



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)

August 11, 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 July, 2023 for your kind perusal.

2. The PLI scheme under MoFPI has been performing satisfactorily. The Ministry rolled out the PLI scheme for millets based products in 2022-23 with 8 large industry and 22 MSME beneficiaries. Now, a proposal for inviting second round of Expression of Interests (EoI) under PLI Scheme for Millet Based Products has been forwarded to Department for Promotion of Industry & Internal Trade (DPIIT) on 05.07.2023 for placing before the Empowered Group of Secretaries (EGoS) for consideration.
3. Under the CEFPPC Scheme, Approval letters to the Project Implementing Agencies (PIAs) have been issued on 08.07.2023 for 21 food processing units approved by Project Approval Committee (PAC) with total project cost of Rs. 365.92 Cr. including grants-in-aid outgo of Rs. 85.24 crore, which will leverage Rs. 280.68 crore of private investment.
4. Under the International Year of Millets 2023, Millet Mahotsavs were organized in 4 districts in the month of July 2023 (i.e. Ahmedabad, Gujarat on 6th July 2023, Chandigarh, Punjab on 7th July 2023, Raipur, Chhattisgarh on 12th July 2023 and Pune, Maharashtra on 12th July 2023). These Millet Mahotsavs were organized with involvement of State Governments and Industry Associations and attracted participation of Food processing entrepreneurs, Farmers/ Producers, FPOs/FPCs/ Cooperatives/ SHGs, equipment manufacturers, Academicians etc. The associated exhibitions displayed vast array of millet-based products that the industry has been processing in the recent times.
5. Other activities being undertaken by the Ministry of Food Processing Industries, especially to celebrate the International Year of Millets 2023, are attached at Annexure-I.

-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):

Ministry of Food Processing Industries has taken following measures for celebration of IYoM and preparations for World Food India 2023:

1. As part of Millet advocacy measures, Ministry has organized Millet Mahotsavs in 4 districts during July, 2023 - (i) Ahmedabad, Gujarat on 6th July, (ii) Chandigarh on 7th July, (iii) Raipur, Chhattisgarh on 12 th July and (iv) Pune, Maharashtra on 12th July. 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 trust areas for incentives available under Ministry schemes. So far, a total of 1,317 loan have been sanctioned amounting Rs. 73.91 Cr for individual millet processing units from various states under PMFME scheme. Out of this, 1080 loans have been disbursed amounting Rs. 49.38 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 Nov, 2023 in Pragati Maidan, New Delhi with processed millet products as key attraction of the event. Ministry has already onboarded wide spectrum of stakeholders to make the event successful. 14 States & 12 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 (RBSM) 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 in-principle approval for Hon'ble President to grace its valedictory session on 5th November,2023.
4. For eliciting participation in World Food India, 2023, a total of 12 meetings with different Embassies / High – Commissioners were held in the month of July 2023 and Secretary, FPI held 6 review meetings during the month with relevant stakeholders.

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

a1. Implementation Status: -

- **Progress on Individual Applications:** 13,312 individual applications were submitted and 3509 loans sanctioned. Subsidy released for 4920 beneficiaries amounting to Rs. 76.49 crores.
- **Capacity Building:** 1902 Beneficiaries trained in 29 States/UTs and 24 DRPs trained in 32 States UTs.

a2. Millet Based Activities:

- Under the International Year of Millets 2023, Millet Mahotsav were organized in Ahmedabad (Gujarat), Chandigarh, Raipur (Chhattisgarh) and Pune (Maharashtra) in the month of July 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:

- 22 Online Webinars / Offline Workshops/ Exhibitions/ Stakeholder Meetings conducted under PMFME Scheme with media coverage, 839 Social media posts shared via PMFME Facebook Page and Twitter Handle. 3417 Followers on PMFME Twitter Handle, 4432 Followers on Facebook Page.

Meetings:

- VC meeting held on 6th and 7th July 2023 with SNAs, State Nodal Officers (SNO), District Resource Persons (DRPs) and District Collectors (DC)/DMs under the Chairpersonship of Secretary, FPI to review the physical/financial progress and understand the issues being faced by them in implementation of PMFME Scheme.

