

Details of One District One Product Brands

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As part of Atmanirbhar Bharat Abhiyan, Ministry of Food Processing Industries (MoFPI) is implementing a centrally sponsored "PM Formalisation of Micro Food Processing Enterprises (PMFME) Scheme" for providing financial, technical and business support for setting up / upgradation of micro food processing enterprises in the country. The scheme is operational for a period of five years from 2020-21 to 2024-25 with an outlay of Rs. 10,000 Crore. Scheme primarily adopts One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. It provides the framework for value chain development and alignment of support infrastructure.

The scheme aims to enhance the competitiveness of existing individual micro-enterprises in the unorganized segment of the food processing industry and promote formalization of the sector.

The objectives of the scheme are to build capacity of micro enterprises through increased access to credit, integration with organized supply chain by strengthening branding and marketing, increased access to common services, strengthening of institutions, research & training in the food processing sector.

Credit linked subsidy has been sanctioned to 12,024 numbers of micro food processing units based on ODOP in the country under PM Formalisation of Micro food processing Enterprises (PMFME) Scheme, out of which 109 units are in Rajasthan, 756 units are in Uttar Pradesh, 69 units are in Gujarat and 240 units are in Odisha.

The growth of ODOP units and other groups under the PMFME scheme is assessed and monitored through regular follow up/review meetings with States/UTs, lending banks, concerned Ministries/Departments and other stakeholders. Handholding support is also provided to beneficiaries under the PMFME Scheme.

Under Branding and Marketing component of the PMFME Scheme, support is provided to FPOs (Farmer Producer Organizations)/ Self-Help Groups (SHGs) / Cooperatives or Special Purpose Vehicle (SPV) of ODOP based micro food processing enterprises for Market Study and Product Standardization, Packaging Material, Quality Control and food safety adherence for consumer retail sales, Warehousing and Storage Rentals, Marketing and Promotion. Till 30th November, 2023, 14 ODOP brands have been launched in the country as per the details at **Annexure-I**.

The details of financial support provided to various beneficiaries in Pali, Deoria, Jhansi, Pratapgarh, Navsari and Balasore Parliamentary Constituencies under the PMFME Scheme is as at **Annexure-II**.

Under Capacity Building component of PMFME Scheme, training is being provided on "entrepreneurship development" and "food processing" to the beneficiaries of credit linked subsidy which includes FPOs/SHGs/Cooperatives etc.

Till 30th November 2023, 54,767 beneficiaries have been trained including members of FPOs/SHGs/Cooperatives.

ANNEXURE-I

Details of ODOP Brands launched under PMFME Scheme

3	Jhansi	Jhansi	56	6.60	22	0.08
		Lalitpur	16	1.20	42	0.16
		Total	72	7.80	64	0.24
4	Pratapgarh	Pratapgarh	97	12.70	109	0.37
5	Navsari	Navsari	8	0.85	11	0.01
		Surat	40	11.10	83	0.13
		Total	48	11.95	94	0.14
6	Balasore	Mayurbhani	6	0.82	465	0.99
		Balasore	48	3.30	1031	3.70
		Total	54	4.12	1496	4.69

This information was given by the Minister of State for Food Processing Industries Km. Shobha Karandlaje in a written reply in the Lok Sabha today.

MJPS/NSK

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