



M F P I
MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA



ONE DISTRICT ONE PRODUCT

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**India is one of the mega
biodiverse country with
3,287,263 sq km
geographical area.**

**There are different kinds of
terrains, crop foods, climate
etc., with diverse community
traditions and economic
pursuits.**

**People in various regions of the
country posses unique skills and
expertise in agriculture,
handicrafts, jewelleries, textiles
and other related products evolved
through several generations.**

**These skills are connected
with traditions, practices and
culture which is associated
to particular geographic area.**



What is ODOP?

ONE DISTRICT ONE PRODUCT

ONE DISTRICT ONE PRODUCT(ODOP)

- The Ministry of Food Processing Industries (MoFPI) launched a centrally sponsored scheme, Prime Minister Formalisation of Micro Food Processing Enterprises (PMFE) , with aim of providing-

Financial support

Technical support

Business support



ONE DISTRICT ONE PRODUCT
 Aims to select, brand & promote one product from each district of the country



- It has adopted **One District One Product** approach to reap the benefits of scale in terms of **procurement of inputs**, availing **common services** and **marketing of products**, considering **Districts as Export Hub**.
- As per the vision of **Hon'ble Prime Minister Shri Narendra Modi's** vision, this will help in taking **local products** to the **national level** as well as generate economic stability for the people making his vision of **Atma Nirbhar Bharat** a reality.
- **MoFPI** and **National Agricultural Cooperative Marketing Federation of India Ltd.(NAFED)** entered into MoU where Nafed helps in **branding and marketing expertise** to develop new products as part of PFME scheme.

The background features a large, stylized logo for ODOP (One District One Product). The logo is composed of four main colored sections: a red section on the left with a gear and a hand holding a tool, a yellow section in the center with a hand holding a leaf, a green section on the right with a hand holding a leaf, and a blue section on the far right with a hand holding a leaf. The text "What are the objectives of ODOP?" is overlaid in a large, bold, black font with a white outline.

What are the objectives of ODOP?

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OBJECTIVES

- Preservation and development of **local crafts/ skills** and promotion of the art.
- Increase in **incomes** and **local employment**
- Decline in **migration**.
- To connect the production with **tourism**
- resolve **issues of economic difference** and regional imbalance
- Transform products in an **artistic way**.
- Improvement in **product quality** and **skill development**.

How ODOP works?

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Working of ODOP

- The states would identify the **food products for a district**, keeping in perspective the focus of the scheme.
- The **ODOP** product could be **perishable agri produce, cereal based product** or a **food product** widely produced in a **district** and their allied sectors.
- In addition, **traditional and innovative products** including **waste to wealth** products is supported under the scheme.
- Support for agriculture produce-**processing, efforts to reduce wastage, proper assaying, storage and marketing.**



**What is the criteria to
identify the ODOP?**

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CRITERIAS

- Percentage of total agricultural produce of the district.
- Perishable nature of the produce.
- Presence of ODOP in that district compared to other district and states.
- Level of processing of ODOP in that district.
- Number of workers engaged in the ODOP cultivation and processing.
- Marketing linkages within district, state and outside.
- Level of infrastructure for ODOP processing within district, in other districts and States.

**Who launched the one
district one product
scheme?**

ONE DISTRICT ONE PRODUCT

It was launched in January 2018, by **the Uttar Pradesh Government**, and due to its success, was later adopted by the Central Government. The ODOP initiative has identified a total of **1102 products** from **761 districts** across the country.



**Which Ministry is
responsible for ODOP?**

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ODOP programme under Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry collaborated with an e-commerce players.

Implemented by Ministry of Food Processing Industries.

