

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION NO. 1691
ANSWERED ON 05TH December, 2024

PROMOTION OF MILLET BASED PRODUCTS

1691. SHRI ARUN BHARTI:

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

- (a) the details of the key activities being implemented to promote millet-based products;
- (b) the details of farmers and food processing units expected to get benefit under this scheme;
- (c) the details of funds utilised out of allocated 800 crore;
- (d) the details of the policy the initiative taken by the Government to enhance the processing and marketing of millet-based products; and
- (e) whether the Government has taken/proposes to take any corrective measures to address the challenges being faced during the implementation of the said scheme and if so, the details thereof?

ANSWER

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

(a) & (d). To promote the use of millets in food products and encourage value addition, the Government of India launched the Production Linked Incentive Scheme for Millet-based Products (PLISMBP) for the period FY 2022-2023 to FY 2026-2027, with an outlay of ₹800 crore. The scheme eliminates the threshold investment requirement, making it accessible to more applicants. To qualify for incentives, companies selected under the scheme must achieve a minimum year-on-year sales growth of 10% over the base year. The scheme incentivizes sales of branded Ready-to-Eat and Ready-to-Cook products in consumer packs that contain over 15% millet by weight or volume.

(b). Thirty beneficiaries were initially enrolled in the PLI Scheme for Millet-Based Products. Following the withdrawal of one beneficiary, there are now 29 beneficiaries. The list of 29 beneficiaries is at **ANNEXURE**. According to the scheme guidelines, only domestically sourced agricultural products (excluding additives, flavors, and oils) must be used in the preparation of millet-based products. This requirement has boosted local production and procurement of agricultural produce, which has benefited farmers.

(c). The scheme has a tenure of five years. The claims in respect of first performance year (FY 2022-2023) were required to be filed in FY 2023-2024. 19 applicants submitted incentive claims, and ₹3.917 crore has been disbursed to the eligible applicants so far.

(e). Yes, the Government has introduced several measures to enhance the implementation of the Production Linked Incentive Scheme for Millet-Based Products (PLISMBP). These measures include the establishment of a user-friendly portal and the creation of dedicated groups for prompt issue resolution. Clarifications on scheme guidelines have been issued from time to time to facilitate easy understanding of the scheme Guidelines. Moreover, regular monitoring and evaluation mechanisms have been instituted, and technical assistance is provided through dedicated teams to facilitate smooth implementation of the scheme. Additionally, weekly meetings with applicants are held to ensure effective communication and progress tracking.

ANNEXURE REFERRED TO IN REPLY TO PARTS (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 1691 FOR REPLY ON 05.12.2024 REGARDING “PRODUCTION LINKED INCENTIVE SCHEME”

S. No.	Applicant Name
1	ARYAN NATURALS PRIVATE LIMITED
2	BAGRRYS INDIA PRIVATE LIMITED
3	BTW INDIA PVT LTD
4	CHORDIA FOOD PRODUCTS LIMITED
5	CHRISTY SUPER FOODS PRIVATE LIMITED
6	COASTAL FOODS
7	EARLY FOODS PRIVATE LIMITED
8	HARSH BAKERS
9	HINDUSTAN UNILEVER LIMITED
10	HSM FOODS INTERNATIONAL PRIVATE LIMITED
11	HW WELLNESS SOLUTIONS
12	ITC LIMITED
13	MARICO LIMITED
14	MRS BECTORS FOOD SPECIALITIES LIMITED
15	NAGSHETIYA INDUSTRIES
16	NESTLE INDIA LTD.
17	PAHAL FOODS PRIVATE LIMITED
18	RAVI FOODS PVT LTD
19	REBALA NUTRI FOODEE PRIVATE LIMITED
20	SANNA ENTERPRISES
21	SATVAM NUTRIFOODS LIMITED
22	SPROUTLIFE FOODS PRIVATE LIMITED
23	SRI VELAVAN AGRO
24	SUPREME NUTRI GRAIN PRIVATE LIMITED
25	SWG INDUSTRIES LIMITED
26	TATA CONSUMER PRODUCTS LIMITED
27	TRETA AGRO PVT. LTD.
28	WHOLSUM FOODS PVT LTD
29	YASHEEL FOODS LLP