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MINISTRY OF FOOD PROCESSING INDUSTRIES  
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# SHREE RAM

## MEGA FOOD PARK

Bikaner, Rajasthan







## Our story in a nutshell



Recently a new mega food park has been approved in Rajasthan by The Ministry of Food Processing Industries (MOFPI), Government of India. The name of the food park is **Shree Ram Mega Food Park Pvt. Ltd.** which is setup at Palana, District, Bikaner Rajasthan. Situated in **89.96 Acre's** to provide integrated farm to fork processing facilities, state of the art infrastructures, enabling industrial environment, technology and research for food processing and value addition to enterprises engaged in agro & food processing industry.

Supported by Ministry of Food Processing Industries, Shree Ram Mega Food Park will be one of the largest Agro & Food Processing hubs in Northern India.

Promoters:

1. Mr. Amit Goyal (Star agri warehousing)
2. Rich Soya Products Pvt. Ltd, Delhi
3. Nokha Agrotech Pvt. Ltd

The promoters bring together with leading experience in food sectors like food processing, warehousing and infrastructure development.



## The concept

**SRMFPPL** aims to meet the growing demand for quality food by consumers and provide infrastructure facilities for food processing units (along the food value chain from the farm to market) with sustainable rural and agricultural development as the guiding principle. SRMFPPL envisages supporting the industry in processing, value addition, post-harvest facilities and technical assistance to farmers and entrepreneurs. In summary, the expected outcomes are improved realization to growers, creation of high quality food processing infrastructure, reduction in wastage, capacity building of the producers and processors and creation of an efficient supply chain along with significant direct and indirect employment generation. With all these aspects, the project is expected to transform the rural landscape of a considerable part of Rajasthan and play a vital role in changing agriculture from a supply driven scenario to demand driven scenario by breaking the vicious cycle of Low Investment-Low Productivity- Low Return-Low Investment.



# A PERFECT UNION OF NATURE & TECHNOLOGY







### ENCOURAGE ENTREPRENEURSHIP

By creating integrated modern infrastructure to assist diverse food processing operations that would encourage entrepreneurship in the food processing region.



### INFRASTRUCTURE

To create a state-of-the-art infrastructure that would enable the food processors to run their operations smoothly and lead spatial clustering of processors in the region.



### BACKWARD INTEGRATION SUPPORT

Providing backward integration support to food processors and assuring sustained supply of raw materials from within and outside the region.



### FORWARD INTEGRATION SUPPORT

Providing forward integration support to food processors so as to lower marketing and off-take risk.



### EMPLOYMENT OPPORTUNITIES

The project creates a significant direct employment opportunities.



## Strategic Advantage of Location @ Bikaner



There are various food processing industries at Bikaner and Asia's one of the largest moth pulses mandi at Nokha, which is near by Bikaner and it's around 37 km away from **Shree Ram Mega Food Park**.

The natural resources, policy incentives, strategic location and infrastructure in the state are favorably suited for investments in sectors such as Agricultural & Horticultural

Oil seeds processing

Ready to eat

(Namkeen/ Snacks/ Papad /Sweets /Dairy Products)

Isabgol, Pulses, Fruits,

Vegetables, Gwar Processing,

Spices Processing etc.





# PROPOSED PLAN



## Area Analysis of SRMFP

INDUSTRIAL PLOTS			
Plot No.	Area (in sqm)	Area (in Acres)	Allotted Plot
A-1	7315.54	1.81	
A-2	10084.98	2.49	
B-1	8198.67	2.03	
C-1	7515.97	1.86	
C-2	7470.71	1.85	
C-3	8000.00	1.98	
C-4	8000.00	1.98	
D-1	32923.45	8.14	Allotted
E-1	7500.00	1.85	
E-2	2883.70	0.71	Allotted
E-3	3396.62	0.84	Allotted
F-1	29690.41	7.34	Allotted
F-2	9750.00	2.41	Allotted
G-1	7350.00	1.82	
G-2	3517.50	0.87	
G-3	3517.50	0.87	
G-4	5673.13	1.40	
G-5	3517.50	0.87	
G-6	3517.50	0.87	
H-1	5688.00	1.41	

INDUSTRIAL PLOTS			
Plot No.	Area (in sqm)	Area (in Acres)	Allotted Plot
H-2	8800.00	2.17	Allotted
H-3	11200.00	2.77	
I-1	4396.09	1.09	
I-2	2193.38	0.54	
J-1	5648.84	1.40	
J-2	5698.15	1.41	
J-3	10329.64	2.55	Allotted

