

अनीता प्रवीण, भा.प्र.से.  
ANITA PRAVEEN, IAS



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

सचिव  
भारत सरकार  
खाद्य प्रसंस्करण उद्योग मंत्रालय  
Secretary  
Government of India  
Ministry of Food Processing Industries

D.O. No. A- 12012/1/2018-Admin (Part-I)

October 12, 2023

As per the instructions contained in Cabinet Secretary's ID. No. 601/2/1/2014 (Vol.III)-TS dated 28.04.2016, I am sending herewith a report of the initiatives taken by the Ministry during the month of September, 2023 for your kind perusal.

2. The PLI Scheme is being regularly reviewed with all beneficiaries as a preparatory measure for filing of claims by the companies for the year 2023-24. This year will see claims filed for Branding & Marketing as well as Millets based Products in addition to regular production based claims. Hence, adequate hand holding is being done by the Ministry as well as the PMA for accuracy of claims to be filed.
3. Under the International Year of Millets 2023, Millet Mahotsav were organized in (i) Kolkata, West Bengal on 5<sup>th</sup> September, 2023 (ii) Amritsar, Punjab on 5<sup>th</sup> September, 2023 (iii) Hyderabad, Telangana on 15<sup>th</sup> September, 2023. Other activities being undertaken by the Ministry of Food Processing Industries (MoFPI) to celebrate International Year of Millets 2023, are attached at Annexure-I.
4. Apart from the above, the Ministry celebrated Hindi Diwas on 14<sup>th</sup> September 2023 including Hindi Pakhwada which was organized from 14<sup>th</sup> September 2023 to 28<sup>th</sup> September 2023.
5. Meanwhile, the preparations for the World Food India, 2023 is going on in full swing with expected high level of participation from industry and academia of national and international standing.

-Sd/-  
(Anita Praveen)

Shri Rajiv Gauba,  
Cabinet Secretary,  
Cabinet Secretariat,  
Rashtrapati Bhawan,  
New Delhi – 110004

Encl.: As above

Copy to:

1. Principal Secretary to the Hon'ble Prime Minister, Prime Minister's Office, South Block, New Delhi.
2. PS to Hon'ble Minister, Food Processing Industries, Panchsheel Bhawan, New Delhi.
3. All Cabinet Ministers/ Ministers of States.
4. All Secretaries to the Govt. of India

(Anita Praveen)

**Activities being Undertaken by Ministry of Food Processing Industries (MoFPI) to celebrate International Year of Millets (IYoM) and preparations for World Food India 2023**

Ministry of Food Processing Industries has taken various measures to strengthen Millet Processing infrastructure and advocacy for popularizing its usage:

1. As part of Millet advocacy measures, Ministry has organized Millet Mahotsavs in 3 districts during September, 2023 - (i) Kolkata, West Bengal on 5<sup>th</sup> September, 2023 (ii) Amritsar, Punjab on 5<sup>th</sup> September, 2023 (iii) Hyderabad, Telangana on 15<sup>th</sup> September, 2023. These Millet Mahotsavs were organized with the help of State Governments and Industry Associations and attracted participation of Food processing entrepreneurs, Farmers/ Producers, FPOs/FPCs/ Cooperatives/ SHGs, equipment manufacturers, Academicians etc.
2. Ministry has incorporated Millets as one of the thrust areas for incentives available under Ministry schemes. So far, a total of 1,780 loan have been sanctioned amounting Rs. 95.78 Cr for individual millet processing units from various states under PMFME scheme. Out of this, 1,417 loans have been disbursed amounting Rs. 67.38 Cr. Ministry has approved 30 Millet based proposals for Production linked Incentive (PLI), which includes proposals from 22 MSMEs. In addition, Ministry has identified 19 districts with Millet Products as One District One Product (ODOP) under its PMFME scheme and has approved 3 Marketing & Branding proposals for Millet Products.
3. Ministry is organizing a global food event World Food India (WFI) during 3-5 November, 2023 in Pragati Maidan, New Delhi with processed millet products as key attraction of the event. Ministry has already on boarded wide spectrum of stakeholders to make the event successful. 17 States & 18 Ministries/Central Govt. Organization have consented to be associated partners/focus participating entities to the event. Ministry is also organizing global Reverse Buyer Seller Meet in association with D/o Commerce & its associated bodies i.e. APEDA, MPEDA/Commodity Boards as a part of event. Ministry has also approached PMO for inauguration of event by Hon'ble Prime Minister. Secretariat to the Hon'ble President of India has conveyed it's in-principal approval for Hon'ble President to grace WFI valedictory session on 5<sup>th</sup> November, 2023.
4. For eliciting participation in World Food India, 2023, 02 days Roadshow at Dubai was organized on 20-21.09.2023 and One-on-one discussions were held on the sideline of this event with the Lulu Group, Ghassan Aboud Group, IFFCO, and Sharaf Group. Total of 03 meetings with different Embassies/ High – Commissioners were held in the month of September, 2023 and Secretary, FPI held 08 review meetings during the month with relevant stakeholders.

