



ACTIVITY REPORT

Webinar on “Business Opportunities in Bakery and Confectionary”

[under PM FME Scheme, Ministry of Food Processing Industry (MoFPI), Govt. of India]

Organized by

**Mehr Chand Mahajan DAV College for Women, Chandigarh (U.T.)
State level Technical Institute**

in association with

**Department of Industries, U.T Chandigarh
State Nodal Agency (SNA)**



Mehr Chand Mahajan DAV College for Women

Sector 36-A, Chandigarh (U.T.)

ONE DISTRICT ONE PRODUCT (ODOP)

Webinar on Business Opportunities in Bakery & Confectionery
under PMFME Scheme to celebrate Azadi Ka Amrit Mahotsav (India@75)

in collaboration with

Department of Industries, U.T., Chandigarh



Distinguished Speakers



Dr. Nisha Bhargava
Principal
Mehr Chand Mahajan
DAV College for Women



Mrs. Baljeet Kaur
Director, VMAD
Chandigarh



Mr. Paramjit Singh
Director, RCED
Chandigarh



Dr. Vandana Sharma
Asst. Prof.-Dept. of Food Sc.
Mehr Chand Mahajan
DAV College for Women



Dr. Sandeep Kaur
Asst. Prof.-Dept. of Food Sc.
Mehr Chand Mahajan
DAV College for Women



Dr. Gurpreet Kaur
Asst. Prof.-Dept. of Food Sc.
Mehr Chand Mahajan
DAV College for Women

AZAADI KA AMRIT MAHOTSAV

Name of the Activity: Webinar on “Business Opportunities in Bakery and Confectionary under the Pradhan Mantri Formalization of Micro Food processing Enterprises (PM-FME scheme) to celebrate Azadi ka Amrit Mahotsav (India@75)

Organizing Departments: Mehr Chand Mahajan DAV College for Women, Sec 36 Chandigarh- State level Technical Institute in association with Department of Industries, U.T Chandigarh , the State Nodal Agency.

Speakers:

- Mr. Paramjeet Singh ; Director-Regional Center for Entrepreneurship Development (RCED), Chandigarh
- Mrs. Baljeet Kaur; Director- VMAD
- Dr. Vandana Sharma, Assistant Professor, Mehr Chand Mahajan DAV College for Women, Chandigarh , Qualified Master Trainer for UT.CHD under PM-FME scheme
- Dr. Sandeep Kaur, Assistant Professor, Mehr Chand Mahajan DAV College for Women, Chandigarh, Qualified Master Trainer for UT.CHD under PM-FME scheme
- Dr. Gurpreet Kaur, Assistant Professor, Mehr Chand Mahajan DAV College for Women, Chandigarh, Qualified Master Trainer for UT.CHD under PM-FME scheme

Venue: Online(G-Meet)

No. of Beneficiaries : 100

Date: 12-09-2021

Brief Objectives :

- To apprise the participants about the 75 glorious years of Azaad Bharat, the need of youth of this nation to come together and make this nation **Atmanirbhar** and skillful that will lead to further progress and development.

- To enlighten the participants about the PM-FME Scheme (initiated under Atmanirbhar Bharat Mission) and the need for and importance of formalization in the bakery sector with relevance of Bakery as ODOP of UT, CHD.
- To apprise them on the need on food licensing, its process of applying and its significance in further expanding the enterprise.
- To emphasize and make them aware on the importance and minimal norms of food safety and hygiene required and to be followed and executed during the working of the bakery units.

Expenditure: NA

Supporting Brochure : (As detailed below):

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh (U.T.)

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Dr. Nisha Bhargava Principal Mehr Chand Mahajan DAV College for Women	Mrs. Baljeet Kaur Director, VMAD Chandigarh	Mr. Paramjit Singh Director, RCED Chandigarh	Dr. Vandana Sharma Asst. Prof.-Dept. of Food Sc. Mehr Chand Mahajan DAV College for Women	Dr. Sandeep Kaur Asst. Prof.-Dept. of Food Sc. Mehr Chand Mahajan DAV College for Women	Dr. Gurpreet Kaur Asst. Prof.-Dept. of Food Sc. Mehr Chand Mahajan DAV College for Women

WEBINAR SCHEDULE

TIME	TOPICS	DURATION	SPEAKER
10:00 AM – 10:15 AM	JOINING OF THE PARTICIPANTS		
10:15 AM – 10:30 AM	Opening Note	10 Min	Dr. Sandeep Kaur
10:30 AM – 10:45 AM	Welcome Address	10 Min	Dr. Nisha Bhargava Principal, Mehr Chand Mahajan DAV College for Women/ SLTI
10:45 AM – 11:00 AM	Inaugural Address	10 Min	Mr. Jagjit Singh, Director Industries, Chandigarh
11:00 AM – 11:20 AM	Introduction to PMFME SCHEME	20 Min	Dr. Vandana Sharma, Asstt Professor, Mehr Chand Mahajan DAV College for Women
11:20 AM – 11:40 AM	Setting up of the Microenterprise	20 Min	Mr. Paramjeet Singh Director, RCED, Chandigarh
11:40 AM – 12:00 PM	Branding and Marketing of Bakery products	20 Min	Mrs. Baljeet Kaur Director, VMAD, Chandigarh
12:00 PM - 12:20 PM	Relevance of the ODOF for the District	20 Min	Dr. Gurpreet Kaur, Asstt Professor, Mehr Chand Mahajan DAV College for Women
12:20 PM - 1:00 PM	ODOF specific information	20 Min	Dr. Sandeep Kaur, Asstt Professor, Mehr Chand Mahajan DAV College for Women
1:00 PM	Vote of Thanks		

