

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



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)

November 14, 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 October, 2023 for your kind perusal.

2. As part of Millet advocacy measures, Ministry has organized Millet Mahotsav in 2 districts during October, 2023 - (i) Jammu, Jammu & Kashmir on 5th October, 2023. (ii) Thane, Maharashtra on 5th October, 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.

3. Expression of Interest (Eoi) inviting applications from prospective entrepreneurs under various Sub-Schemes of PMKSY issued on 04.10.2023. This Eoi is in addition to a special Eoi issued for the entrepreneurs belonging to the North East, SC and ST categories. The process of identifying eligible entrepreneurs in this case has been almost completed and will be finalised shortly.

4. The Ministry organized "Swachhta Hi Seva" Campaign and took Swachhta Pledge on 16.10.2023. The Ministry also celebrated "Rashtriya Ekta Diwas" on the occasion of 148th Birth Anniversary of Late Shri Sardar Vallabhbhai Patel on 31.10.2023 and all the officials/officers took oath. The Ministry also celebrated "Vigilance Awareness Week" from 30.10.2023 to 05.11.2023.

5. The preparation work of World Food India 2023 was in full swing during the month of October, 2023 which resulted in excellent outcomes during the event.

-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 Undertaken to celebrate International Year of Millets

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

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2. Ministry has incorporated Millets as one of the trust 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 3th-5th Nov, 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. 25 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 on 3rd November, 2023 & Secretariat to the Hon'ble President of India has conveyed it's in-principal approval for Hon'ble President to grace its valedictory session on 5th November, 2023.
4. Total of 01 meetings with different Embassies/ High – Commissioners were held in the month of October, 2023 and Secretary, FPI held 08 review meetings during the month with relevant stakeholders.

Ministry of Food Processing Industries - Report for October, 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 October, 2023 in the implementation of the Scheme are as under:

a1. Implementation Status: -

- **Progress on Individual Applications:** 14,267 individual applications were submitted and 3999 loans sanctioned. Subsidy released for 2162 beneficiaries amounting to Rs. 60.04 crores.
- **Capacity Building:** 3037 Beneficiaries trained, 38 DRPs trained and 34 Master Trainers trained.

a2. Millet Based Activities:

- Under the International Year of Millets 2023, Millet Mahotsav were organized in Thane (Maharashtra) and Jammu (Jammu & Kashmir) in the month of October 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:

- 10 Online Webinars / Offline Workshops/ Exhibitions/ Stakeholder Meetings conducted under PMFME Scheme with media coverage, 780 Social media posts shared via PMFME Facebook Page and Twitter Handle. 3753 Followers on PMFME Twitter Handle, 5013 Followers on Facebook Page and PMFME E-Newsletter on World Food India 2023 and Litchi products published.

Meetings:

- Review meeting under the chairmanship of Additional Secretary, FPI was held on 18.10.2023 with the States/UTs – Andhra Pradesh, Bihar, Chhattisgarh,

Jammu & Kashmir, Jharkhand, Karnataka, Maharashtra, Punjab, Tamil Nadu, Telangana, Tripura, and Andaman & Nicobar Islands.

- Review meeting under the chairmanship of Additional Secretary, FPI with all the States/UTs was held on 30.10.2023.
- Review meeting with SNAs, SPMU, DRPs, DNOs & LDMs of Top 22 States (As per target) by NPMU team was held from 18th – 20th October 2023.
- Review meeting with PSBs, Private Banks & RRBs by the NPMU Team was held on 13.10.2023, 27.10.2023 & 30.10.2023 respectively

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

- A meeting of Approval Committee was held on 06.10.2023 to deliberate upon issues related to implementation of PLI Scheme.
- Incentive amount of Rs. 17.356 Crore for FY 2021-22 was sanctioned during the month of October 2023 to one PLI beneficiary.
- One site inspection visit was conducted by PMA/ MoFPI Officers during the month of October 2023 under PLI Scheme.
- Online meetings were held with PLI beneficiaries for assessment of preparedness for incentive claims reports of FY 2022-23.

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

C-1. NIFTEM:

(A). NIFTEM-Thanjavur:

- NIFTEM-Thanjavur faculties, staff and students took the Swachh Bharat Pledge and cleaned the premises of PDS Shop, Sub-Post Office and Temple premises at Melavathsachavady, Thanjavur.
- NIFTEM-Thanjavur and ICAR National Rice Research Institute, Cuttack jointly organized National Millet Expo 2023 (as part of the "International Year of Millets") on 06th October 2023.
- NIFTEM-Thanjavur celebrated "World Food Day 2023" on 16th October 2023.
- NIFTEM-Thanjavur organized the National Level Workshop cum Training Programme on Polymerase Chain Reaction (PCR) on 19th October 2023 for PG/Ph.D students and 20th October 2023 for faculty.

(B). NIFTEM-Kundli:

- NIFTEM-Kundli celebrated World Food Day fest on 16.10.2023.

