

SPOTLIGHT

- **Sector in Focus: Food Processing**
- **Industrial Infrastructure: Sea Food Park, Deras**
- **Ease of Doing Business: Key Business Reforms implemented by the Forest & Environment Department**
- **Introducing **
- **Did you know?**
- **Success Story**
- **Testimonial**
- **Key Events**

► Sector in Focus

Food Processing including Sea Food

Odisha is blessed with 10 agro-climatic zones, nutrient-rich soil, abundant water resources and plentiful livestock resources, making it a leader in agri-production in the country.



Being a major producer of Cereals, Fruits (Mango, Banana etc.), Vegetables (Sweet-Potato, Tomato, etc), Spices (Turmeric, Ginger, Chilli, etc.) and Cashew Nuts, Odisha possesses high potential for value addition across agri-produces.

With a coast line of 480 km, the state is a major player in the Sea-Food Sector. It is the 4th largest Shrimp producer and 6th largest fish producer in India.

Odisha's strategic location along the East Coast and proximity to ASEAN countries provides unique opportunity in terms of exporting processed food and seafood, to major export destinations in the ASEAN region, USA and Japan.

Presence of major food processing players including Britannia, Coca Cola, Nissin, ITC, etc. and success of home grown enterprises including Falcon Marine, Bharat Masala, Ruchi, Kasam, etc. are bright examples of the opportunities the sector offers in Odisha.

The State has identified Food Processing sector as one of the 6 Focus Sectors and has brought in a number of industry-friendly reforms and policies to create a conducive environment for investments in the sector. A dedicated Food Processing Policy 2016 has been promulgated by the State offering competitive incentives for the sector. The key

highlights of the policy and incentive ecosystem available for the sector include:

The key highlights of the incentive ecosystem include:

Capital Investment Subsidy on Plant & Machinery:

As per IPR 2015

- 10% for units under A1/B1, A2/B2 & A3/B3 category of districts upto Rs. 50 Crore

As per Food Processing Policy 2016

- 25% for General Food Processing & Anchor industry (upto Rs. 2 & 5 Crore)
- 50% for Food testing laboratories in PPP mode (upto Rs. 4 Crore)
- 35% for Cold Chain, value addition/ processing centers (upto Rs. 5 Crore)

Setting up Mega Food Park/Seafood Park/State Food Park:

- 20% of Project Cost (excluding land), subject to a limit of Rs. 15 Crore

Reimbursement of Power Tariff:

- Upto Rs. 1.25/Unit depending on category of industry

Assistance for Reefer Vehicles:

- Credit-linked back ended subsidy of 35% of the cost of New Reefer Vehicle(s) / Mobile Pre-Cooling Van(s)

► Industrial Infrastructure

Sea Food Park, Deras

Odisha, with a long coastline of 480 kms, provides a unique proposition for seafood and marine products. To harness this proposition, the State is developing a Sea Food Park on 152.78 acres of land at Deras on the Chandaka-Khurda State Highway in the Khurda District. It is being promoted by the Odisha Industrial Infrastructure Development Corporation Ltd. (IDCO).

Located 28 kms south of the capital city, Bhubaneswar, the Park is easily accessible through Road, Rail and Air. It is also in close proximity to the Paradip port, providing a competitive advantage of access to the ASEAN markets.

The Park is being developed in a Hub-and-Spoke model with a Central Processing Centre (CPC) at Khordha to serve as the

Hub, supported by various spokes in terms of development of Primary Processing Centres (PPCs) and Collection Centres (CCs) spread in the catchment area with a radius of around 100-200 kms. The CPC will have 41 processing units at Deras, supported by 4 PPCs at Chandipur, Dhamra, Paradip and Rambha, each of which will be supported by 2-4 fish landing stations serving as proximate CollectionCenters.

The Park will have basic as well as specialized enabling infrastructure such as Pre-processing units, Cold Storage (2000 MT), Block Ice unit (100 MT), Packaging unit, Polythene unit, R&D center, Quality control & food testing laboratory facilities



► Ease of Doing Business

Key reforms by the Forest & Environment Department

Odisha is recognized as a 'Leader' in implementing reforms on doing business in the State. The State Government is committed to provide a conducive business atmosphere for industries setting up their units in the State.