Brief Report:

A webinar on “**Business Opportunities in Bakery and Confectionary** under the Pradhan Mantri Formalization of Micro Food processing Enterprises (**PM-FME scheme**) was organized by Mehr Chand Mahajan DAV College for Women, Chandigarh in association with Department of Industries, UT CHD on 12 Sep 2021 to celebrate **Azadi ka Amrit Mahotsav (India@75)** .

Mehr Chand Mahajan DAV College for Women, Chandigarh is the selected and appointed **State level technical Institute (SLTI)** for U.T, Chandigarh for training and capacity building under PM_FME scheme launched by Ministry of Food Processing Industries (MoFPI), GOI.

The inauguration session of the webinar was attended by worthy Chief Guest Mr. Jagjit Singh, Director, Department of Industries, UT Chandigarh, the State Nodal Officer for PM-FME Scheme.

The session started with a formal welcome address by worthy madam Principal, Dr. Nisha Bhargava who applauded the unique initiative of our honorable Prime Minister Shri Narendra Modi to celebrate 75 years of progressive India through celebrating Azadi ka Amrit Mahotsav. She then emphasized on the need of the youth to come forward and work towards the realization of Atmanirbhar Bharat. She further highlighted the importance of the PM-FME scheme while focusing on food safety and related norms.

Mr. Jagjit Singh expressed his enthusiasm towards celebration of Independent India and detailed that ‘Azadi Ka Amrit Mahotsav’ is an embodiment of the 75 glorious years of independent India with its glorious history of its people, culture and achievements. He then discussed about the PM-FME scheme which is aligned in the making the vision of building a new, AatmaNirbhar Bharat , a reality soon. He emphasized on the need and benefits of formalization of bakery units to the participants (existing and new entrepreneurs) and the potential of up-skilling and upgrading oneself more into this field via the present scheme.

Webinar was then initiated with lecture delivered by Dr. Vandana Sharma. The talk was focused on orientation and complete understanding of the PM-FME scheme; its objective, eligibility, process of applying. This was followed by interactive talks by Mr. Paramjit Singh and Mrs. Baljeet Kaur who motivated the existing and budding entrepreneurs in the bakery sector. Further, they detailed about the process of availing bank loans, preparation of DPR’s , how to do marketing and branding and enhance customer base etc.

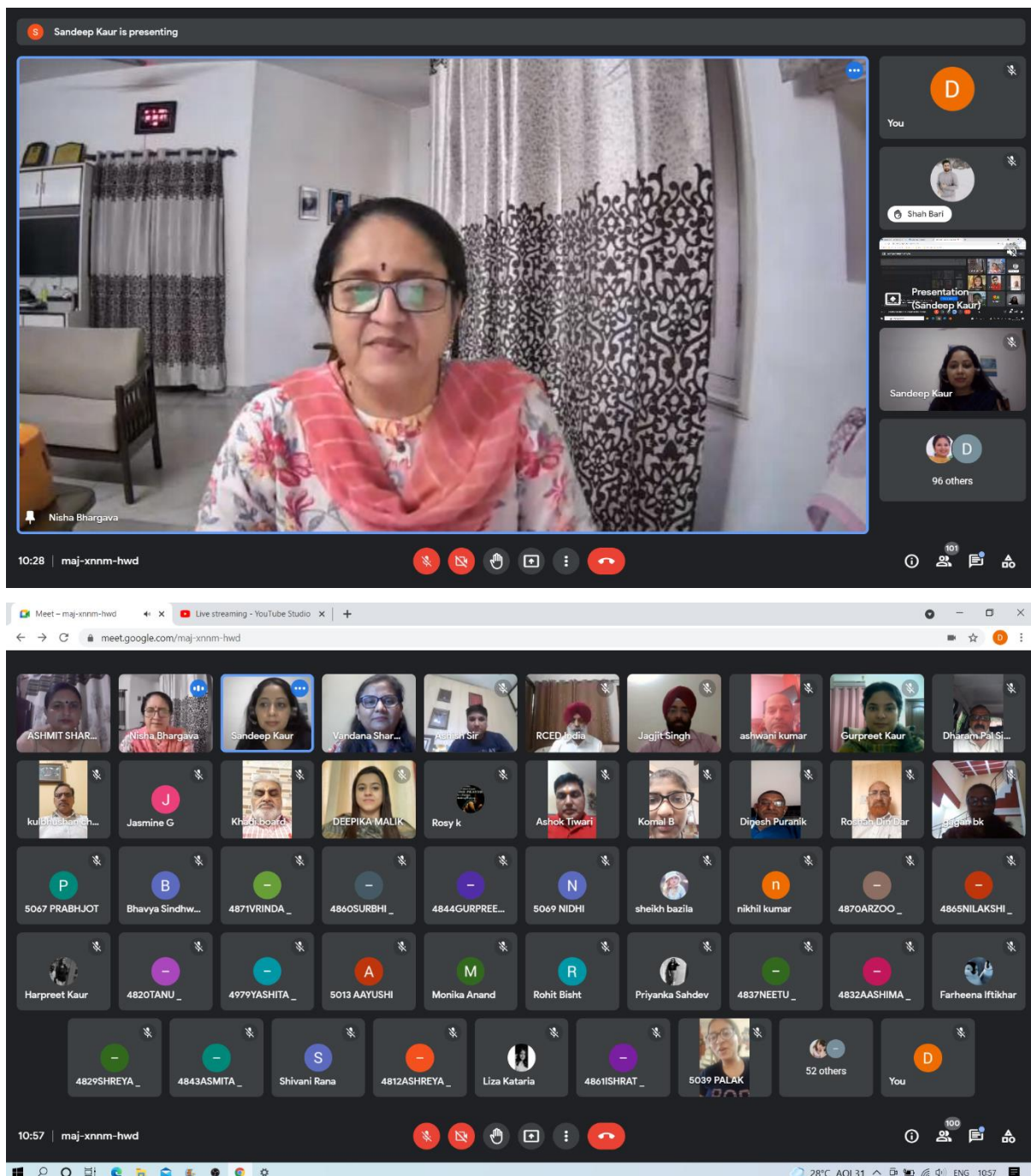
This was then followed by the next lecture in which the market potential of bakery and the relevance of the ODOP (Bakery) for UT, Chandigarh along with the concept of One District - One ODOP under the present scheme was explained in detail by Dr. Gurpreet Kaur.

