

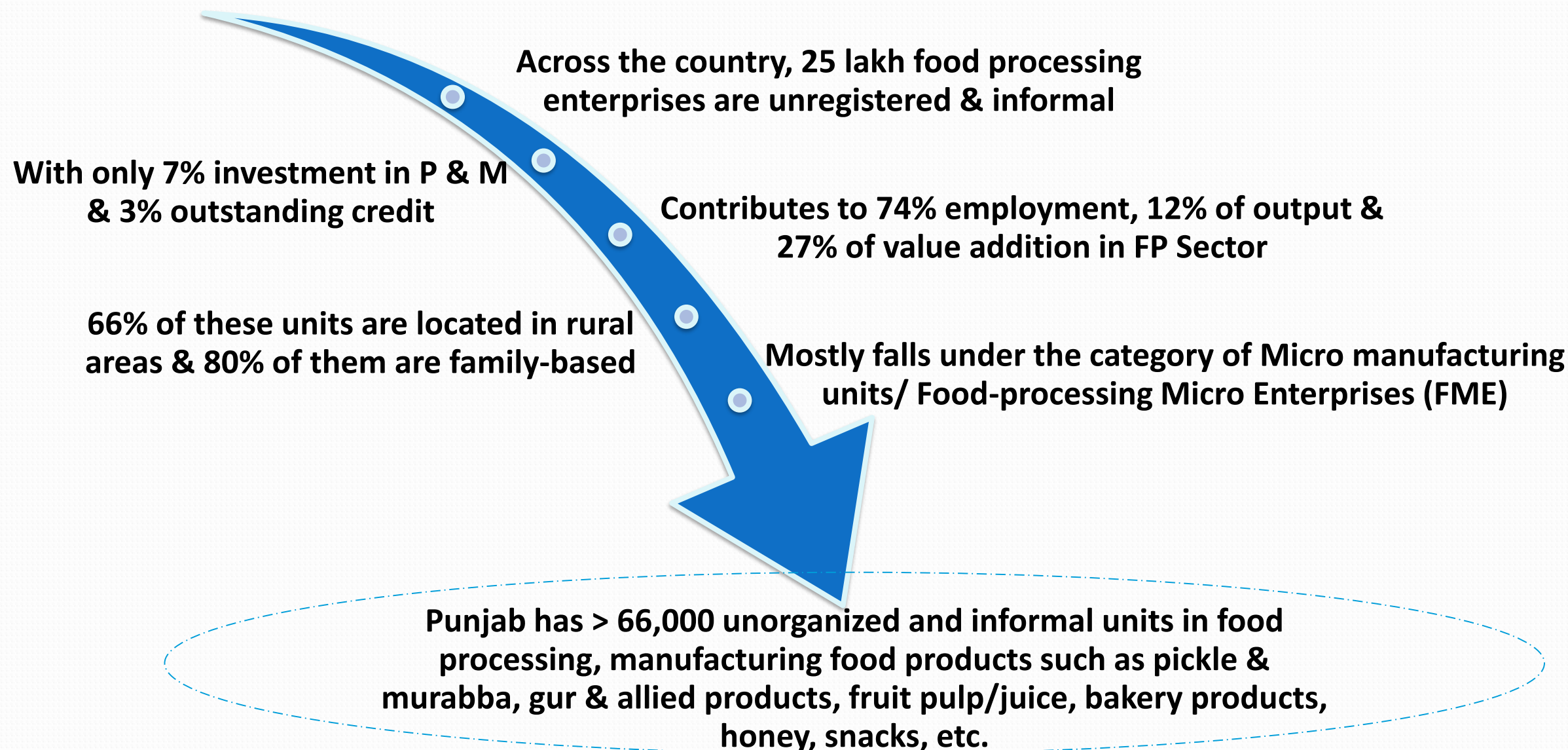
Formalization of
MICRO FOOD PROCESSING
Enterprises in Punjab



