

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION No. 301
ANSWERED ON 05TH DECEMBER, 2023

ONE DISTRICT ONE PRODUCT APPROACH

†301. **SHRI SANJAY BHATIA:**

Will the Minister of **FOOD PROCESSING INDUSTRIES** be pleased to state:

- (a) the manner in which One District One Product approach has been adopted to reap the benefits of scale for product marketing and availing services under the PM Formalisation of Micro Food Processing Enterprises (PM-FME) Scheme;
- (b) the details of the above particularly in Karnal Parliamentary Constituency and Haryana;
- (c) whether any officer has been appointed to identify the food products of a district of the State in view of availability of raw materials; and
- (d) the steps being taken by the Government to provide general infrastructure for products and endorsement of brand and marketing thereof so as to promote them and make the enterprises self-reliant?

ANSWER

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES
(SHRI PRAHLAD SINGH PATEL)

(a). Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme 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 also envisages strengthening backward and forward linkages, provision of common facilities, incubation centres, training, marketing & branding primarily for ODOP.

(b). The district-wise list of ODOP approved in Haryana including Karnal Parliamentary Constituency is placed at **Annexure-I**.

(c). District Nodal Officers (DNOs) have been nominated in the districts of Haryana for coordination and implementation of PMFME scheme. Further, District Level Committee, chaired by District Collector, has been constituted for review and approval of projects under the scheme. The details of DNOs for the districts of Karnal and Panipat under Karnal Parliamentary Constituency is placed at **Annexure-II**.

(d). Support for setting up of Food Processing line along with Common Infrastructure is provided to Farmer Producer Organizations (FPOs)/Cooperatives/Self Help Groups (SHGs) and its Federations/Government agencies under PMFME. Substantial capacity of common infrastructure as well as processing line assisted under the scheme should be available for the use by other units and public on hiring basis.

Under Branding and Marketing component of the scheme, support is provided to FPOs/SHGs/Cooperatives or an SPV of micro food processing enterprises for developing a common packaging & branding with provision for quality control, standardization, and adhering to food safety parameters for consumer retail sale.

ANNEXURE REFERRED IN REPLY TO PART (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 301 FOR ANSWER ON 05.12.2023 REGARDING “ONE DISTRICT ONE PRODUCT APPROACH”

District-wise list of ODOP approved for the State of Haryana

Sl. No.	District	ODOP
1	Ambala	Milk Based Product
2	Bhiwani	Citrus Fruits
3	Charkhi Dadri	Milk Based Product
4	Faridabad	Bakery Products
5	Fatehabad	Citrus Fruits
6	Gurugram	Amla
7	Hisar	Milk based products
8	Jhajjar	Milk Based Product
9	Jind	Poultry Meat based products
10	Kaithal	Milk based products
11	Karnal	Milk Based Product
12	Kurukshetra	Bakery products
13	Mewat/Nuh	Tomato
14	Narnaul/ Mahendragarh	Spices (chilies etc.)
15	Palwal	Milk Based Product
16	Panchkula	Ginger
17	Panipat	Carrot
18	Rewari	Mustard based Products
19	Rohtak	Bakery Products
20	Sirsa	Milk Based Product
21	Sonipat	Mushroom based products
22	Yamuna Nagar	Bakery Products

ANNEXURE-II

ANNEXURE REFERRED IN REPLY TO PART (c) OF THE LOK SABHA UNSTARRED QUESTION NO. 301 FOR ANSWER ON 05.12.2023 REGARDING “ONE DISTRICT ONE PRODUCT APPROACH”

Details of DNOs in the districts of Karnal and Panipat of Haryana

Sl. No.	State/District	Nodal Officer	Contact Details
1	Karnal	District Nodal Officer	Assistant Director, MSME Department Email: ad-krl.msme@hry.gov.in
2	Panipat	District Nodal Officer	Assistant Director, MSME Department Email: ad-pnp.msme@hry.gov.in