Finally, the last session was delivered by Dr. Sandeep Kaur who gave a comprehensive insight into the Food Safety and Standards Authority of India (FSSAI) registration and mandatory licensing requirements, process of applying along with importance of food hygiene and health, prevention of food adulteration, FSSAI laid safety norms, quality parameters, with special reference in pandemic times of COVID-19.

Learning Outcome:

- 1) All the participants were highly enthusiastic and actively participated in the various sessions throughout the webinar as filled by the feedback form.
- 2) They showed positive response and feedback towards the objective of formalization and licensing and registration requirements and responded well to all the sessions.

Press Coverage and Pics:



Sandeep Kaur is presenting

PMFME
सूक्ष्म उद्यमों का सेबल

**AZADI KA
AMRIT MAHOTSAV**

Launch: 12th March 2021 Sabarmati Ashram

75

आजादी का अमृत महोत्सव

10:20 | maj-xnm-hwd

100

You

Shah Bari

Vandana Sharma

Sandeep Kaur

95 others

Jagjit Singh

10:34 | maj-xnm-hwd

98

You

Sandeep Kaur

Vandana Sharma

Nisha Bhargava

93 others

Meet - maj-xnnm-hwd | Live streaming - YouTube Studio | meet.google.com/maj-xnnm-hwd

11:18 | maj-xnnm-hwd

28°C AQI 31

Meet - maj-xnnm-hwd | Live streaming - YouTube Studio | meet.google.com/maj-xnnm-hwd

Vandana Sharma is presenting

PM Formalisation of Micro Food Processing Enterprises Scheme (PMFME SCHEME)
under Ministry of Food Processing Industries, Government of India

AATMANIRBHAR BHARAT

Opening gates for growth of Micro Enterprises in Food Industry

11:00 | maj-xnnm-hwd

28°C Cloudy

Meet - maj-xnmm-hwd | Live streaming - YouTube Studio | meet.google.com/maj-xnmm-hwd

Sandeep Kaur is presenting



Ministry of Food Processing Industries
Government of India



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food



FSSAI Regulations and Guidelines (Food Safety & Hygiene Standards, Registration, Licensing) in Bakery

By
Dr. Sandeep Kaur




12:37 | maj-xnmm-hwd


25°C Cloudy | ENG 12:37

Meet - maj-xnmm-hwd | Live streaming - YouTube Studio | meet.google.com/maj-xnmm-hwd


Gurpreet Kaur is presenting



Ministry of Food Processing Industries
GOVERNMENT OF INDIA




75
आज़ादी का
अमृत महोत्सव



आत्मनिर्भर
भारत
अभियान

Relevance of Bakery Products (ODOP) for Chandigarh



Slide 1 of 22

12:07 | maj-xnmm-hwd

25°C AQI 32 | ENG 12:07

Meet - maj-xnnm-hwd | Live streaming - YouTube Studio | meet.google.com/maj-xnnm-hwd

Magical baljeet Kaur

11:45 | maj-xnnm-hwd

28°C AQI 32 ENG 11:45