



Ministry of Food Processing Industries

Objectives

- The scheme intends to boost usage of millets-based food products to promote and revolutionize the food patterns of Indians into adopting a healthy lifestyle
- The program intends to develop a strong value chain by stimulating sales of millet-based goods serving as a backbone, attain self-reliance in terms of production and consumption of millet-based food items
- This program will help to create a competitive environment by driving manufacturers to focus their efforts on value addition, resulting in better year-over-year sales

Tenure

- The tenure of Phase 1.0 of the scheme is 5 years from FY 2022-23 to FY 2026-27

Millet Types

Sorghum (jowar)	Little millet (Kutki)	Proso millet (Barri)	Pseudo millets (Buck wheat & Kuttu)
Pearl Millet (Bajra)	Small millet(Samai)	Barnyard millet(Jhangura)	Ameranthus (Chaulai)
Finger millet (Ragi)	Foxtail millet (kangni)	Kodo millet (Kodra)	

Eligible Products

Sr. No.	Product Category	Millet Based Products Covered
1.	Breakfast Cereals & Bars	Muesli & breakfast cereals, puffs, flakes granola, breakfast protein bars
2.	Bakery Products	Millet cookies, Cakes, Rusks
3.	Snacks/RTC & RTE	Noodles, Pasta, chips & crisps, Bread, Papad, Khakhra, Ice creams, extruded snacks, sweet & savoury snacks
4.	Mixes	Dosa ,Idli, upma, Pongal & khichdi, Chakli mixes, soup
5.	RTD Beverages	Millet based Instant Drink Mix (Powdered/ liquid)

** Ready to Cook/ Ready to eat(RTC/RTE) food products in consumer packs with more than 15% of millets weight/volume in product composition*





Excluded Products

Excluded Items	
Primary processed millet	Millet Flours/ Atta
color sorted millet grains	de-husked/ polished millet grains
*RTE/RTC products having less than 15% of weightage/ volume of millets in product composition are not covered under the Scheme 1.0	

- An entity was required to have total sale of all food products above minimum sales in base year to be eligible to apply in the Scheme:

Applicant Type	Min Sales for all Food Products in 2020-21
Large Entity	250 Crores
MSME	2 Crores

- Udyam Registration Certificate was mandatory for MSME Applicants
- Incentive under the scheme 1.0 is provided to the Applicants engaged in manufacturing or intending to manufacture eligible products in India
- Applicants are 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 is payable for that year
- The intended product (s) along with its millet content were declared at the time of submission of application itself, inclusion of new product (s) after the submission of application is not permissible
- The entire chain of manufacturing process, including primary processing, of eligible food products starting from raw materials to finished product covered in the Application for incentive under the Scheme is required to take place in India

Eligibility

Key Highlights

- Applicants had to specify their own and contract manufacturers' manufacturing sites which are proposed to be used for sourcing of eligible products for sale.
- Every package of eligible product is required to disclose the percentage of the Millet ingredient by weight /volume in product composition on label and will be subject to compliance of the regulations specified by FSSAI





Selection Criteria

Sr. No.	Parameters		Marks
	Large Entity	MSME	
1	Average of Domestic sales of all Food products in last 3 years (FY 2018-19 to FY 2020-21)	Domestic sales of all Food products in base year (FY2020-21)	10-40
2	Average of Export Sales of all Food Products in last 3 years (FY 2018-19 to FY2020-21)	Export sales of all Food products in base year (FY2020-21)	10-40
3	Average Sale of eligible Food products in last 3 years (FY 2018-19 to FY2020-21)	Sales of eligible Food products in base year (FY2020-21)	10-20

- Applicants were evaluated and ranked as per the above parameters. In case more than one eligible applicant obtained same total marks, such applicants were ranked in descending order of average sales of eligible products in three years (2018-19 to 2020-21) for Large entity and sale in 2020-21 of eligible products for MSME
- The number of selected Applicants in each "Category of Applicants" were limited to the allocated outlay i.e; INR 500 crore for incentives to Large Entity and INR 300 crore for MSME during the tenure of the scheme

Incentives

Financial year (s)	Rate of incentive on incremental sale of eligible products
2022-23, 2023-24, 2024-25	10%
2025-26	9%
2026-27	8%

- Base year for Y1, Y2 & Y3 is FY 2020-21 & for Y4 & Y5 it would shift to FY 2022-23 & FY 2023-24 respectively
- Incentive for approved eligible product= **Incremental Sales of approved Product x corresponding rate of incentive**
- Total incentive payable to the selected applicant shall be aggregated for all the approved products
- Max Cap on the incentive during the tenure of the scheme for **Large Entity is INR 100 Crore and MSME is INR 40 crore**

For more information, let's talk !

Say Hello !

Gautam Pai
 Director
 Awfficacy Business Solutions Private Limited
 T: +91 99097 74666
 E: gautampai@awfficacy.com

Pranav Shukla
 Director
 Awfficacy Business Solutions Private Limited
 T: +91 99042 19904
 E: pranavshukla@awfficacy.com

