

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION No. 2557
ANSWERED ON 19TH DECEMBER, 2023

ONE DISTRICT ONE PRODUCT (ODOP) UNITS

2557. SHRI P.P CHAUDHARY:
SHRI PRATAP CHANDRA SARANGI:
DR. RAMAPATI RAM TRIPATHI:
SHRI ANURAG SHARMA:
SHRI SANGAM LAL GUPTA:
SHRI C.R. PATIL:

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to State:

- (a) the number of One District One Product (ODOP) units that have been set up in the States of Rajasthan, Uttar Pradesh, Gujarat and Odisha under the said scheme;
- (b) whether the Government has a mechanism to assess the growth of ODOP units and other groups under the said scheme;
- (c) whether the Government has any provisions under the said scheme for providing financial support for branding and marketing to Farmer Producer Organizations (FPOs), Self Help Groups (SHGs), Producers Cooperatives & Cooperative Societies;
- (d) if so, the details thereof;
- (e) the details of the strategies adopted and funds released by the Ministry for improving the storage and marketing of ODOP products, particularly in the Pali, Deoria, Jhansi, Pratapgarh, Navsari and Balasore Parliamentary Constituencies;
- (f) whether the Government provides training support to FPOs/SHGs/Cooperatives under the said scheme; and
- (g) if so, details of the number of FPOs/SHGs/Cooperatives that received training under the said scheme?

ANSWER

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES
(KM. SHOBHA KARANDLAJE)

(a): 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.

(b): Yes, Sir. 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.

(c), (d) & (e): 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**.

(f) & (g): 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

ANNEXURE REFERRED IN REPLY TO PART (c), (d) & (e) OF THE LOK SABHA UNSTARRED QUESTION NO. 2557 FOR ANSWER ON 19.12.2023 REGARDING 'ONE DISTRICT ONE PRODUCT (ODOP) UNITS'

Details of ODOP Brands launched under PMFME Scheme

Sl.No	State/UT	Product	Brand	Brand Ownership
1	Bihar	Makhana (Darbhanga, Madhubani)	Makhana King	NAFED
2	Delhi	Bakery Products (West Delhi)	Dilli Bakes	NAFED
3	UP	Multi Flora Honey (Saharanpur)	Madhu Mantra	NAFED
4	Rajasthan	Coriander Powder (Kota)	Cori Gold	NAFED
5	J&K	Lal Mirch Powder (Kulgam)	Kashmiri Mantra	NAFED
6	Haryana	Amla Juice (Gurugram)	Amrit Phal	NAFED
7	Maharashtra	Raagi Flour (Thane)	Somdana	NAFED
8	Uttar Pradesh	Multi Flora Honey & Lemon Honey (Saharanpur)	Madhurmithas	NAFED
9	Punjab	Mango Pickle (Amritsar) Mixed Pickle	Pind Se	NAFED
10	Meghalaya	Spicy Dried Pineapple (Ri Bhoi)	Anaras	NAFED
11	Punjab	Jaggery, Pickle and Murraba (Amritsar, Hoshiarpur, Gurdaspur, Fatehgarh Sahib and SAS Nagar)	Aasna (SPV)	Punjab Agro Unati Grameen Marketing Pvt. Ltd. (PAGMARK)
12	Maharashtra	Raagi (Nandurbar and Thane), Sorghum (Solapur) and Tomato (Pune and Latur)	Bhimthadi (SHG)	Bhimthadi Foundation
13	Karnataka	Millet based products (Davanagere)	Seemi	Davanagere & Chitradurgadistricts Organic Farmers Cooperative Federation (DCOFCF)
14	Karnataka	Red gram based products (Kalaburgi)	Bhima	Karnataka State Pulses Abhivrudhi Mandali Ltd.

ANNEXURE-II

ANNEXURE REFERRED IN REPLY TO PART (c), (d) & (e) OF THE LOK SABHA UNSTARRED QUESTION NO. 2557 FOR ANSWER ON 19.12.2023 REGARDING 'ONE DISTRICT ONE PRODUCT (ODOP) UNITS'

Details of financial support provided to various beneficiaries in Pali, Deoria, Jhansi, Pratapgarh, Navsari and Balasore Parliamentary Constituencies under the PMFME Scheme

Sl.No	Parliamentary Constituencies	District	Loan sanctioned for Credit linked subsidy to beneficiaries		Seed capital sanctioned to SHG members	
			No .of beneficiaries	Amount (Rs. in crores)	No. of SHG Members	Amount (Rs. in crores)
1	Pali	Pali	10	1.80	164	0.80
		Jodhpur	38	6.40	55	0.21
		Total	48	8.20	219	1.01
2	Deoria	Kushinagar	90	9.20	8	0.03
		Deoria	34	2.01	160	0.55
		Total	124	11.21	168	0.58
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