum 5 years	Minimum 5 Years
Graduate	Minimum 5 years	Minimum 3 Years
Post-graduate	Minimum 5 years	Minimum 2 Years
Not applicable (Special cases)	Minimum 8 years	Recognized experience in the sector/ associated with institute of repute
<p><sup>#</sup> Industrial/sectoral experience and training experience could be concurrent</p>		
<p><sup>^</sup> additional amount on the account of GST as applicable would be funded through the scheme.</p>		

**Annexure- 2**

<b>Training of District Level Trainers</b>		
<b>Sub Category*</b>	<b>No. of Training Hours</b>	<b>Cost per Training^</b>
<b>New Trainers</b>	<b>64 hrs. / 10 Days</b>	Rs. 11,000/- for one job role
Platform Training	48 hrs. / 8 days	Rs. 1,000/- per additional job role
Domain Training	16 hrs. / 2 days	
<b>Existing trainers</b>	<b>16 hrs. / 2 days</b>	Rs. 2000/- for one job role
Platform Training	8 hrs. / 1 day	Rs. 800/- per additional Job Roles
Domain Training	8 hrs. / 1 day	
^ Additional amount on the account of GST as applicable would be funded through the scheme.		

### Annexure- 3

<b>Beneficiary Training</b>		
<b>Sub Category</b>	<b>No. of Training Hours</b>	<b>Cost per Training<sup>^</sup></b>
<b>Existing Entrepreneurs</b>	50 hrs.	4874.6/-* For each additional hour 46.7 per hour/ candidate
<b>New Entrepreneurs</b>	60 hrs.- 50 hrs. classroom & 10 hrs. online training	5124.6/-#For each additional hour 46.7 per hour/ candidate
<b>Group beneficiaries (SHG/ FPO/ Co-operatives)- Existing</b>	50 hrs.	4874.6/-* For each additional hour 46.7 per hour/ candidate
<p>As per Common Cost Norm of MSDE for RPL- for 1 Job role- 30 students per batch</p> <p><sup>^</sup> Additional amount on the account of GST as applicable would be funded through the scheme.</p> <p>The above cost of training includes orientation and mobilization expenses, cost of promotional items, training material, stationary, beneficiary payout, subscription to online learning material and cost of assessment.</p>		

## Annexure- 4

<b>Rates of the Development of Training Modules, Content &amp; Translation</b>		
<b>Sl. no</b>	<b>Content</b>	<b>Cost Norm<sup>^</sup> (Rs.)</b>
I	Entire module  (Including Video (for 10 mins duration: Rs.25,000), DPR (Rs.5000), PowerPoint presentation of product development, packaging, food safety, (Min 25 slides of each: Rs.7000), audio voice over per language (Rs.5000) and reading manuals (Rs.5000); For translation of reading material from English into other languages (Rs 1.50 to 1.75 per word; About 1700 to 2000 words: Rs. 3000)	50,000/-
II	One video with English/ Hindi language (duration: 5-10 mins, Rs. 15,000/- for up to 5 mins and Rs. 25,000/- for up to 10 mins)	25,000/-
	For audio voice over per language for up to 5 mins (Rs.2500) and above 5 mins to 10 mins (Rs. 5000)	5,000/-
	Reading manuals related to the training module (in English/Hindi)  (Minimum 6250 words to 25,000 words/Minimum pages 25 to 100)	5,000/-
	DPR for bankable project	5,000/-
	PowerPoint presentation on product development, packaging, and food safety (minimum 25 slides of each)	7,000/-
III	For translation of reading material from English/ Hindi into other languages (Rs 1.50 to 1.75 per word; About 1700 to 2000 words: Rs. 3000)	3000/-
IV	Process / product technology- under technology transfer program of various research institutes of ICAR/ CSIR etc.	As per Institute norms
*For entire module in English, the applicable capping for total cost would be Rs 42,000/- (i.e. less voice over & translation charges)		
^ additional amount on the account of GST as applicable would be funded through the scheme.		