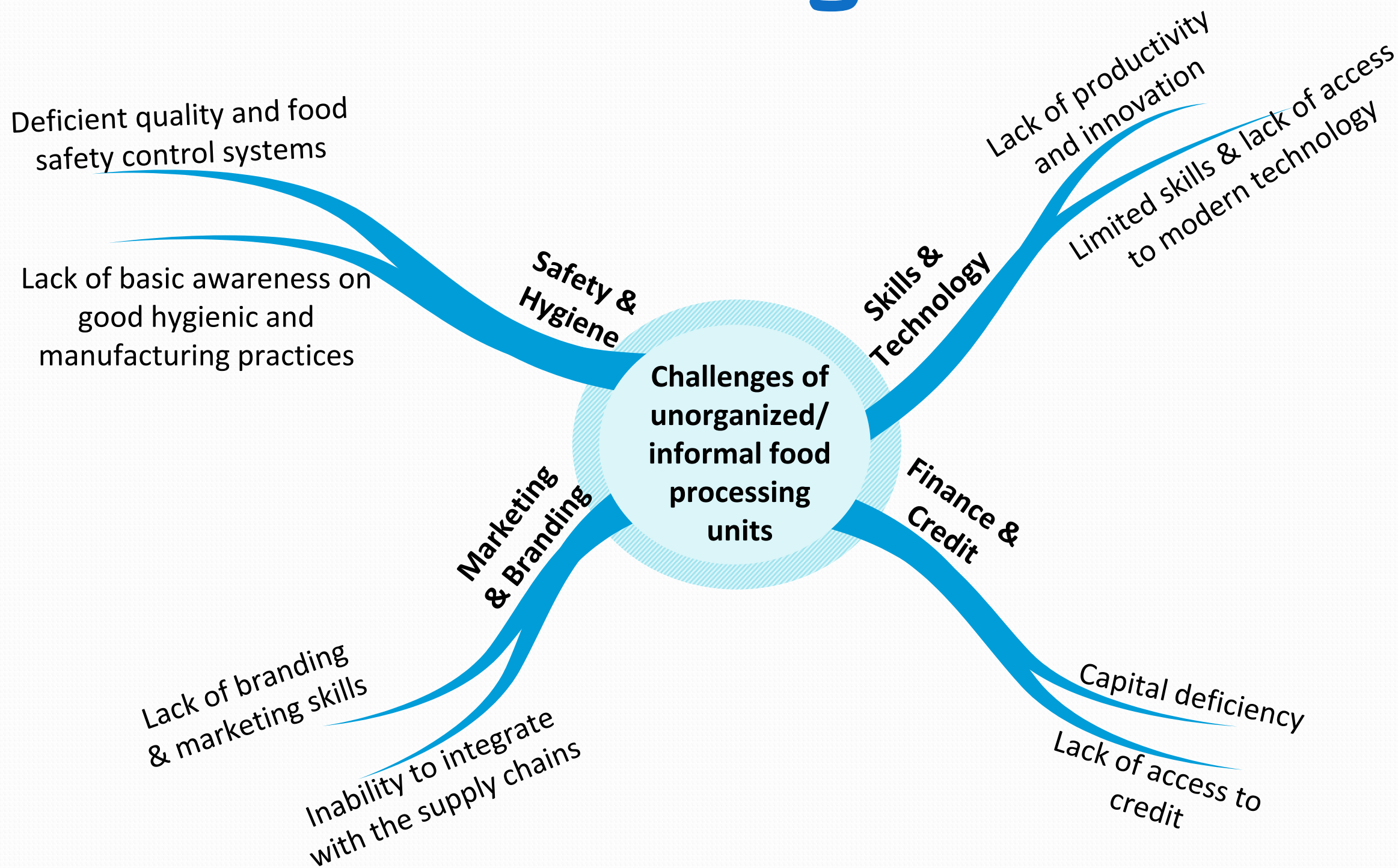
Presentation on PM FME Scheme in Punjab

Overview

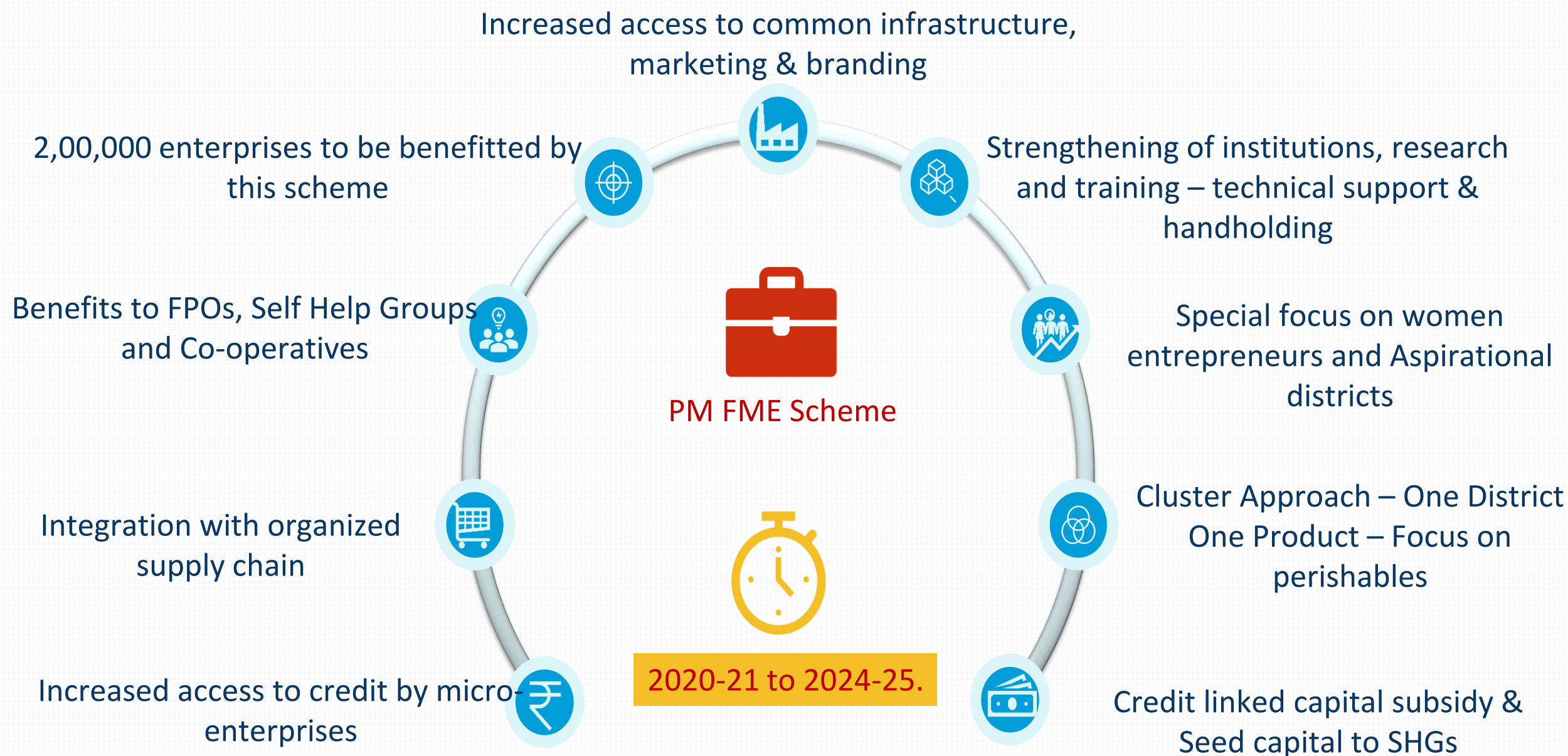
**Food Processing is key sector under
'Aatmanirbhar Bharat' initiative of GoI**



Challenges



Aims & Objectives



Outlay & Coverage

Total outlay:
Rs. 10,000 Cr,
Of this Punjab's
Share: Rs. 306 Cr

Expenditure to be
shared in 60:40
between Gol &
State Govts.