- World Food India (WFI) meeting on WOW Factor ideas held on 24th July'2023 under the chairpersonship of Secretary, FPI.
- PMFME Review Meeting held on 18.07.2023 and 25.07.2023 under chairpersonship of Additional Secretary, FPI.
- 30th Project Executive Committee (PEC) Meeting conducted under the chairmanship of Additional Secretary, FPI on 11 th July 2023 from 3 pm onwards to review the PMFME Proposals.
- PMFME Review meeting with State/UTs on financial progress held on 21st July 2023 under the chairpersonship of Additional Secretary, FPI.
- Visit conducted in Haryana by the NPMU team member for financial and physical progress of PMFME Scheme.
- NPMU team member visited Head Offices of Pune/Mumbai based Public Sector Banks & ICICI Bank on 26th, 27th, and 28th July'2023.
- Training cum review meetings of all the field functionaries of Public Sector Banks from 13.07.2023 to 18.07.2023 conducted by NPMU Team.

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

- Incentive amount of Rs. 41.954 crore for FY 2021-22 was sanctioned during the month of July 2023 to 07 PLI beneficiaries.
- An Agenda Note for inviting second round of EoI under PLI Scheme for Millet Based Products has been forwarded to Department for Promotion of Industry & Internal Trade (DPIIT) on 05.07.2023 for placing before the Empowered Group of Secretaries (EGoS) for consideration.
- A meeting of Technical Committee was held on 25.07.2023 to deliberate upon certain issues raised by beneficiaries under PLI Scheme for Millet based products.

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

C-1. NIFTEM:

(A). NIFTEM-Thanjavur:

- Director, NIFTEM, Thanjavur delivered a technical session on "Value Addition of Millets" during Agri Business Expo 2023 organized by the department of Agri Marketing and Agri Business, TN State government at Chennai on 09.07.2023.
- NIFTEM, Thanjavur was felicitated by Hon'ble Governor of Tamil Nadu at the Raj Bhawan on 26th July 2023 for being ranked 13th position in Agriculture and Allied Sector category for the NIRF rankings.

- NIFTEM, Thanjavur organized a 5 days' hands-on-training program on "SEM and XRD for food applications" from 17th to 21th July 2023 for participants from the academia.
- Director, NIFTEM, Thanjavur delivered a talk on "G20's way forward in Food wastage and Economic Impact" for All India Radio, Tiruchirapalli program broadcasted on 25.07.2023.
- NIFTEM, Thanjavur participated in the Akhil Bhartiya Shiksha Samagam, on the momentous occasion of the third anniversary of the National Education Policy (NEP) 2020, inaugurated by the Hon'ble Prime Minister on 29.07.2023.

(B). NIFTEM-Sonepat:

- NIFTEM, Sonepat organized an Online Webinar on "Research highlights and health promoting potential of millets" on 17th July 2023.
- NIFTEM, Sonepat organized one-week Entrepreneurship Development Programme from 24.07.2023 to 30.07.2023 for 40 students of Rajasthan College of Agriculture, Udaipur jointly with Agriculture and Environmental Sciences.
- Director, NIFTEM, Sonepat participated in the "Hindi Advisory Committee" organized in the Ministry of Food Processing Industries on 14.07.2023.

C-2. Cold Chain:

- One Cold Chain project has been approved in the month of July 2023. Three 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 July 2023. Three Cancellation/Withdrawal of Cold Chain Projects have been approved in the month July 2023.

C-3. Food Testing Lab:

- 12 on-going projects of FTL scheme have been reviewed by Director, FTL, MoFPI on 13.07.2023.

C-4. Agro-Processing Clusters (APC):

- A Meeting of Technical Committee (TC) held on 12.07.2023 through Video Conferencing (VC) for considering proposals/ projects under APC Scheme.

C-5. Creation/Expansion of Food Processing/Preservation Capacities (CEFPPC):

- Approval letters of 21 food processing units approved by Project Approval Committee (PAC) in its previous meetings have been issued on 08.07.2023 to the Project Implementing Agencies (PIAs).
- 21 projects have been found eligible by the PAC with total project cost of RS. 365.92 Crore including grants-in-aid outgo of Rs. 85.24 crore, which will leverage Rs. 280.68 crore of private investment.
- A meeting of Technical Committee (TC) held on 12.07.2023 through Video Conferencing (VC) for considering proposals/ projects under CEFPPC Scheme.

- A meeting of Project Approval Committee (PAC) was held under the Chairmanship by Hon'ble Minister, FPI on 28.07.2023 for considering proposals/ projects under CEFPPC Scheme.

