

GOVERNMENT OF INDIA  
MINISTRY OF FOOD PROCESSING INDUSTRIES  
**LOK SABHA**  
**UNSTARRED QUESTION No. 3941**  
ANSWERED ON 19<sup>TH</sup> DECEMBER, 2024

**ODOP SCHEME FOR KARUR IN TAMIL NADU**

**3941. MS. S JOTHIMANI:**

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

- (a) whether it is a fact that Moringa is approved under “One District One Product” (ODOP) Scheme for Karur district in Tamil Nadu and if so, the details thereof ;
- (b) the details of the funds allocated and utilised under the ODOP scheme for Karur district, including any funding for infrastructure, training and product development;
- (c) the details of the number of beneficiaries under ODOP scheme in Karur till date; and
- (d) the measures taken/being taken to ensure that the products under the ODOP from Karur receives market support and are promoted both domestically and internationally?

**ANSWER**

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

- (a). Yes, Sir. Moringa is approved as One District One Product (ODOP) for Karur district of Tamil Nadu under Centrally Sponsored- "Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)" Scheme. The details of financial support available under various components of the Scheme for ODOP and non-ODOP is at **ANNEXURE**.
- (b). Separate funds are not allocated for ODOP under the PMFME Scheme. However, Central Share of Rs. 164.30 crores have been released to the State of Tamil Nadu till 31<sup>st</sup> October, 2024 for implementation of various components of the PMFME Scheme including ODOP.
- (c). As on 31<sup>st</sup> October 2024, Credit linked subsidy has been sanctioned to total 295 applicants in Karur District under Credit Linked Subsidy component of the PMFME Scheme including 02 applicants for Moringa based products (ODOP).
- (d). Under the Marketing & Branding component of PMFME Scheme, financial support in the form of grants-in-aid is provided for promotion of marketing and branding of ODOP / non-ODOP by FPOs/ SHGs/ Cooperatives or an SPV of micro food processing enterprises. So far, no marketing and branding proposal has been received from the district of Karur.

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## ANNEXURE

### ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA UNSTARRED QUESTION NO. 3941 FOR ANSWER ON 19.12.2024 REGARDING “ODOP SCHEME FOR KARUR IN TAMIL NADU”

The details of financial assistance offered to the enterprises under Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme are as under:

- (i). *Support to Individual / Group Category Micro Enterprises:* Credit-linked capital subsidy @35% of the eligible project cost, maximum ceiling Rs.10 lakh per unit;
- (ii). *Support to SHGs for seed capital:* Seed capital @ Rs. 40,000/- per member of SHG engaged in food processing for working capital and purchase of small tools subject to maximum of Rs. 4 lakh per SHG Federation.
- (iii). *Support for Common Infrastructure:* Credit linked capital subsidy @35% subject to maximum of Rs. 3 crore to support FPOs, SHGs, Cooperatives and any Government agency for setting up of common infrastructure. The common infrastructure will also be available for other units and public to utilize on hiring basis for substantial part of the capacity.
- (iv). *Branding and Marketing Support:* Grant upto 50% for Branding and Marketing to groups of FPOs/ SHGs/ Cooperatives or an SPV of micro food processing enterprises.
- (v). *Capacity Building:* The scheme envisages training for Entrepreneurship Development Skilling (EDP+): program modified to meet the requirement of food processing industry and product specific skilling.

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