

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION No. 3718
ANSWERED ON 21ST DECEMBER, 2021

ODOP SCHEME

†3718. SHRI RAJVEER DILER:

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

- (a) the steps being taken by the Government to promote One District One Product (ODOP) Scheme;
- (b) the details of the measures taken to provide jobs to unemployed youths and to promote entrepreneur under the said Scheme;
- (c) whether Hathras and Aligarh districts of Uttar Pradesh have been included or are likely to be included in the above said scheme;
- (d) if so, the details of products of Hathras and Aligarh identified for inclusion in the said scheme; and
- (e) if not, the time by which these districts are likely to be identified?

ANSWER

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

(a): Following steps have been taken by the Ministry of Food Processing Industries to promote the Centrally Sponsored "PM Formalisation of Micro food processing Enterprises (PMFME) Scheme" including ODOP:

- (i). National radio and newspaper advertisement campaign launched on pan India basis to invite applications for support under the scheme.
- (ii). Social media handles (Facebook and Twitter) have been created to reach out to the stakeholders in an engaging way.
- (iii). Other social media posts include posts highlighting the scheme benefits, promotional activities conducted by States/UTs.
- (iv). A monthly E-newsletter series with one dedicated ODOP is published to create awareness about the benefits under the scheme and is sent to more than 7 lakh stakeholders.
- (v). Online webinars and offline workshops have been conducted by the States/UTs for the promotion and publicity of the scheme.

(vi). Online weekly / monthly series of success stories of existing Food Processing Enterprises / Beneficiaries launched.

(vii). Series of 75 ODOP webinars/offline workshops launched.

(viii). Food Tech Summit was organized to commemorate World Food Day' 2021 acquaint micro enterprises on the new emerging trends in food processing and technological innovations.

(b): The Ministry is implementing the PMFME Scheme for providing financial, technical and business support for upgradation of micro food processing enterprises in the country. Support to upgrade existing units or setting up of new micro units for individuals is provided through a credit linked grants-in-aid @35% up to a maximum grant of Rs. 10.00 lakh. The Scheme also provides support to food processing units of SHGs/ FPOs/ Cooperatives for credit linked grants-in-aid @35%, Seed Capital to SHGs, Incubation Centre, Common Infrastructure, Marketing & Branding and Capacity Building.

The scheme aims to support two lakhs micro food processing enterprises with access to credit linked subsidy, common infrastructure, capacity building and marketing & branding, thereby, generating employment opportunities and also entrepreneurship for the youths.

(c) to (e): Ministry has approved One District One Product (ODOP) for 75 districts for the State of Uttar Pradesh. Asafoetida and Milk based products have been selected as ODOP for the districts of Hathras and Aligarh respectively under the scheme.
