

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)**

**September 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 August, 2023 for your kind perusal.

2. A proposal for inviting second round of Expression of Interest under the name "PLIS Millet Based Products 2.0" was approved by Empowered Group of Secretaries (EGoS) in the meeting held on 10.08.2023. The Guidelines and EoI would be issued upon decision on a proposal for extension of tenure of the Scheme. A proposal for extension of tenure of the Scheme has been forwarded to DPIIT with the approval for Hon'ble Minister, FPI. As per the EGoS decision on 10.08.2023, DPIIT will be sending a consolidated proposal for consideration of Union Cabinet.
3. The Ministry celebrated 77<sup>th</sup> Independence Day on 15 August 2023. The Ministry also celebrated the National Sports Day on 29<sup>th</sup> August 2023 and sporting events were organized on this occasion.
4. Under the International Year of Millets 2023, Millet Mahotsav were organized in Jaipur (Rajasthan) on 17.08.2023, Coimbatore, (Tamil Nadu) on 19.08.2023 and Mandya (Karnataka) on 28.08.2023 in the month of August 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**.

-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 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 3 districts during August, 2023 - (i) Jaipur, Rajasthan on 17th August, (ii) Coimbatore, Tamil Nadu on 19th August, (iii) Mandya, Karnataka on 28th August. 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 1,409 loans have been sanctioned amounting Rs. 89.06 Cr for individual millet processing units from various states under PMFME Scheme. Out of this, 1,180 loans have been disbursed amounting Rs. Rs. 53.05 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 -5<sup>th</sup> 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. 17 States & 13 Ministries/Central Govt. Organizations 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 & President's Secretariat 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 07 meetings with different Embassies / High Commissioners were held in the month of August, 2023. Secretary, FPI also held 07 review meetings during the month with relevant stakeholders.

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

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

- **Progress on Individual Applications:** 15,800 individual applications were submitted and 4297 loans sanctioned. Subsidy released for 7823 beneficiaries amounting to Rs. 156.47 crores.
- **Capacity Building:** 2906 Beneficiaries trained in 29 States/UTs and 110 DRPs trained in 32 States UTs and 24 DLTs trained in 28 States.

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

- Under the International Year of Millets 2023, Millet Mahotsav were organized in Jaipur (Rajasthan), Coimbatore (Tamil Nadu) & Mandya (Karnataka) during the month.
- The events 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, 488 Social media posts shared via PMFME Facebook Page and Twitter Handle. 3502 Followers on PMFME Twitter Handle, 4744 Followers on Facebook Page and 1 success story published under KAHAANI SUKSHMA UDYAMON KI.

**Meetings:**

- PMFME Review Meeting held on 01.08.2023 under chairpersonship of Secretary, FPI.
- PMFME Review meeting held on 29.08.2023 under the chairpersonship of Additional Secretary, FPI.
- Physical meeting with Ministry of Rural Development under the chairpersonship of Additional Secretary, MoRD on 2nd August 2023 regarding seed capital component.
- To review the financial and physical progress of PMFME Scheme, the NPMU team member conducted visits to 17 States/UTs – Maharashtra, Bihar, Goa, Madhya Pradesh, Chhattisgarh, Punjab, Chandigarh, Mizoram, Assam, Uttar Pradesh, Ladakh, Karnataka, Tamil Nadu, Puducherry, Rajasthan, Nagaland, and West Bengal.
- Training cum review meetings with 250 lending branches were conducted by NPMU Team.

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

- Review meetings under PLI Scheme were held on 16.08.2023, 17.08.2023 by VC mode with companies to discuss slow investment progress report in Committed Investment for FY 2022-23.
- A proposal for inviting second round of Expression of Interest under the name “PLIS Millet Based Products 2.0” was approved by Empowered Group of Secretaries (EGoS) in the meeting held on 10.08.2023. The Guidelines and EoI would be issued upon decision on a proposal for extension of tenure of the Scheme, a proposal for which has been forwarded to DPIIT with the approval for Hon’ble Minister, FPI. As per the EGoS decision on 10.08.2023, DPIIT will be sending a consolidated proposal for consideration of Union Cabinet.
- Three site inspection visits undertaken by PMA/ MoFPI Officials during the month of August 2023 under PLI Scheme.

**C. Progress under Pradhan Mantri Kisan Sampada Yojna (PMKSY):****C-1. NIFTEM:****(A). NIFTEM-Thanjavur:**

- Professor V. Palanimuthu has assumed the charge as Director of NIFTEM-Thanjavur on 04.08.2023.
- NIFTEM-Thanjavur & District Industries Centre, Thanjavur jointly organized a Consultative Technical Workshop cum Stakeholders Meet at NIFTEM, Thanjavur on 10.08.2023.
- NIFTEM-Thanjavur entered into a Sponsored Research Project agreement with Mr. Anand Siby, Idukki, Kerala for development of functional beverages from fruits and edible flowers.

- NIFTEM-Thanjavur organized “Drug Free Tamil Nadu – State Level Anti-Drug Awareness Campaign” on 11.08.2023.
- NIFTEM-Thanjavur celebrated the 77<sup>th</sup> Independence Day on 15.08.2023.
- Director, NIFTEM-Thanjavur inaugurated the Sports Club and as a part of Nation Sports Day 2023 under FIT INDIA Mission Programme, the Sports Club organised various sports events from 21.08.2023 to 29.08.2023.

**(B). NIFTEM Kundli:**

- NIFTEM, Kundli celebrated the 77<sup>th</sup> Independence Day on 15.08.2023 and all staff and students took part in Har Ghar Tiranga Programme & posted their selfie with the tricolour.
- NIFTEM, Kundli organized two weeks Internship Programme in Dairy Entrepreneurship from 03.08.2023 to 16.08.2023 for 20 students of College of Dairy Science and Technology, Ludhiana.
- Dr. Harinder Singh Oberoi took over the charge of Director during the month.