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## Ministry of Food Processing Industries - Report for September, 2023

1.0 Important policy decisions taken and major achievements during the month:

1.1 Major achievements during the month:

### **A. Aatmanirbhar Bharat:**

#### **a. Prime Minister Scheme for Formalization of Micro Food Processing Enterprises (PM FME): -**

Various actions taken/developments in the month of September, 2023 in the implementation of the Scheme are as under:

##### **a1. Implementation Status: -**

- **Progress on Individual Applications:** 15,356 individual applications were submitted and 6539 loans sanctioned. Subsidy released for 1705 beneficiaries amounting to Rs. 34.12 crores.
- **Capacity Building:** 3366 Beneficiaries trained in 29 States/UTs and 54 DRPs trained in 32 States UTs and 20 DLTs trained in 28 States.
- **Incubation Center:** One Incubation Center in Telangana has been commissioned.
- **Seed Capital:** Amount of Rs.2.55 Cr released for 1,921 SHG members.

##### **a2. Millet Based Activities:**

- Under the International Year of Millets 2023, Millet Mahotsav were organized in Kolkata (West Bengal), Amritsar (Punjab) & Hyderabad (Telangana) in the month of September 2023.
- The event encompassed a wide range of activities like Buyer Seller Meet, Exhibition, fair & sale of Value-Added Products, Millet recipes demonstration, Live kitchen, Technical Sessions and Cultural Programs. The event was a fruitful congregation of senior Government dignitaries, investors, Food processing entrepreneurs, Farmers/ Producers, FPOs/FPCs/ Cooperatives/ SHGs, equipment manufacturers, Academicians and business leaders of major food companies. The event witnessed huge participation of stakeholders with a footfall of around 2000 people in each event.

### **a3. Promotional Activities:**

- 08 Online Webinars / Offline Workshops/ Exhibitions/ Stakeholder Meetings conducted under PMFME Scheme with media coverage, 784 Social media posts shared via PMFME Facebook Page and Twitter Handle. 3579 Followers on PMFME Twitter Handle, 4995 Followers on Facebook Page and PMFME E-Newsletter on World Food India' 2023 and Litchi products published.

### **Meetings:**

- PMFME review meeting held on 26.09.2023 under chairpersonship of Secretary, FPI.
- Review meeting with SNAs/SLBCs held under the chairmanship of Additional Secretary, FPI on 01.09.2023.
- Review meeting with Banks held under the chairmanship of Additional Secretary, FPI on 13.09.2023.
- 31st Project Executive Committee meeting held under the chairmanship of Additional Secretary, FPI on 29.09.2023.
- To review the financial and physical progress of PMFME Scheme, the NPMU team members conducted visit to 8 States/UTs– Telangana, Tripura, Uttarakhand, Jharkhand, Jammu & Kashmir, Meghalaya, Andaman & Nicobar Islands and Nagaland.
- Review meetings with Top 22 States (As per target) were conducted by NPMU Team.

### **B. Production Linked Incentive (PLI) Scheme for Food Processing Industry:**

- VC meetings were organized on 01.09.2023, 27.09.2023 and 29.09.2023 with companies to discuss PLI Scheme related issued and preparedness for submission of claims for FY 2022-23.
- Incentive amount of Rs. 23.12 Crore for FY 2021-22 was sanctioned during the month to two PLI beneficiaries.
- Five site Inspection visits conducted by PMA/ MoFPI Officers during the month under the Scheme.

### **C. Progress under Pradhan Mantri Kisan Sampada Yojna (PMKSY):**

#### **C-1. NIFTEM:**

##### **(A). NIFTEM-Thanjavur:**

- NIFTEM-Thanjavur celebrated National Teachers' Day on 05<sup>th</sup> September 2023.
- NIFTEM-Thanjavur, in coordination with the Self-Reliant Bharat Mission of Tamil Nadu State organized a One Day Consultative Workshop cum Brainstorming on Trends in Food Processing Business and Future Prospects on 01<sup>st</sup> September 2023.