Units to be
directly assisted:
2 lakh,
Of this 6,676
units from Punjab

Adequate funds
have been
allocated to
support common
infrastructure &
institutional
architecture to
accelerate growth

One District One Product



Benefit of scale of procurement of inputs, availing common services & marketing of products



Provide framework for value chain development & alignment of support infrastructure



ODOP - perishable produce/cereal based product, poultry/meat/fish



Individual units producing ODOP would be given preference



Capital investment by groups involved in ODOP would be supported.



Groups producing other products & having adequate technical/ financial/ entrepreneurial strength would be supported



New units (individual/groups) would only be supported for ODOP

Different Components

Support to individual and groups of micro enterprises;

- Credit-linked capital subsidy @35% (Rs.10 lakh)
 - Existing micro food processing units
 - Support for common Infrastructure
- **Seed capital of Rs 40,000/-** to SHG members



Branding and Marketing support;

- To groups of FPOs/SHGs/Cooperatives or an SPV of micro food processing enterprises
 - Limited to 50% of the total expenditure



Support for strengthening of institutions;

- Capacity Building & Research – Institutes in partnership with State Level Technical Institutions
 - Training & Support to SLTIs

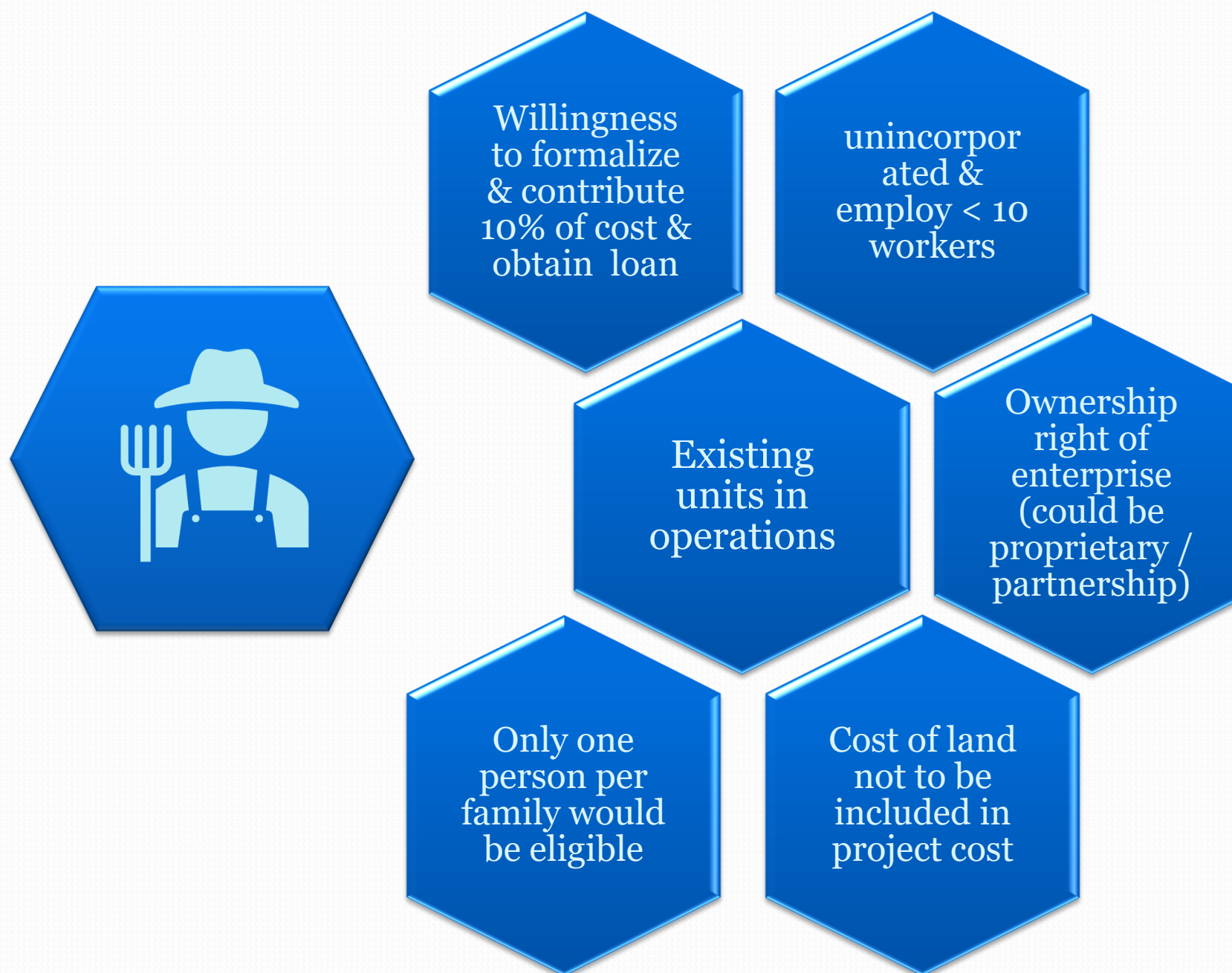