INDUSTRIAL PLOTS			
Plot No.	Area (in sqm)	Area (in Acres)	Allotted Plot
R-1	3362.85	0.83	Allotted
R-2	5056.92	1.25	Allotted
R-3	9807.12	2.42	Allotted

INDUSTRIAL PLOTS			
Plot No.	Area (in sqm)	Area (in Acres)	Allotted Plot
K-1	5682.41	1.40	Allotted
K-2	1833.54	0.45	Allotted
K-3	1615.67	0.40	
K-4	1606.15	0.40	Allotted

Spread Across : 89.96Acres







## Our contribution

Ensuring **LOW OPERATING COST** for the units present in the park through clustering & sharing of infrastructure thus enhancing economies of scale

**INCREASING THE KNOWLEDGE** and information capital of farmers and processors through provision of extension services, technology center etc.

Facilitating ease of **LINKAGE BETWEEN FARMERS AND OPERATORS** through farm proximate infrastructure

Facilitating forward **LINKAGE OF FOOD PROCESSORS** with organized retail and exporters etc.

**REDUCING POST-HARVEST LOSSES** for the farmers in the region through creation of infrastructure such as primary processing centers, controlled atmospheric transportation, cold storages etc.

**IMPROVING QUALITY OF FOOD PRODUCTS** by facilitating food processors produce quality food through better procurement practices, provision of food testing facility etc.

### SITUATED IN THE MOST AGRI-RICH SITE WITH RAW MATERIALS AVAILABLE AS MENTIONED BELOW

- CEREALS : BAJRA, BARLEY, JAWAR, MAIZE, PADDY AND WHEAT.
- PULSES : GRAM, MASOOR, MOONG, MOTH AND URAD.
- SPICES : CORIANDER, CUMIN SEEDS, FENNEL, METHI (SEEDS & LEAF) & RED CHILLY.
- OILSEEDS : ALSI, ARANDI, GROUNDNUT, MUSTARD, SESAMUM, SOYABEAN & TARAMIRA.
- FRUITS & VEGETABLES : BER, KINNOW, ORANGE, POMEGRANATE, ONIONS, CAULIFLOWER, GREEN CHILLIES, TINDA, KAKDI MELONS AND DRY VEGETABLES LIKE KER, SANGRI, GUARFALI, PHOPHALIYA ETC.
- OTHERS : GUARGUM, ISABGOL, DAIRY PRODUCTS ETC.



## Financial support facility from government side



60 PERCENT BUDGET ALLOCATION RESERVED FOR FOOD PARK UNDER UNIT SCHEME/ CEFPPC SCHEME (GRANT /SUBSIDY UP TO RS 5 CR.) MOFPI UNDER PRADHAN MANTRI KISAN SAMPADA YOJANA

CUSTOMIZED PACKAGE FROM STATE GOVERNMENT OVER 100 CR. INVESTMENT OR 250 PERSON EMPLOYMENT.

CAPITAL INVESTMENT SUBSIDY FROM 25-50% UPTO Rs. 100 LACS.

TOPUP CAPITAL INVESTMENT SUBSIDY 10% UPTO Rs. 50 LACS FOR PROJECT SANCTIONED UNDER PRADHAN MANTRI KISAN SAMPADA YOJANA IN MEGA FOOD PARKS.

5% INTEREST SUBSIDY ON TERM LOAN FOR 5 YEARS UPTO RS. 25 LACS PER YEAR.

3% INTEREST SUBSIDY UNDER AGRI INFRA FUND(AIF)

EXEMPTION FROM PAYMENT OF ELECTRICITY DUTY, MARKET FEE & LAND TAX FOR 7 YEARS.

EXEMPTION FROM STAMP DUTY

FREIGHT SUBSIDY FROM STATE GOVERNMENT.

INVESTMENT SUBSIDY OF 75% STATE TAX DUE AND DEPOSITED.

OTHER MORE SCHEMES OF PMKSY, APEDA, AND NABARD (GRANT /SUBSIDY UP TO 1 CR. TO 10 CR.) WHICH ARE APPLICABLE FOR FOOD PROCESSING SECTORS.

EMPLOYMENT GENERATION SUBSIDY IN FORM OF CONTRIBUTION TOWARDS EMPLOYEES EPS & ESI FOR 7 YEARS.