- NIFTEM-Thanjavur organized a National Webinar on Tuber Crops Processing & Value Addition on 08<sup>th</sup> September 2023.
- Director, NIFTEM-Thanjavur delivered a special address at the International Conference on Millets (Shree Anna) for achieving Nutritional and Economic Security at NIFTEM, Kundli on 22<sup>nd</sup> September 2023.
- NIFTEM-Thanjavur signed an MOA with M/s. Mr. Khaja Kamal, Cuddalore for Technology Transfer of Millet Pasta on 11<sup>th</sup> September 2023.
- NIFTEM-Thanjavur celebrated Engineer's Day on 15<sup>th</sup> September 2023.

**(B). NIFTEM Kundli:**

- A three-day international conference on 'Shree Anna' (Millets) was organized at the National Institute of Food Technology Entrepreneurship and Management (NIFTEM, Kundli) from 21<sup>st</sup> September to 23<sup>rd</sup> September 2023. The Conference was attended by Hon'ble Union Minister Shri Pashupati Kumar Paras, Food Processing Industries along with Food Industry Associations & Organizations and Hon'ble Minister of State for Jal Shakti Shri Prahlad Singh Patel actively participated in this conference.
- The conference was attended by Ambassadors and High Commissioners of various Embassies in India, Secretaries, Additional Secretaries and Joint Secretaries of the Government of India, representatives of the Food & Agriculture Organization of the United Nations, the World Bank and representatives of International Crop Research Institutes for the semi-arid tropical regions.
- In addition, 50 Vice Chancellors and Institutions, Scientists, Academicians from 12 different countries including USA, Canada, Indonesia, Serbia, Argentina, Uganda Kenya, Nepal and Bangladesh could visit. The Hindustan Unilever Limited conference will include technical sessions including 'Shree Anna' Exhibition, Cookery Show and Chef Talk, 'Shree Anna' recipe competition, 'Shree Anna' Ideation Hackathon, Street Play, B to B Meet.
- Also, this year 'Hindi Pakhwada' programme has been organized in NIFTEM-Sonepat from 14<sup>th</sup> September to 28<sup>th</sup> September 2023.

**C-2. Food Testing Lab:**

- Grant-in-aid of Rs. 105.87 lakhs have been released during the month of September 2023.

### **C-3. Cold Chain:**

- 2 Cold Chain projects have been reported completion and started commercial operations under the Ministry's Scheme component – Integrated Cold Chain & Value Addition Infrastructure of PMKSY during the month of September 2023.

### **C-4. Investment Promotion:**

- Meeting of Economic Advisor, FPI with industry/industry associations was held for GST rationalization for non-alcoholic beverages.
- Meeting with HDFC Bank (India) and National Institute of Food Technology Entrepreneurship and Management (NIFTEM) was held to discuss collaborative opportunities for World Food India 2023.
- Meeting with Daesang (South Korea) to discuss collaborative opportunities for World Food India 2023.
- Meeting with **Kellogg's (USA)** to discuss expansion plans of the company and collaborative opportunities for World Food India 2023.
- Virtual Interaction of **Additional Secretary, FPI with Indian Missions** to discuss the collaborative opportunities for World Food India 2023.
- Meeting with **Additional Secretary, Department of Commerce** to discuss collaborative opportunities for World Food India 2023.
- Meeting with **Borges International Group (Spain)** to discuss expansion plans of the company and collaborative opportunities for World Food India 2023.
- Meeting with **Buhler Group (Switzerland)** to discuss the expansion plans of the company and collaborative opportunities in World Food India 2023.

### **C-5. Promotional Activities:**

#### **i. Campaigns/ Coverage: -**

1. One month-long campaign to commemorate **Hindi Diwas**.
2. 15-Day Campaign Under **Hashtag SwachhataHiSeva** theme.
3. 15-Day Campaign highlighting the benefits of processed food to celebrate the **Hashtag PoshanPakhwada**.
4. 15-Day Campaign of Millet "Fun Fact" Posts under **Hashtag IYM2023**.
5. Regular posts and Videos related to **World Food India 2023** on all Social Media platforms of MoFPI.
6. Running Campaign of **PMFME** Scheme.

