

**F. No.23(1)/2020- Comp.**  
Government of India  
Department of Food & Public Distribution

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R. No. 275, Krishi Bhawan, New Delhi  
Dated **09.07.2021**

To

Principal Secretary/Secretary,  
Food & Civil Supplies Department,  
**All States/UTs.**

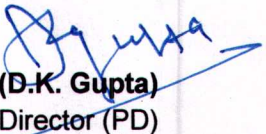
**Subject: Action taken report on awareness of PM-GKAY scheme – reg.**

Sir/Madam,

As you may recall that this Department, vide emails dated 26<sup>th</sup> and 28<sup>th</sup> June 2021, has shared the duly approved creatives of the banners and hoardings for the **awareness** of the Pradhan Mantri Garib Kalyan Anna Yojana (PM-GKAY) in Hindi and 10 other/regional languages respectively, for effectively relaying the key message of free foodgrains up to November 2021 to all intended NFSA beneficiaries – by putting up the posters/banners and hoardings across all Fair Price Shops (FPSs), Godowns, offices and other key places of PDS operations across the State/UT.

2. In this regard, although some States/UTs are sharing the pictures of the posters/banners and hoardings put up at FPSs and other strategic locations through the WhatsApp group. Further it is also requested to all States/UTs to share an Action Taken Report with this Department covering number of posters/banner and hoarding have been placed on the FPSs, godowns and suitable locations of PDS operation, etc. in term only numbers. Video testimonials of some beneficiaries with respect to free PMGKAY foodgains may also be shared from time to time through email.
3. States/UTs are requested to share their ATRs to this Department on weekly basis through email to [cpmu.fpd@nic.in](mailto:cpmu.fpd@nic.in) & [dk.gupta73@gov.in](mailto:dk.gupta73@gov.in).

Yours faithfully,

  
(D.K. Gupta)  
Director (PD)

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