**C-2. Cold Chain:**

- One meeting of Technical Committee (TC) under the Chairpersonship of Additional Secretary, FPI for Cold Chain Projects held in the month of August 2023.

**C-3. Investment Promotion:**

- Meeting of **Secretary, FPI with Heads of Indian Missions in foreign countries** to discuss the collaborative opportunities for World Food India 2023.
- Meeting with **Additional Secretary, DPIIT** to discuss collaborative opportunities for World Food India 2023.
- Meeting of **Additional Secretary, FPI with Mr. Sritanu Chatterjee, Senior Policy Advisor, Embassy of Netherlands in India** to discuss collaborative opportunities for World Food India 2023.
- Meeting of **Additional Secretary, FPI with Dubai Chamber of Commerce** to discuss the collaborative opportunities for World Food India 2023.
- International Outreach: Meeting of **Additional Secretary, FPI with Indo – French Chamber of Commerce** to discuss collaborative opportunities for World Food India 2023.
- Meeting of **Economic Advisor, FPI with SELCO Foundation (India)** to discuss collaborative opportunities for World Food India 2023.

- Roadshow of the delegation led by **Additional Secretary, FPI to Vietnam and Thailand** to discuss the collaborative opportunities for World Food India 2023.
- Meeting with **Agricultural and Processed Food Products Export Development Authority (APEDA)** to discuss the collaborative opportunities for World Food India 2023.
- Meeting with **High-Commissioner of Brunei in India** to discuss collaborative opportunities for World Food India 2023.
- Meeting with **Embassy of Japan in India** to discuss collaborative opportunities for World Food India 2023.

### **C-7. Promotional Activities:**

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

1. Millet Posts under the “Fun Fact” Campaign are regularly posted on the Ministry’s social media handles.
2. 15-Day Campaign Under Hashtag Har Ghar Tiranga theme as per Ministry of Culture guidelines.
3. 15-Day Campaign highlighting the benefits of ‘Processed Food’ to commemorate the Independence Day celebration under the Azadi Ka Amrit Mahotsav theme.
4. Regular posts and Videos related to World Food India 2023 on all Social Media platforms of MoFPI.
5. Celebrating important National and International days.
6. 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 Railways, PIB, Invest India, G20, FSSAI, APEDA, World Food India and Millet related tweets of various Govt. organization and Food Processing posts.
7. Regular retweets of Hashtag MeriMaatiMeraDesh Campaign.

#### **ii. Event under Promotional Activities:**

<b>Sr. No.</b>	<b>Organizer</b>	<b>Event Details</b>	<b>Event Date</b>	<b>City</b>	<b>State</b>
1	KCCI	Regional Industry Meet on Food Processing	08 August, 2023	Nashik	Maharashtra

		and Allied Sectors			
2	BCCI	India International Mega Trade Fair	18-28 August, 2023	New Delhi	New Delhi

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

**Activities on Social Media Handles:**

<p><b>X (Formerly -Twitter):</b></p> <ul style="list-style-type: none"> <li>• Total No. of Post: 262</li> <li>• 434 Re-Post</li> <li>• Earned – 760 Re-Post &amp; 1,600 Likes</li> <li>• During this period, we earned 2 Lac 43 Thousand Impression</li> <li>• Video 7.7K Views</li> <li>• Earned 652 New Followers</li> <li>• Total Followers: 1 Lac 97 Thousand 9 Hundred</li> </ul>	<p><b>Facebook:</b></p> <ul style="list-style-type: none"> <li>• Posts: 240</li> <li>• Reach: 1,983,760</li> <li>• Page Followers (New): 939</li> <li>• Page Visit: 11,387</li> <li>• Post Engagement: 56,700</li> <li>• Total Followers: 87,186 Followers</li> </ul>
<p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• Posts: 152</li> <li>• Post likes: 10,220</li> <li>• Post Impressions: 2 Lac 10 Thousand Impression</li> <li>• Accounts Reach: 17,085</li> <li>• Page Visit: 2,188</li> <li>• New Followers: 1,412</li> <li>• Total Followers: 28,811</li> </ul>	<p><b>Youtube:</b></p> <ul style="list-style-type: none"> <li>• Video Post: 11</li> <li>• Views: 15,100</li> <li>• Watch Time: 206.7 (hours)</li> <li>• New Subscribes: +231</li> <li>• Impression: 1,08,886</li> <li>• Unique Viewers: 10,400</li> <li>• Total Subscribers: 12,066</li> </ul>
<p><b>LinkedIn:</b></p> <ul style="list-style-type: none"> <li>• New Followers: 1022</li> <li>• Unique Visitors: 478</li> <li>• Total Followers: 12,475</li> <li>• Page Views: 1,644</li> <li>• Post Impression: 34 Thousand 8 Hundred</li> </ul>	<p><b>Koo:</b></p> <ul style="list-style-type: none"> <li>• Posts: 240</li> <li>• New Followers: 1,601</li> <li>• Total Followers: 2,40,234</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:**

<b>No. of CoS decisions pending for compliance</b>	<b>Proposed action plan/time lines for compliance of CoS decisions</b>	<b>Remarks</b>
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:**

<b>Total no. of files</b>	<b>Total no. of e-files</b>
14038	13190 (93.9 %)

**8.0 Public Grievances:**

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

<b>No. of public grievances redressed during the month</b>	<b>No. of public grievances pending at the end of the month</b>
33	16

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

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