The Forest & Environment Department has been a pioneer in adopting technology to bring transparency and efficiency in the application and approval processes. The Department has developed an Online Timber Transit Permit System making all applications end-to-end online with provisions of making payment, approval, tracking of application and generation of approved certificate.

The department publishes detailed information on applicable replanting requirements for plots with varying tree populations on the website.

Other reforms implemented by the department include:

- The department has reduced the timeline of issuance of Transit Permit from 172 days to 43 days.
- Well-defined inspection procedures and checklists are published online on the department's website.
- A system has been implemented for identifying establishments that need to be inspected based on computerized risk assessment.

- A computerized mechanism has been set up for allocation of inspectors.
- It has been mandated that the same inspector will not

inspect the same establishment twice, consecutively, and that inspection reports will be uploaded on the Online Timber Transit Permit System within 48 hours.

▶ Did you Know?

Odisha has Asia's largest brackish water lagoon at Chilika

Spread over the districts of Puri, Khurda and Ganjam, Chilika is the largest brackish water lagoon in Asia and the 2nd largest coastal lagoon in the world. With a unique combination of salt and fresh water, Chilika has an ecosystem with more than 225 species of Fish, Shrimps and Crabs.

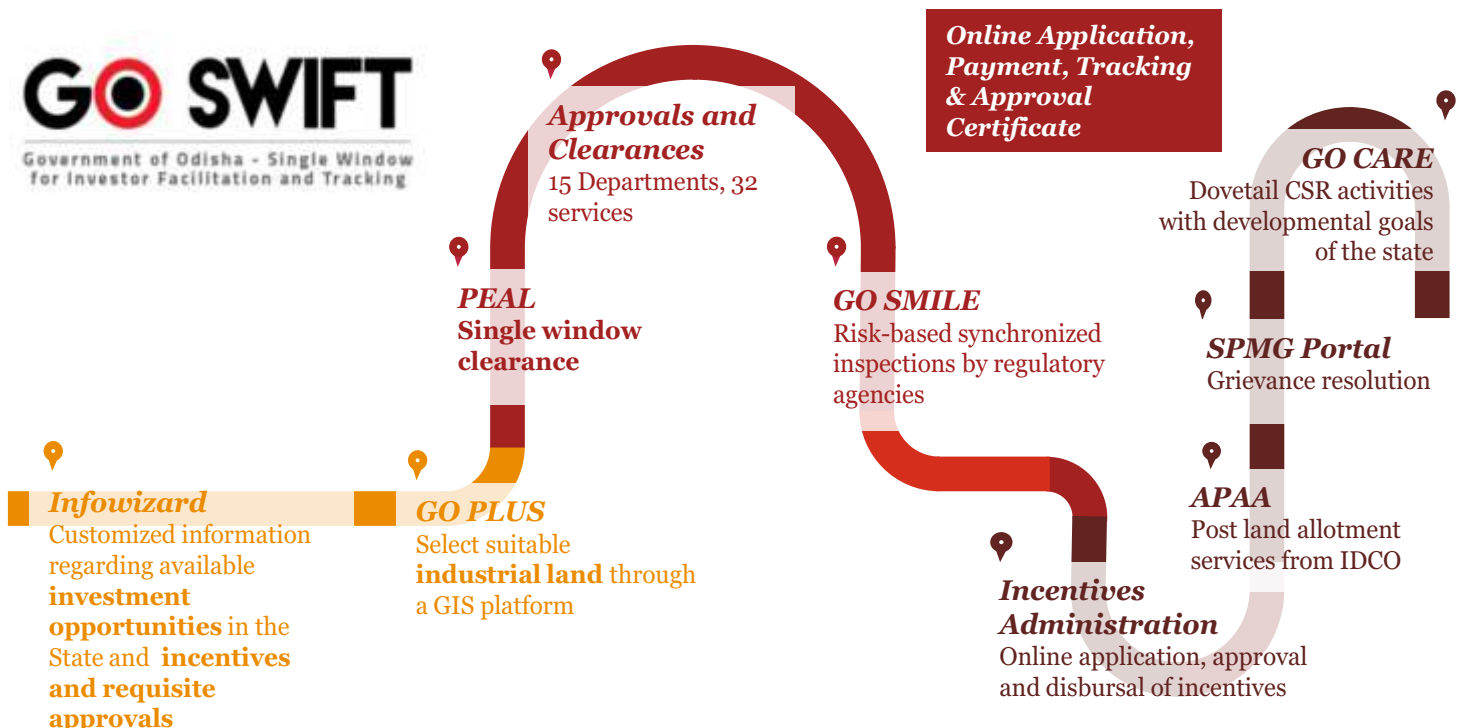


▶ Business in Odisha can now **GO SWIFT** Government of Odisha – Single Window for Investor Facilitation and Tracking (GO-SWIFT)