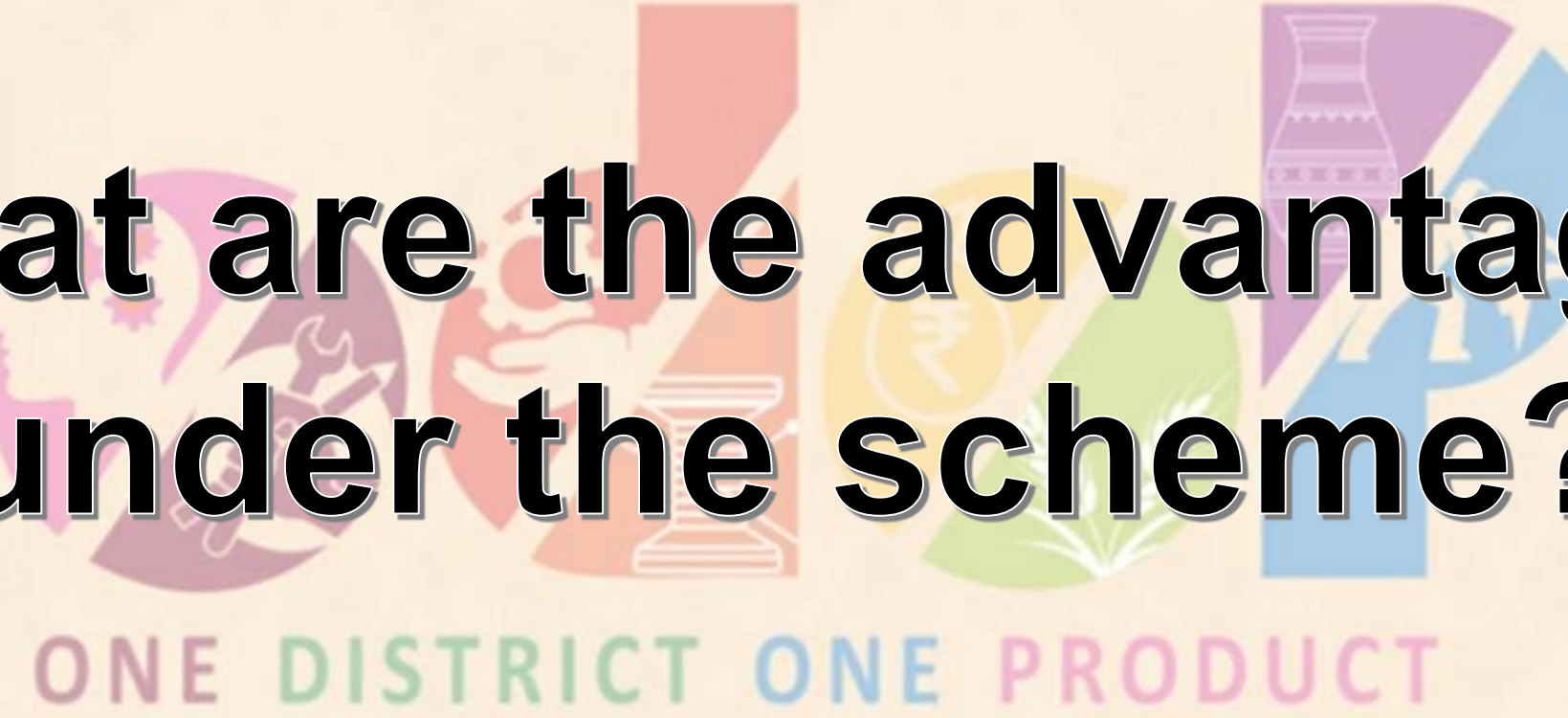


**What are the benefits
under the scheme?**

ONE DISTRICT ONE PRODUCT

Benefits

- Support to Individual Micro Enterprises
- Support to FPO/SHGs/Producer Cooperatives.
- Support to SHGs
- Support to individual SHG member
- Support for capital investment
- Support for common infrastructure
- Branding and marketing support.



What are the advantages under the scheme?

