

F. No. U-22/2/2024-Promotional Activities  
भारत सरकार/Govt.of India  
खाद्य प्रसंस्करण उद्योग मंत्रालय  
Ministry of Food Processing Industries  
पंचशील भवन, अगस्त क्रान्ति मार्ग  
Panchsheel Bhawan, August Kranti Marg  
नईदिल्ली / New Delhi 110049

Circular

Dated 01.10.2024

**Subject: Quarterly submission of strategic plan for organizing promotional activities as per clause 2 of the scheme guidelines by the eligible organizations.**

Reference is made to the Revised Scheme Guidelines for Promotional Activities dated December 9, 2019. In alignment with the objectives and focus areas of the scheme, all eligible organizations are requested to submit a quarterly plan for organizing promotional activities.

The quarterly plans should be submitted at least 15 days prior to the start of each quarter. Proposals submitted after the above prescribed period will not be considered, unless the events are proposed directly by the Ministry.

In this regard, all eligible organizations are requested to submit their quarterly plans for the October-December 2024 period by the second week of October. Moving forward, quarterly plans must be submitted before the start of each subsequent quarter.

We look forward to your timely submissions.

(Dr Jitendra P Dongare)

Dy. Agricultural Marketing Advisor

To,

All the Apex Industry Bodies/ Associations/ Chambers etc. as per clause 3 of the scheme guidelines.