

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION No. 572
ANSWERED ON 28TH NOVEMBER, 2024

PROMOTION OF ODOP

572. SHRI AMRINDER SINGH RAJA WARRING:

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

- (a) the measures taken/being taken by the Government to promote the "One District One Product" (ODOP) initiative under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme to boost food processing and improve market access for local products in Punjab, particularly in Ludhiana district;
- (b) whether any steps taken/being taken by the Government to identify and support unique food products from various districts in the said State, particularly in Ludhiana and if so, the details thereof; and
- (c) the measures taken/being taken to ensure fair distribution of funds and resources for ODOP projects in the said State including Ludhiana?

ANSWER

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

(a) & (b). Ministry of Food Processing Industries (MoFPI) is implementing a Centrally Sponsored- "Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme" for providing financial, technical and business support for upgradation of micro food processing enterprises in the country. The scheme is operational for a period of five years from 2020-21 to 2025-26 with an outlay of Rs. 10,000 Crore. 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 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 ODOP are identified by States / UTs based on the agriculture production, raw material availability, perishability of the product etc. The details of financial assistance offered to the prospective entrepreneurs under PMFME Scheme to promote ODOP are at **Annexure-I**. Ministry has approved One District One Product (ODOP) for 726 districts of 35 States/ UTs based on the recommendations of State / UT Governments. ODOP has been approved for 23 districts with 18 unique products in the State of Punjab. Bakery Products has been identified as ODOP for the district of Ludhiana. The list of ODOP approved for the State of Punjab including for the district of Ludhiana is at **Annexure-II**. Credit linked subsidy has been sanctioned to 140 beneficiaries for setting up / upgradation of ODOP based enterprises under the scheme in the State of Punjab including 12 for Bakery Products (ODOP) in the district of Ludhiana till 31st October 2024.

(c). Funds under the PMFME Scheme are not specifically allocated for ODOP projects. However, till 31st October 2024, Central Share of Rs. 93.14 Cr. has been released to the State of Punjab including Ludhiana for the implementation of various components of the Scheme which also include ODOP projects.

ANNEXURE REFERRED IN REPLY TO PART (a) & (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 572 FOR REPLY ON 28.11.2024 REGARDING “PROMOTION OF ODOP”

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.

ANNEXURE REFERRED IN REPLY TO PART (a) & (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 572 FOR REPLY ON 28.11.2024 REGARDING “PROMOTION OF ODOP”

List of ODOP approved for the State of Punjab including for the district of Ludhiana:

S. No.	District	ODOP
1	Amritsar	Pickle & Murabba
2	Barnala	Meat/ Chicken/ Poultry Products
3	Bathinda	Honey
4	Fatehgarh Sahib	Jaggery
5	Fazilka	Kinnow based Products
6	Faridkot	Milk based Products
7	Ferozpur	Chillies based Products
8	Gurdaspur	Sugarcane based products
9	Hoshiarpur	Jaggery & allied products
10	Jalandhar	Potato based Products
11	Kapurthala	Tomato based Products
12	Ludhiana	Bakery Products
13	Malerkotla	Animal Feed
14	Mansa	Milk based Products
15	Moga	Potato based Products
16	Pathankot	Litchi based Products
17	Patiala	Guava based Products
18	Roopnagar	Mango based Products
19	Sangrur	Mushroom
20	SAS Nagar	Sugarcane based Products
21	SBS Nagar	Peas based Products
22	Sri Mukatsar Sahib	Milk based Products
23	Tarntaran	Pear based Products

List of 18 Unique Products as ODOP for The State Of Punjab:

S. No.	ODOP
1	Pickle & Murabba
2	Meat/ Chicken/ Poultry Products
3	Honey
4	Jaggery
5	Kinnow based Products
6	Milk based Products
7	Chillies based Products
8	Sugarcane based products
9	Potato based Products
10	Tomato based Products
11	Bakery Products
12	Animal Feed
13	Litchi based Products
14	Guava based Products
15	Mango based Products
16	Mushroom
17	Peas based Products
18	Pear based Products