7. Celebrating important National and International days.
8. Retweeting PMOIndia, IYM, PIB India, MyGov India, Agriculture Ministry, Ministry of Culture, Amrit Mahotsav, Food and Agriculture Organization (FAO), Ministry of Health, Ministry of Women & Child Development, Ministry of Rural Development, Ministry of Education, Ministry of Railway, PIB, Invest India, G20, FSSAI, APEDA, World Food India and Millet related tweets of various Govt. organization and Food Processing posts.
9. Regular retweets of Hashtag SwachhataHiSeva and Hashtag MeriMaatiMeraDesh Campaign.

**ii. Event under Promotional Activities:**

S. No.	Organizer	Event Details	Event Date	City	State
1	PHDCCI	Odisha Food Processing Expo and Industry Meet	04-09-2023	Bhubaneswar	Odisha
2	AIFPA	National Seminar on Food Processing	07-09-2023	Mumbai	Maharashtra
3	PHDCCI	Agri and Food Processors Conclave	14-09-2023	Jhalda	West Bengal
4	PHDCCI	Agri and Food Processors Conclave	29-09-2023	Godda	Jharkhand
5	KSIDC	Regional Industry Meet and Roadshow	27-09-2023	Kochi	Kerala

**iii. Social Media Activities Undertaken during September, 2023:**

**Activities on Social Media Handles:**

<b>X (Formerly -Twitter):</b>	<b>Facebook:</b>
<ul style="list-style-type: none"> <li>• Total No. of Posts: 273</li> <li>• 494 Re-Post</li> <li>• Earned – 777 Re-Post &amp; 1,270 Likes</li> <li>• During this period, we earned 1,92,000 Impression</li> <li>• Video 3.1K Views</li> <li>• Earned 644 New Followers</li> <li>• Total Followers: 1,98,600</li> </ul>	<ul style="list-style-type: none"> <li>• Posts: 250</li> <li>• Reach: 460,525</li> <li>• Page Followers (New): 1,059</li> <li>• Page Visit: 7,805</li> <li>• Post Engagement: 44,959</li> <li>• Total Followers: 88,245 Followers</li> </ul>

<b>Instagram:</b> <ul style="list-style-type: none"> <li>• Posts: 181</li> <li>• Post likes: 11,100</li> <li>• Post Impressions: 3, 80,000 Impression</li> <li>• Accounts Reach: 10,980</li> <li>• Page Visit: 2,150</li> <li>• New Followers: 1,628</li> <li>• Total Followers: 29,546</li> </ul>	<b>YouTube:</b> <ul style="list-style-type: none"> <li>• Video Post: 12</li> <li>• Views: 20,566</li> <li>• Watch Time: 331.4 (hours)</li> <li>• New Subscribes: +205</li> <li>• Impression: 2,40,897</li> <li>• Unique Viewers: 15,700</li> <li>• Total Subscribers: 12,317</li> </ul>
<b>Koo:</b> <ul style="list-style-type: none"> <li>• Posts: 250</li> <li>• New Followers: 1,573</li> <li>• Total Followers: 2,41,807</li> </ul>	<b>LinkedIn:</b> <ul style="list-style-type: none"> <li>• New Followers: 964</li> <li>• Unique Visitors: 387</li> <li>• Total Followers: 13,569</li> <li>• Page Views: 1,198</li> <li>• Post Impression: 24, 800</li> </ul>

**2.0 Foreign visit of Hon'ble Minister, FPI and foreign delegation to MoFPI: Nil.**

**3.0 Important policy matter held up on account of prolonged Inter - Ministerial Consultations: Nil**

**4.0 Compliance of CoS decision:**

No. of CoS decisions pending for compliance	Proposed action plan/time lines for compliance of CoS decisions	Remarks
Nil	Nil	Nil

**5.0 No. of cases of 'sanction for prosecution' pending for more than 3 months: Nil**

**6.0 Particulars of cases in which there has been a departure from the Transaction of Business Rules or established policy of the Government: Nil**

**7.0 Status of Implementation of e-Governance:**

Total no. of files	Total no. of e-files
13982	13134 (93.9 %)

**8.0 Public Grievances:**

**A. Status of Disposal of Public Grievances:**

No. of public grievances redressed during the month	No. of public grievances pending at the end of the month
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**B. Meeting of Committee of Independent External Monitors (CIEM) during the month of September, 2023: One**

**9.0 Information on the specific steps taken by the Ministry/Department for utilization of the Space technology-based tools and applications in Governance and Development: Nil**

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