

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
RAJYA SABHA
UNSTARRED QUESTION NO. 565
TO BE ANSWERED ON 7TH FEBRUARY, 2025

PROMOTION OF MILLET BASED PRODUCTS

565. DR. ANIL SUKHDEORAO BONDE
SHRI MAYANKBHAI JAYDEVBHAI NAYAK:
SHRI MADAN RATHORE:
SHRI DHANANJAY BHIMRAO MAHADIK:
SHRI JAGESH:
SMT. KIRAN CHOUDHRY:

Will the Minister of *FOOD PROCESSING INDUSTRIES* be pleased to state:

- (a) the steps being taken to enhance consumer awareness and demand for millet-based products at both domestic and international levels;
- (b) the steps that the Ministry takes in cases where beneficiaries fail to meet the condition of 10 per cent annual sales growth
- (c) whether the Ministry is planning to extend the Production Linked Incentive Scheme for Millet-Based Products (PLIMBP) beyond the current period of the financial year 2022-27; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES
(SHRI RAVNEET SINGH)

(a): The steps being taken to enhance consumer awareness and demand for millet-based products at both domestic and international levels are as under:

(i). “Millet Mahotsav” were organised in 30 districts of various States/UTs as a part of International Year of Millet (IYOM 2023) to provide support for micro food processing entrepreneurs, particularly those engaged in the processing of millet products. It aimed to foster start-ups, entrepreneurs and boost the micro sector of the food industry.

(ii) Further, Department of Commerce through APEDA organised Trade Fairs, exhibitions and Millet conclave for awareness, usage and export promotion of millets. Under the International Year of Millets (IYOM 2023), a host of activities were conducted by Department of Commerce through APEDA in close association with Indian Embassies/Missions and Government departments, which included millet themed participation in international trade fairs, sampling events, millet galleries, international buyer seller meets etc. The campaign in print/electronic media for promotion and branding of Indian Millets- Shree Anna in key international markets during prominent trade fairs was also initiated in collaboration with India Brand Equity Foundation.

(b): The Scheme guidelines of PLISMBP provides that applicant shall be required to achieve minimum CAGR of 10% on sales of the eligible products from the base year for grant of incentive. If the applicant is not able to achieve the prescribed minimum growth in sales for a particular year, no incentive will be payable for that year. However, the applicant can claim incentive for the subsequent year subject to achieving 10% CAGR as per the scheme guidelines.

(c) & (d): Presently, there is no such proposal.