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Advantages

- Numerous **micro-enterprises** will benefit through access to **information**, better **exposure to the market**, and **formalization**.
- Enable them to **formalize, grow and become competitive** in national and global space.
- Generate **skilled jobs**
- Increased **access to credit** by micro food processing entrepreneurs, women entrepreneurs.
- Better **market integration**
- Increased access to common services like **sorting, grading, processing, packaging, storage, etc.**





**Which are the major
brands of ODOP?**

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ODOP in Karnataka

ONE DISTRICT ONE PRODUCT



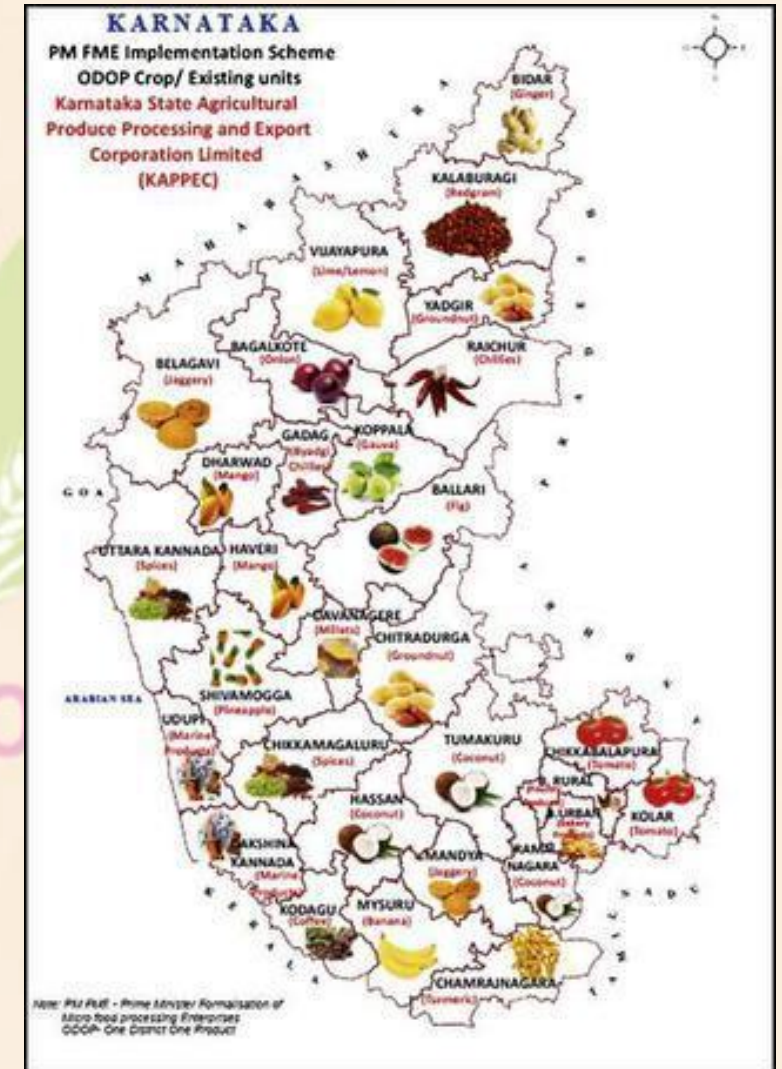
DISTRICT PRODUCT

75
Azadi Ka
Amrit Mahotsav



ODOP in Karnataka

- Karnataka has 10 agro-climatic zones and 6 types of soil, making it an agricultural heaven
- It accounts for 75% flower, 70% coffee and 47% of silk production in India

