

File No: 21(2)/2021-CompCell (E-375252)
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi
Dated: 15-11-2021

To,
Principal Secretary,
Department of Food & Civil Supplies
All States / UTs

Sub: Outreach Programme to be conducted by FCI during 'Azadi ka Amrit Mahotsav' celebrations- reg

Sir/Madam,

The undersigned is directed to convey that as a part of the ongoing 'Azadi ka Amrit Mahotsav' celebrations, the Food Corporation of India (FCI) shall conduct an outreach programme across all districts across the country to involve beneficiaries of PDS and PMGKAY.

2. In this regard, all States/UTs are requested to provide a list of their district level nodal officers to FCI district office for conducting awareness/outreach programmes on Public Distribution System with larger participation of the beneficiaries, locally elected representatives, District Food and Civil Supply Offices and the general public. Further these programs are to be given wide publicity through various Social Media handles like Twitter, Facebook, You-tube, Instagram etc.

3. Further, the States/UTs are requested to instruct their respective district level nodal officers responsible for Public Distribution System to facilitate gathering of maximum number of NFSA / PMGKAY beneficiaries in said outreach programs and share detailed reports, videos and photos etc of the event with the Department for the purpose of compiling a digital souvenir/booklet.

4. This issues with the approval of Joint Secretary (BP,PD), DFPD.

Yours faithfully,

(Ashok Kumar)
Under Secretary to the Government of India
Tel: 011-23383942

Copy to :
CMD, FCI, New Delhi - For kind information and necessary action.