The State Government has introduced first-of-its-kind single window portal GO-SWIFT, i.e. Government of Odisha – Single Window for Investor Facilitation & Tracking. GO SWIFT acts as a single window for application to 32 services from 15 State Departments, facilitating online application, payment, tracking & download of approval certificate. The portal can be accessed at <https://invest.odisha.gov.in/swp/>. The key features of GO SWIFT include:

- Dashboard for real-time tracking of status of project applications

- Seamless integration with GO PLUS, GO SMILE, GO CARE, APAA & SPMG portals through a single Sign-On framework for all approvals and support through the lifecycle of an industrial project
- Query Management System to allow queries to be raised only once within 7 days from the date of application
- Hassle-free incentive application, sanction and disbursement



▶ Success Story

Indo-Nissin Foods Pvt. Ltd.

Indo Nissin Foods Pvt. Ltd. was established following a joint venture between Nissin Foods Japan and India in 1988. Indo Nissin's Instant Noodles production facility in the Khurda district of Odisha, which has been operational since 2014, is one of its most modern and technologically advanced factories for production of instant noodles in India.



The company is now further expanding its production facilities in the State with additional investment of Rs. 50 crores.

▶ Testimonial

Suresh Narayan, Chairman & MD, Nestle India



"I strongly believe that Odisha is one of the most promising destinations for investment and I have really three reasons why I believe so. The first one is the receptiveness and the ease of doing business in the state. The second one, which I believe is extremely important, is the fact that agro based industries and the food processing industry is a key facet of the industrial policy of the state. And the third reason which makes it extremely important for it to be considered as a destination for investment is the sustainability, the quality and the standard of governance".

▶ Key Events

World Food India

Odisha participated as a 'Focus State' at World Food India, a global event organized by the Ministry of Food Processing Industries, Government of India, during 3rd – 5th Nov, 2017 at New Delhi. The event saw participation from 60 countries and over 50 global CEOs. The State Government delegation held meetings with various investors and entrepreneurs and invited them to explore setting up manufacturing facilities in the State.



75th meeting of the State Level Single Window Clearance Authority (SLSWCA)

The SLSWCA met for the 75th time on 16th Nov, 2017. The meeting was commemorated with ground breaking ceremonies of 15 industrial projects in the State. These projects with a total investment of Rs. 11,690 crore will generate employment for more than 8,100 citizens in the State.

Make in Odisha Conclave 2018 announced

The 2nd Make in Odisha Conclave shall be organized during November 11-15, 2018 at Bhubaneswar.

Launch of the GO-SWIFT Portal

Hon'ble Chief Minister Shri Naveen Patnaik launched first-of-its-kind single window portal, called GO-SWIFT, on 16th Nov, 2017. The portal, developed by the Industries

Department, Government of Odisha, required collaboration between over 30 State Government agencies and was developed within a record timeline of 20 weeks.



Petrochemical Investors Conclave

Indian Oil Corporation Ltd. (IOCL), under the aegis of the Ministry of Petroleum & Natural Gas, Government of India, organized a Petrochemical Investors Conclave at

Bhubaneswar on November 16, 2017.

Various opportunities for investment in petrochemicals sector in the State were showcased to the investors.



Chief Editor:

Sanjeev Chopra

Chairman-and-Managing Director, IPICOL

For more information, log on to www.investodisha.gov.in

Industrial Promotion & Investment Corporation of Odisha Limited (IPICOL)

IPICOL House, Janpath, Bhubaneswar-751 022, India

e-mail: contact@investodisha.org; Telephone: +91-674-254 2601; Fax: +91-674-254 3766

Download our Mobile App 'InvestOdisha' available on   

Find us on   