

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
STARRED QUESTION NO. *44
ANSWERED ON 06th FEBRUARY, 2025

DEMAND OF MILLET-BASED PRODUCTS

***44. DR. VINOD KUMAR BIND:**
SHRI PRATAP CHANDRA SARANGI:

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

- (a) the details of the steps taken/being taken by the Government to boost consumer awareness and demand for millet-based products domestically and internationally;
- (b) the manner in which the Government address the cases where beneficiaries fail to meet the requirement of 10% annual sales growth;
- (c) whether the Government proposes to expand the Production Linked Incentive Schemes for Millet-based Products (PLISMBP) initiative beyond its current tenure of Financial Year 2022-27; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER FOR FOOD PROCESSING INDUSTRIES
(SHRI CHIRAG PASWAN)

- (a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF STARRED QUESTION NO. *44 FOR ANSWER ON 06th FEBRUARY, 2025 REGARDING “DEMAND OF MILLET-BASED PRODUCTS”

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

(i) Following a proposal by India, backed by more than 70 countries, the United Nations General Assembly, at its 75th session in March 2021, declared 2023 as the International Year of Millets. The year-long celebration successfully raised awareness about the nutritional and health benefits of millet consumption, the suitability of millets for cultivation under adverse and changing climatic conditions, and the benefits of creating sustainable market opportunities for producers and consumers.

(ii) During its Presidency, India organised the two-day Global Millets Conference in March 2023 in New Delhi bringing together participants from more than 102 countries. The global conference, dedicated to the IYM 2023, facilitated discourse on important issues related to millets which included its production and consumption, nutritional benefits, value chain development, market linkages, and research and development.

(iii) During India's G20 presidency millet-based products were promoted by including millet recipes in the menu that was served to the global leaders during meetings of various working groups and gala dinner in September 2023.

(iv) During the 100thG20 meeting under India's presidency, the meeting of agricultural chief scientists (MACS), reached the unanimous decision to launch an initiative named MAHARISHI. This stands for "Millets and Other Ancient Grains International Research Initiative." This initiative is aimed to bolster research and awareness concerning agrobiodiversity, food security, and nutrition, aligning with the International Year of Millets 2023 (IYoM 2023) programme initiated by the United Nations General Assembly (UNGA).

(v) One component of the Production Linked Incentive Scheme for Food Processing Industries (PLISFPI) focuses on Millet-Based Products (MBP), with an outlay of Rs. 800 crores. The objectives of the PLI Scheme for Millet-Based Products (PLISMBP) are to increase the use of millets in food products and promote their value addition by incentivizing the manufacturing and sale of selected millet-based products in both domestic and export markets. As on date, out of total allocation of Rs. 800 crores for PLISMBP, an amount of Rs.793.27 crore has been approved to incentivise 29 applicants, which includes 8 large and 21 Small & Medium entities.

(vi) “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.

(vii) Further, Department of Commerce (DoC) through Agricultural & Processed Food Products Export Development Authority (APEDA) organised Trade Fairs, exhibitions and Millet conclave for awareness, usage and export promotion of millets. Under IYOM 2023, a host of activities were conducted by DoC 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.

(viii) National Institute of Food Technology, Entrepreneurship and Management, Thanjavur (NIFTEM-T) organised “National Millet Summit” on the theme “Millets: Science, Technology & Innovation” on 6th & 7th May 2023 at SRM Institute of Science and Technology, Chennai.

(ix) National Institute of Food Technology, Entrepreneurship and Management, Kundli (NIFTEM-K) organised “International Conference on Millets for Achieving Nutritional and Economic Security” during 24-26 August, 2023 at Kundli, Haryana.

(x) NIFTEM-T and ICAR – National Rice Research Institute (NRRI), Cuttak organized “National Millet Expo-2023” on 6th October 2023 at MKCG Platinum Jubilee Auditorium, NRRI, Cuttak.

(xi) Ministry also organized six (6) Promotional Events, focused on Millets through Industry Associations. The details of the events is attached at **Annexure**.

(xii) Global Food Event “World Food India 2023” during 3rd - 5th November, 2023 in New Delhi with Millets as one of its key focus areas was organized. The event was intended to provide Indian producers/ processors/ institutions a platform to collaborate and partner with global stakeholders.

(xiii) Ministry of Food Processing Industries (MoFPI) has been incentivizing setting up/expansion of Food Processing Industries including processing of millet-based products through its Central Sector Pradhan Mantri Kisan SAMPADA Yojana (PMKSY) Scheme, Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) and Centrally sponsored PM Formalization of Micro Food Processing Enterprises (PMFME) scheme across the country.

(b): The Scheme guidelines of Production Linked Incentive Scheme for Millet Based Products (PLISMBP) provides that applicant shall be required to achieve minimum Compounded 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.

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

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO. *44 FOR ANSWER ON 06th FEBRUARY, 2025 REGARDING “DEMAND OF MILLET-BASED PRODUCTS”

Ministry supported Promotional Events, focused on Millets through Industry Associations

S .No	Organizer	Details of event	Date	Place
1	Knowledge Chamber of Commerce and Industry (KCCI)	Conclave on Emerging opportunities in Food Processing Schemes and Incentives	21.06.2023	Nagpur, Maharashtra
2	PHD Chamber of Commerce and Industry (PHDCCI)	Ensuring Food Security through Processing and Export	21.08.2023	New Delhi
3	Associated Chambers of Commerce & Industry of India (ASSOCHAM)	Conference on Strengthening Food Processing	26.06.2023	Mehsana, Gujarat
4	ASSOCHAM	Conference on Strengthening Food Processing in Saurashtra region	26.05.2023	Rajkot, Gujarat
5	Southern India Chamber of Commerce and Industry (SICCI)	Food Processor’s Round Table: Finance, Technology & Market	06.12.2023	Coimbatore, Tamil Nadu
6	KCCI	Conclave on Emerging Opportunities in Food Processing- Schemes & Incentives Exports- Food Safety, quality & Certification	25.11.2023	Surat, Gujarat
