

GOVERNMENT OF INDIA
 MINISTRY OF FOOD PROCESSING INDUSTRIES
 RAJYA SABHA
 UNSTARRED QUESTION NO. 2476
 TO BE ANSWERED ON 21st MARCH, 2025

PROMOTION OF MILLET-BASED PRODUCTS

2476. Dr. K. LAXMAN

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

- (a) in what manner has the celebration of the International Year of Millets impacted India's millet exports, whether there has been a significant rise, if so, by how much;
- (b) the steps being taken to boost consumer awareness and demands for millet-based products domestically and internationally;
- (c) the manner in which the Ministry address cases where beneficiaries fail to meet the 10 per cent year-on-year sales growth requirements; and
- (d) whether the Ministry is planning to expand the Production Linked Incentive Schemes for Millet-based Products (PLISMBP) beyond its current tenure of FY 2022-27; and
- (e) if so, the details thereof?

ANSWER

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

(a): There has been continuous increase in exports of millets since 2020-21. Since the International Year of Millets was celebrated for calendar year 2023 and trade statistics are available in Financial Year terms, comparability for impact assessment and tracing of causality is not viable. The table below shows the trend of export of millets in last five years:

HS Code and description	Millet exports in USD Million				
	2020-21	2021-22	2022-23	2023-24	2024-25 (Till Dec)
100821 – Millet Seed Quality	9.61	11.70	9.84	6.48	4.81
100829 – Millet other excluding seed	16.46	16.82	30.02	34.43	24.90
Total	26.07	28.52	39.86	40.91	29.71

(b): The steps being taken to boost consumer awareness and demands for millet-based products domestically and internationally 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 Agricultural and Processed Food Products Export Development Authority (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.

(c): The Scheme guidelines of Production Linked Incentive Scheme for Millet Based products (PLISMBP) provides that applicant shall be required to achieve minimum Compound Annual Growth Rate (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.

(d) and (e): Presently, there is no such proposal.
