

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION No. 1916
ANSWERED ON 30TH JULY, 2026

BRANDING & MARKETING OF MARINE ODOP PRODUCTS

1916. SHRI CAPTAIN BRIJESH CHOWTA:

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

- (a) whether the Government has reviewed the branding and marketing of marine products identified under One District One Product (ODOP) and if so, the coverage of such schemes and projects in Dakshina Kannada district;
- (b) the details of applications received, projects sanctioned, assistance disbursed, investment mobilised, processing capacity created, employment generated and operational status of such projects;
- (c) the constraints relating to credit availability, quality standards, testing facilities, common infrastructure, branding and market access; and
- (d) whether the Government has prepared any district action plan for improving project conversion and commercial outcomes in Dakshina Kannada and if so, the details thereof including the timeline fixed for implementation?

ANSWER

THE MINISTER FOR FOOD PROCESSING INDUSTRIES
(SHRI CHIRAG PASWAN)

(a): Under the One District One Product (ODOP) approach of Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) scheme, fish and marine products have been identified as ODOP in 29 districts across the country including Dakshina Kannada district of Karnataka. Under the Branding & Marketing component of the Scheme, grant of upto 50% of the eligible project cost is provided to groups of FPOs, cooperatives, SHGs and State or regional SPVs of micro food processing enterprises to develop a common umbrella brand at the State or regional level. However, no proposal for Branding and Marketing has been received for Dakshin Kannada district.

(b): In the district of Dakshin Kannada, applications for 529 micro food processing enterprises have been submitted and loans for 393 micro food processing sanctioned with project cost of Rs. 69.78 crore and approved subsidy of Rs. 21.54 crore. Out of this, loans for 13 micro food processing enterprises have been sanctioned in Marine products with project cost of Rs. 1.42 crore and approved subsidy of Rs. 0.28 crore. 1179 direct and indirect employment has been generated and 100 enterprises have been formalised in the district. However, separate data for operational units is not maintained in the Ministry.

(c): The PMFME Scheme is a centrally sponsored scheme under the Aatmanirbhar Bharat Abhiyan initiative, designed to address the challenges faced by the micro-enterprises and to enable increased access to credit and shared infrastructure, integrated supply chain, technology upgradation, marketing linkages and capacity building. The Scheme provides support for credit linked subsidy @ 35% of eligible project cost with maximum Rs. 10 lakh for setting up of new/ upgradation of existing micro food processing enterprises. Support for Common Infrastructure and Incubation Centres has been provisioned to strengthen shared processing, quality testing, storage, packaging and training facilities for micro food processing enterprises.

The Scheme also provides Branding and Marketing support to facilitate development of common brands, improved packaging, quality standardisation and wider promotion of products. In addition, the Scheme promotes end-to-end market linkages through buyer-seller meets, participation in fairs and exhibitions, and integration with organised retail and e-commerce platforms. The assisted micro food processing enterprises are provided handhold support for formalisation of the unit such as Udyam, FSSAI, and GST through District Resource Persons (DRPs) enabling enterprises to comply with regulatory requirements and access formal credit and organised markets.

(d): Under the PMFME Scheme, State Level Upgradation Plans (SLUPs) are prepared by the States/UTs, providing district-specific strategies covering identification of the ODOP, assessment of agricultural production, processing ecosystem, product clusters, value chains, infrastructure and technology gaps, processing capacity, storage, testing facilities, market linkages, branding opportunities, export potential and convergence with other schemes. Implementation of these interventions is undertaken by all the States/ UTs including district of Dakshin Kannada, in accordance with the Scheme guidelines.