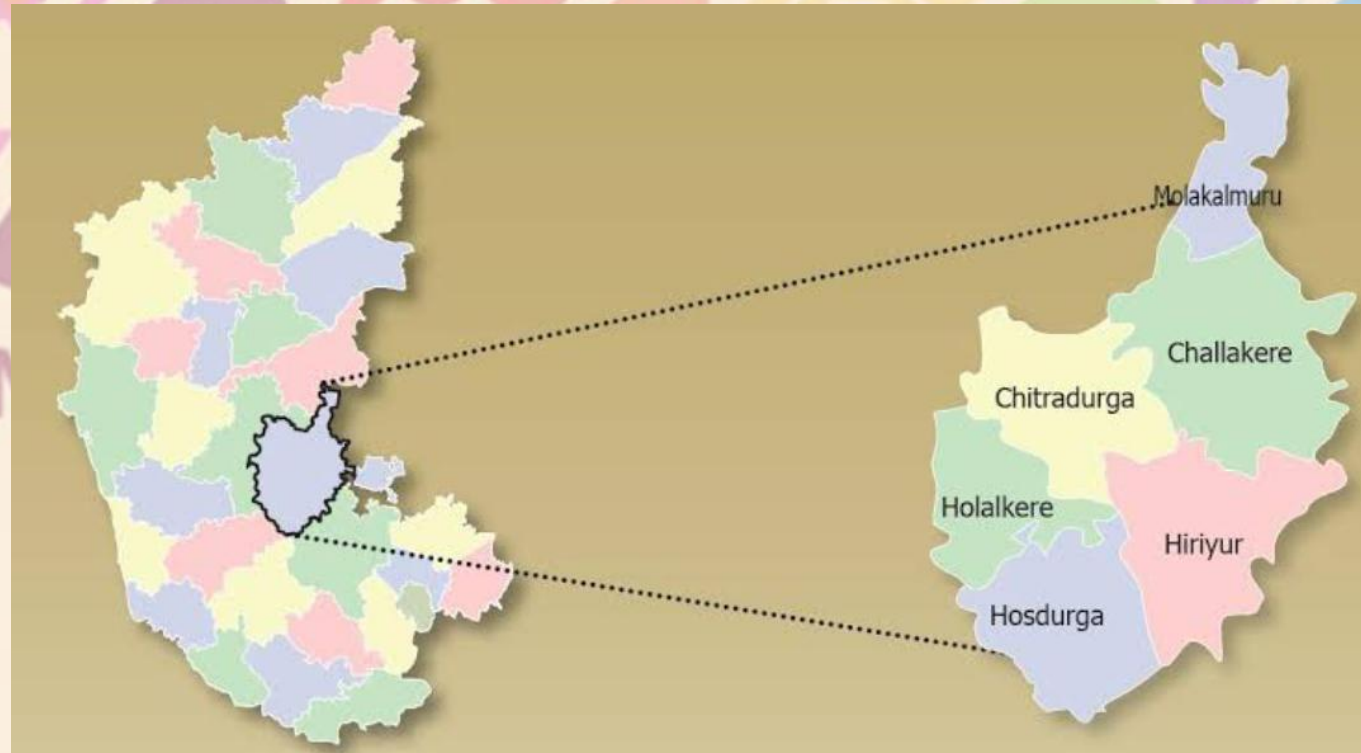


A close-up photograph showing a person's hands holding a large, dense bundle of harvested green mung bean plants. The plants have long, slender green stems, small green leaves, and numerous light-colored, elongated pods. The roots are visible at the bottom of the bundle. The background is a blurred field of similar plants.

ODOP in Chitradurga

ODOP in Chitradurga

Groundnut- majorly grown and processed product of the district.