## Well appointed infrastructure

COMPONENTS	CAPACITY
Multi Commodity Cold Storage big chambers	capacity <b>10,000 mt.</b>
Modern Warehouses	capacity <b>20,500 mt.</b>
Fully automatic Sorting, Grading and packaging line for Groundnut	capacity <b>8 mt./Hr.</b>
Multi-Purpose Automatic Sorting, Grading and Packaging line for cereals & pulses, spices	capacity <b>8 mt./Hr.</b>
Customized SDF Sheds (Standard Design Factory) with plug & play facility for Small & Medium Enterprises.	area <b>1000 Sq.mt.</b>
Solar Power Plant (Use of Green Energy)	<b>1 MW.</b>

### Multi Facility Block

- Administrative Block • Quality Control Cell • Food Testing Lab
- Golf Cart for visitors • Liaison and Marketing Cell • Procurement & Warehouse Management Cell • Logistics and Distribution Cell • Canteen



## Benefits at the food park

### Developed Plots available in different sizes having basic enabling infra

- State of the art infrastructures by renowned industrial designers, master planners and engineers
- Road network with pavement, junctions, footpath etc
- Non-stop water and power availability
- Electrical line connectivity
- Water Harvesting System
- Parking space and weigh bridge(100MT)
- Storm water drainage system
- Fire fighting systems
- Signage, landscaping, street lighting
- Telecommunication infrastructure
- CCTV, Security,
- Integrated ecosystem for agro & food processing
- Infrastructure for enhanced rate of innovation /compressed incubation time
- Faster and easier access to Food & Allied processing Infrastructure
- Access to multiple packing & value addition options at one location
- The major land use around the site is agrarian
- Well-developed road network in the surrounding regions.
- Research & Development and Innovation Facility (Research and Innovation)
- Business support services with dedicated technical team.
- Incubation center for new business



## Primary Processing Centers

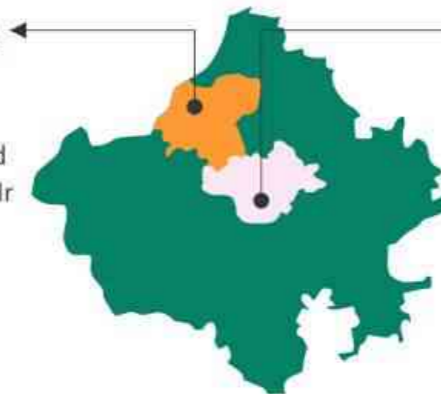
Primary Processing Centers (PPCs) have been envisaged to be created and these will be an integral part in the concept of Mega Food Parks for sourcing the raw and primarily processed produce respectively to the Central Processing Park.

The PPC Lunkaransar is famous for various crops and this is the biggest mandi of Groundnut, moth and mustard crops.

The PPC Nagaur is one of the largest hubs of spices.

### PPC @ LUNKARANSAR

- Dry Warehouse : 8000MT
- Grain Cleaning, Grading and Separator Machine - 1MT/Hr
- Road Network



### PPC @ NAGOUR

- Cold Storage(Chilled) - 10,000MT.
- Cleaning, grading line for Fruits and Vegetables-2MT/Hr.
- Cleaning, grading line for Spices (Kasuri Methi) processing-2MT/Hr.
- Weigh Bridge - 100MT
- Road Network
- PV Solar Power Plant ( On Grid/ Off Grid) - 220 KW



## LOCATION MAP



## HIGHLIGHT

- ON NATIONAL HIGHWAY (NH62).
- DOMESTIC AIRPORT NAL, BIKANER - 22 KM
- THE NEAREST LOCAL MARKETS NAMELY BIKANER (GRAIN) APMC MARKETS ARE BETWEEN 3 KM TO 60 KM RADIUS FROM THE PROPOSED SITE.
- THE PROPOSED ROAD LINKAGE (VILLAGE RASISAR) UNDER "BHARATMALA" ECONOMIC GREEN CORRIDOR (AMRITSAR TO JAMNAGAR VIA HANUMANGARH, BIKANER, JODHPUR AND BARMER) IS GOING THROUGH 10 KM DISTANCE FROM PALANA VILLAGE NH-62.
- BIKANER - 19 KM
- NOKHA - 37 KM
- DESHNOK/KARNI MATA TEMPLE - 5 KM
- NEAREST RAILWAY STATION - 1 KM
- ICD DESHNOK - 6 KM
- NAGAUR-98 KM
- THE LAND IS LOCATED AT AROUND 350 KM FROM JAIPUR CITY.
- JAIPUR-JODHPUR RING ROAD CIRCLE - 13 KM
- SRI GANGANAGAR - 270 KM
- HANUMANGARH - 272 KM
- CHURU - 199 KM



### SHREE RAM MEGAFOOD PARK PVT. LTD.

#### Registered Office Address :-

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