- NIFTEM- Kundli celebrated National Integration day on 31.10.2023. On this occasion officers along with employees of Niftem-Kundli took Integrity Pledge.
- NIFTEM- Kundli celebrated Vigilance Awareness Week 2023 with the theme "Say No to Corruption, Commit to the Nation" from 30.10.2023 to 05.11.2023.

C-2. Food Testing Lab:

- Grant-in-aid of Rs. 97.465 lacs have been released during the month of October 2023.

C-3. Cold Chain:

- 05 No. of 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 October 2023.
- Expression of Interest (Eoi) inviting applications from prospective entrepreneurs under various Sub-Schemes of PMKSY issued on 04.10.2023.

C-4. Mega Food Park:

- A meeting of Inter-Ministerial Approval Committee (IMAC) held on 10.10.2023 to consider requests of ongoing Mega Food Park project.

C-5. Investment Promotion:

- Meeting with **First Secretary, Embassy of Japan in India** to discuss collaborative opportunities in World Food India 2023.
- Meeting with **Ghassan Aboud Group (UAE)** to understand expansion plans of the company, collaborative opportunities for World Food India 2023.
- Meeting of **Additional Secretary, FPI with NIFTEM and HDFC Bank** for the startup accelerator program.
- Meeting of **Additional Secretary, FPI** with the nominated officials from the Partner and Focus States for upcoming World Food India 2023.
- Meeting with **Barry Callebaut Group (Switzerland)** to understand expansion plans of the company, issues faced (if any), and collaborative opportunities for World Food India 2023.

C-6. Promotional Activities:

i. Campaigns/ Coverage: -

1. One-week Campaign on **World Food Day** under 'Nourishing Nation Empowering Lives'.
2. One Week Campaign under **Hashtag SwachhataPakhwada**.

3. One Month Millet Quiz marking Hashtag IYM2023.
4. Weekend Quiz on World Food India 2023.
5. Coverage of Chintan Shivar
6. Regular posts and Videos related to **World Food India 2023** on all Social Media platforms of MoFPI.
7. Running Campaign of **PMFME** Scheme.
8. Celebrating important National and International days.
9. Retweeting PMOIndia, IYM, PIB India, MyGov India, Agriculture Ministry, Ministry of Culture, Amrit Mahotsav, Food and Agriculture Organization (FAO), Ministry of Health, Ministry of Rural Development, Ministry of Railway, PIB, Invest India, G20, FSSAI, APEDA, World Food India and Millet related tweets of various Govt. organisation and Food Processing posts.
10. Regular retweets of Hashtag SwachhataPakhwada and Hashtag MeriMaatiMeraDesh Campaign.

ii. Event under Promotional Activities:

S. No.	Organizer	Event Details	Event Date	City	State
1.	PHDCCI	World Food India Summit	11 October 2023	Gurgaon	Haryana
2.	KCCI	Agro & food processing opportunities	07 October 2023	Vadodara	Gujarat
3.	FINER	Seminar on PMFME and PMKSY	06 October 2023	Aizawl	Mizoram
4.	FINER	Seminar on PMFME and PMKSY	13 October 2023	Shillong	Meghalaya
5.	PHDCCI	Bihar Expo	09 October 2023	Patna	Bihar

iii. Social Media Activities Undertaken during October, 2023:

Activities on Social Media Handles:

<p>X (Formerly -Twitter):</p> <ul style="list-style-type: none"> • Total No. of Posts: 223 • 465 Re-Post • Earned – 727 Re-Post & 1,200 Likes • During this period, we earned 2 Lac 18 Thousand Impression 	<p>Facebook:</p> <ul style="list-style-type: none"> • Posts: 192 • Reach: 88,068 • Page Followers (New): 867 • Page Visit: 6,801
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<ul style="list-style-type: none"> • Video 9.7K Views • Earned 1300 New Followers • Total Followers: 1 Lac 99 Thousand 9 Hundred 	<ul style="list-style-type: none"> • Post Engagement: 9,371 • Total Followers: 89,095 Followers
Instagram: <ul style="list-style-type: none"> • Posts: 169 • Post likes: 10,900 • Post Impressions: 2 Lac 46 Thousand Impression • Accounts Reach: 12,541 • Page Visit: 2,129 • New Followers: 1,146 • Total Followers: 29,981 	Youtube: <ul style="list-style-type: none"> • Video Post: 18 • Views: 15,241 • Watch Time: 177.4 (hours) • New Subscribes: +183 • Impression: 183,707 • Unique Viewers: 10,650 • Total Subscribers: 12,556
Koo: <ul style="list-style-type: none"> • Posts: 192 • New Followers: 1,169 • Total Followers: 2,42,976 	LinkedIn: <ul style="list-style-type: none"> • New Followers: 896 • Unique Visitors: 546 • Total Followers: 14,582 • Page Views: 1,553 • Post Impression: 39 Thousand 8 Hundred 43

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
14124	13276 (93.99 %)

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
57	18

B. Meeting of Committee of Independent External Monitors (CIEM) during the month of October, 2023: Nil

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