Groundnut Processing



Groundnut Oil



Groundnut Chikki



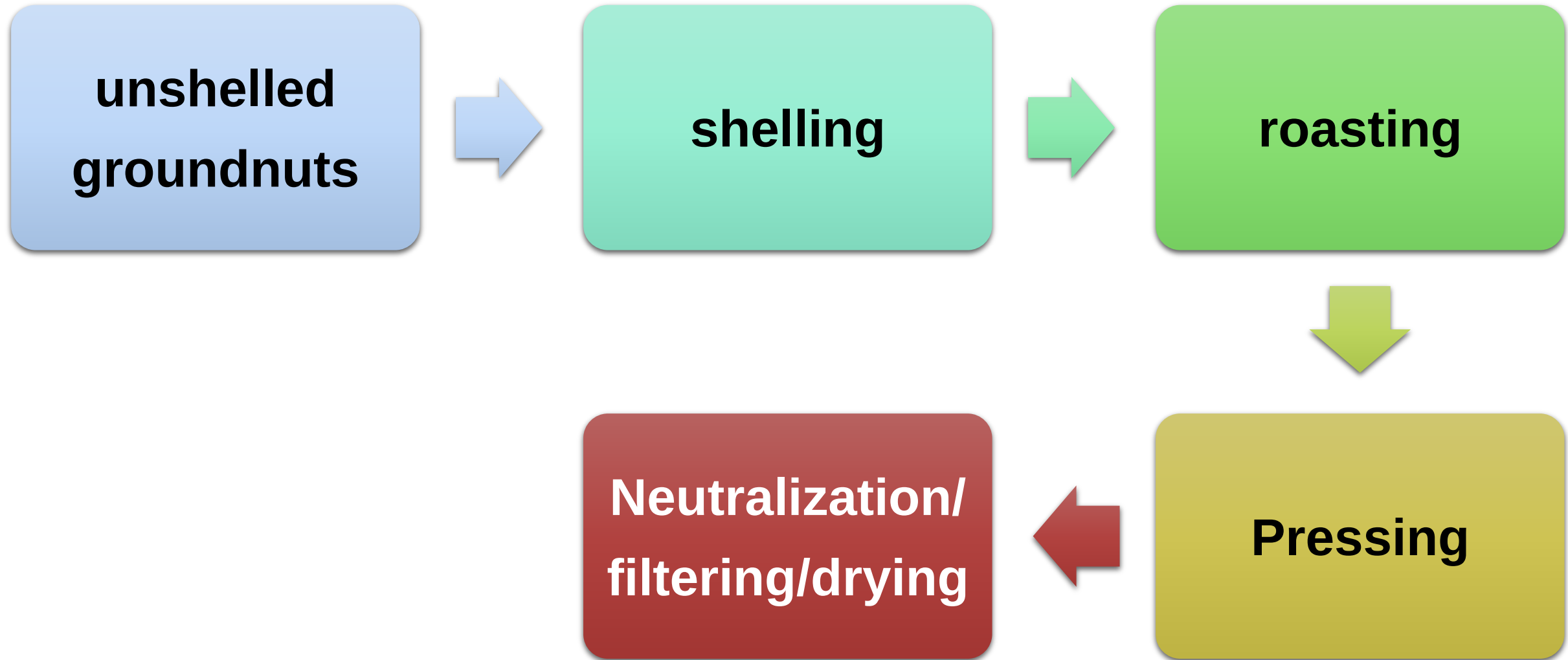
Groundnut
Chutney Powder

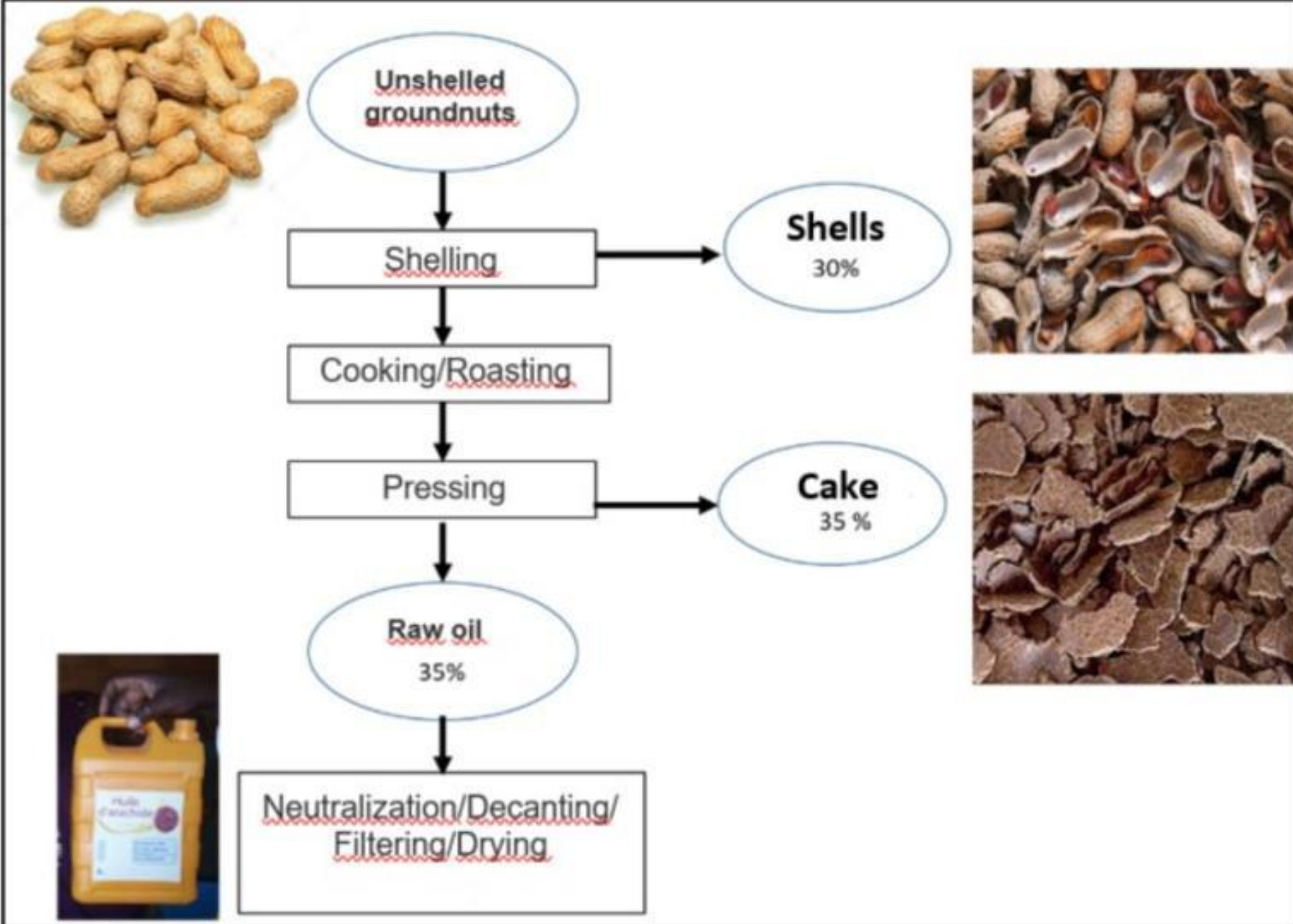


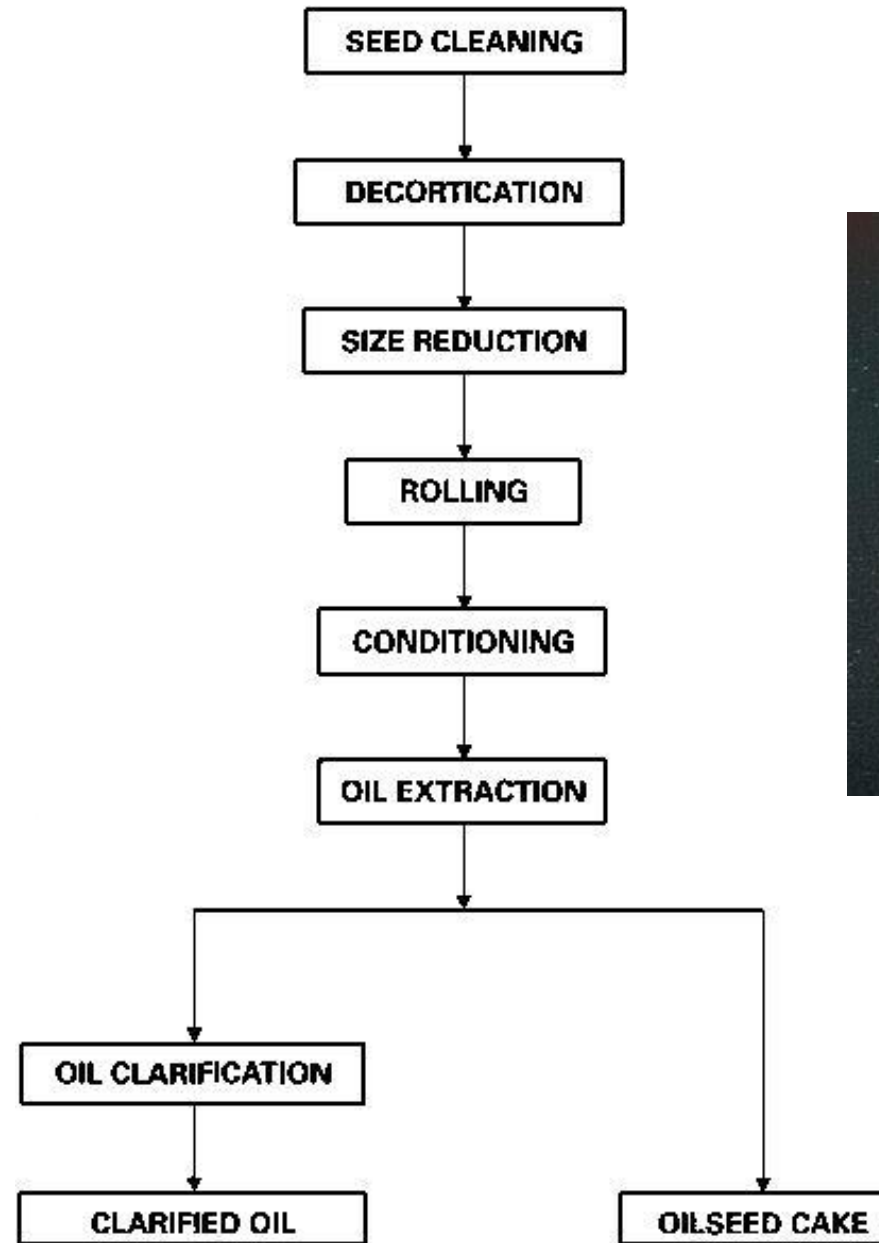
Peanut Butter

A pile of light brown, elongated groundnuts is scattered on the left side of a dark brown wooden surface. The groundnuts have a slightly wrinkled texture and are oriented in various directions. The wooden background features a prominent vertical grain pattern with some darker, irregular spots.