C-6. Investment Promotion:

- Bilateral meeting of Hon'ble Minister, FPI, Shri. Pashupati Kumar Paras, with Australian Minister of Agriculture, Fisheries, and Forestry, Mr. Murray Watt to discuss the mutual opportunities in the food processing sector and participation of Australia in the upcoming mega event, World Food India 2023.
- Meeting with the representative of the Embassy of the Republic of Korea to discuss collaborative opportunities for World Food India 2023
- Roundtable interaction co – chaired by Secretary, FPI and Secretary, DPIIT with leading global agri – food companies to discuss expansion plans and participation in World Food India 2023
- Meeting with H.E. Mr Juan Angulo, Ambassador of Chile to India, to discuss collaborative opportunities for World Food India 2023
- Meeting of Economic Advisor, FPI with Novozyme(Denmark) to discuss collaborative opportunities for World Food India 2023
- Meeting with Mrs. RONALDA EDWARDS-HORATIO, Charge'd'affaires, High Commission of Guyana to discuss collaborative opportunities for World Food India 2023
- Meeting of Additional Secretary, FPI with Australian Indian Business Council (AIBC) to discuss collaborative opportunities for World Food India 2023
- Meeting with High Commission of Singapore, to discuss collaborative opportunities for World Food India 2023
- Meeting of Additional Secretary, FPI with PHDCCI to discuss collaborative opportunities for World Food India 2023
- Meeting of Deputy Secretary, FPI with SIAL to discuss collaborative opportunities for World Food India 2023
- Meeting of Additional Secretary, FPI with SICCI, to discuss collaborative opportunities for World Food India 2023

C-7. Promotional Activities:

i. Campaigns/ Coverage: -

- One month-long Campaign through creatives showcasing Millet & its benefits and Millet-based products under 'Ab Har Din Millet' and 'Guess the Millet'.
- Daily Post on Ministry of Food Processing Industries Scheme.
- Regular posts related to World Food India 2023 on all Social Media platforms of MoFPI.
- Celebrating important National and International days.
- 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, Invest India, G20, FSSAI and Millet related tweets of various Govt. organization and Food Processing posts.

ii. Event under Promotional Activities:

S.No.	Organizer	Event Details	Event Date	City	State
1	KCCI	Millet Mahotsav	06.07.2023	Ahmedabad	Gujarat
2	ASSOCHAM	Millet Mahotsav	07.07.2023	Chandigarh	Chandigarh
3	PHDCCI	Rajasthan Cold Chain Summit	08.07.2023	Jaipur	Rajasthan
4	AIFPA	Millet Mahotsav	12.07.2023	Pune	Maharashtra
5	PHDCCI & PMFME	Millet Mahotsav	12.07.2023	Raipur	Chhattisgarh
6	PHDCCI	Bihar Food Processing Conclave and Industry Meet	19.07.2023	Darbhanga	Bihar
7	Invest India	Industry Meet For World Food India	21.07.2023	Bangalore	Karnataka
8	KCCI	Conclave on Food Processing & Agribusiness	22.07.2023	Sanchore	Rajasthan
9	KCCI	Conclave on Food Processing & Agribusiness	28.07.2023	Amravati	Andhra Pradesh

iii. Social Media Activities Undertaken during July, 2023:

Activities on Social Media Handles:

<p>Twitter:</p> <ul style="list-style-type: none"> Total No of Tweets: 289 Re-Tweets: 358 Earned - 1000 Re-tweets & 2,200 Likes Earned - 3,17,000 Impression 10,900 people visited Twitted Handle Video- 9,800 Views Earned 800 New Followers Total Followers: 1,97,300 	<p>Facebook:</p> <ul style="list-style-type: none"> Posts: 235 Reach: 1,491,007 Page Followers (New): 770 Page Visit: 9,901 9,901 Post Engagement: 37,598 Total Followers: 86,247
<p>Instagram:</p> <ul style="list-style-type: none"> Posts: 194 Post likes: 10,820 Post Impressions: 2,52,000 Accounts Reach: 16,439 Page Visit: 2,5812,581 New Followers of Account: 2,047 <p>Total Followers: 28,294</p>	<p>Youtube:</p> <ul style="list-style-type: none"> Posts: 08 Views: 7,045 Watch Time: 126.5 hrs New Subscribes: +162 Impression: 83,976 Unique Viewers: 6,754 <p>Total Subscribers: 11,866</p>
<p>LinkedIn:</p>	<p>Koo:</p>

<ul style="list-style-type: none"> • New Followers: 635 • Unique Visitors: 309 • Total Followers: 11,453 	<ul style="list-style-type: none"> • Posts: 235 • New Followers: 2,280
Page Views: 1,125 Post impression: 27,900	Total Followers: 2,38,633

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
13921	13073 (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
50	11

B. Meeting of Committee of Independent External Monitors (CIEM) during the month of July, 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