PROCESSING OF GROUNDNUT

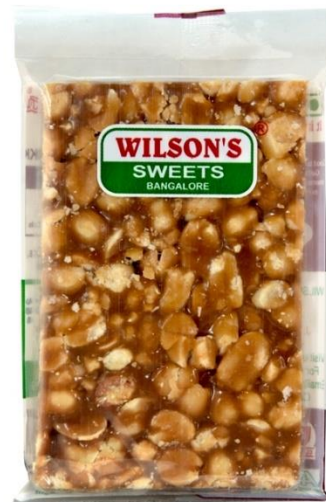






A pile of light brown, elongated groundnuts is positioned on the left side of the image, resting on a dark brown wooden surface with a prominent vertical grain pattern. The groundnuts are scattered and appear to be whole or slightly broken.

PROCESSED PRODUCTS OF GROUNDNUT



CONCLUSION

- The **Indian crafts**, agriculture, and food product have the potential to dominate the global market if provided with the opportunity for systemic growth and recognition.
- The **ODOP aims** to do that by providing the right support and business environment.
- **E-commerce** helps for better outreach.
- Strengthening the aspects of access to **credit, modern technology and ability to integrate with supply chain.**
- This leads to **zero wastage, creation of job, doubling farmers' and local artisans' income.**

REFERENCES:

- <https://odop.info/>
- nammakpsc.com
- www.clearias.com
- National paper-PLP 2022-23
- pmfmeap.org



THANKYOU!



ONE DISTRICT ONE PRODUCT



PRIME MINISTER'S FORMALIZATION OF MICRO FOOD PROCESSING ENTERPRISES (PMFME) SCHEME

GOLDEN OPPORTUNITY FOR THE ESTABLISHMENT / EXPANSION OF MICRO FOOD PROCESSING ENTERPRISES.

UNDER THE SCHEME, A SUBSIDY OF 50% OR MAXIMUM OF RS. 15.00 LAKHS (RS. 6.00 LAKH FROM THE CENTRAL GOVERNMENT AND RS. 9.00 LAKH FROM THE STATE GOVERNMENT) IS AVAILABLE.

COMPONENTS OF THE SCHEME

FINANCIAL ASSISTANCE OF 50% CREDIT-LINKED SUBSIDY FOR ESTABLISHING FOOD PROCESSING ENTERPRISES, UP TO MAXIMUM OF RS. 15.00 LAKHS

FOR INDIVIDUAL ENTREPRENEURS AND FARMERS ORGANIZATIONS:

- ▶ **WHO ARE ELIGIBLE:** Individual Entrepreneurs, Partnership Firms, Private Companies, Farmer Producer Organizations, Self-Help Groups, Co-operative Societies, and Non-Government Organizations.
- ▶ **UNITS THAT CAN BE ESTABLISHED UNDER THE PROJECT:** Any food processing/value addition units, animal and poultry feed units.
EXAMPLES: Millet processing units, Jaggery processing units, Oil extraction units, Bakery products, Spice powder units, Ginger processing, Coconut products, various Fruit and Vegetable products, Poultry products, and Seafood units.
- ▶ **DOCUMENTS REQUIRED FOR APPLICATION SUBMISSION:** Aadhar card, PAN card, Ration Card/Electricity Bill, Photos of the Entrepreneur, a copy of the Bank Passbook for the last 6 months, details and quotations of machinery, rental/lease agreement, details of the business to be established.
- ▶ **AGE LIMIT AND ELIGIBILITY:** Persons above the age of 18 and there is no minimum qualification required.
- ▶ **WHOM TO CONTACT FOR APPLICATION SUBMISSION:** Office of the Joint Director of Agriculture of the respective District, District resource persons, Project management unit of the KAPPEC Ltd.

SEED CAPITAL

- ▶ A loan of Rs. 40000/- at a low interest rate for members of Self-Help Groups who are involved in the food processing for working capital and purchase of small tools/machineries.

ESTABLISHMENT OF COMMON INFRASTRUCTURE

- ▶ FPOs/FPCs, Cooperatives, SHGs & its federation and Govt. Agencies are eligible for a loan of 35% of the project cost with a maximum of Rs. 3.00 crores assistance.

BRANDING AND MARKETING ASSISTANCE

- ▶ FPOs/FPCs, Cooperatives, SHGs & its Federation, Govt. Agencies and SPV of Micro Food Processing enterprises will receive up to 50% grant for branding and marketing activities such as packaging, advertising, common brand development, and tie-ups with retail companies.

CONTACT NUMBERS FOR MORE INFORMATION: 080- 22271192 /93/96/97

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Believe in your vision and keep moving forward

Documents Required

1. [PAN Card of concern](#)
2. [Aadhaar Copy](#) & Photo of all promoters/guarantors
3. [Address Proof](#):
 - i. Utility bill, which is not more than two months old of any service provider, (Electricity, telephone, post-paid mobile phone, piped gas, water bill) or
 - ii. Property or Municipal tax paid receipt or
 - iii. Ration Card (Individual)
4. [Udhayam Registration Certificate](#)/s/ IE code- wherever applicable/Licenses (Trade License/Shop & Establishment Registration/Panchayat License/Corporation License/Municipality License)
5. [Business Partnership Agreement](#) (If Individual/Proprietor- not applicable)
6. [Photocopy of Bank Statement](#)/ Bank Passbook for the last 6 months of the firm