Setting up robust project management framework

- Monitoring & evaluation
- Project management support
- Convergence & handholding



Eligibility – Individual Enterprises



Eligibility - Groups/Clusters

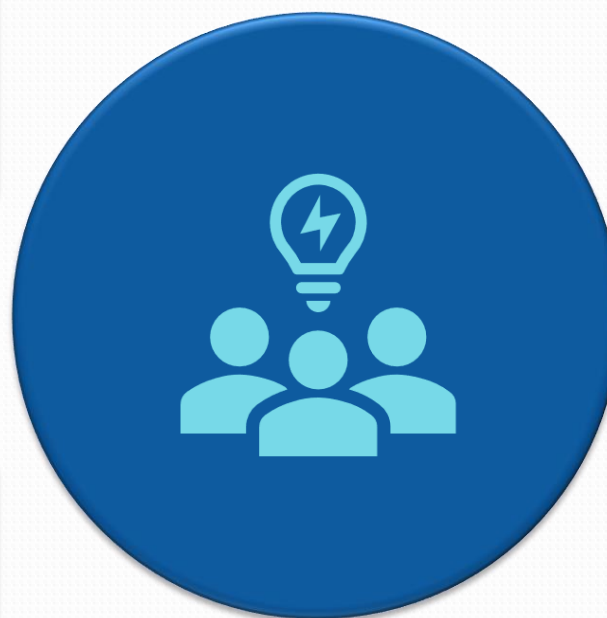
Minimum turnover of
Rs.1 Cr.

Project cost < present
turnover

Members should have
knowledge &
experience of min. 3
yrs.

Sufficient internal
resources or sanction
from State Govt. to
meet 10% of project
cost & margin money
for WC

Preferably be engaged
in processing of ODOP
produce



Eligibility - Seed Capital

SHG member should be undertaking food processing activities

Amount would be used for working capital/purchase of small tools

SHG Federation to provide basic details of members viz. product being processed, annual turnover, marketing of produce.



Eligibility – Common Infrastructure

Premises for assaying agri. produce, sorting /grading /warehouse & cold storage, processing facility & incubation centre

Base on benefit to farmers/industry, viability gap, absence of pvt. investment, criticality to value chain etc



Assistance of Rs.50,000/- for preparation of DPR

Grant: directly in bank account of FPOs / SHGs / Cooperatives

Branding & Marketing

Eligible items

- Training, developing common brand & packaging, marketing tie-up with retail chains/state level institutions and QC
- Support: 50% of total expenditure

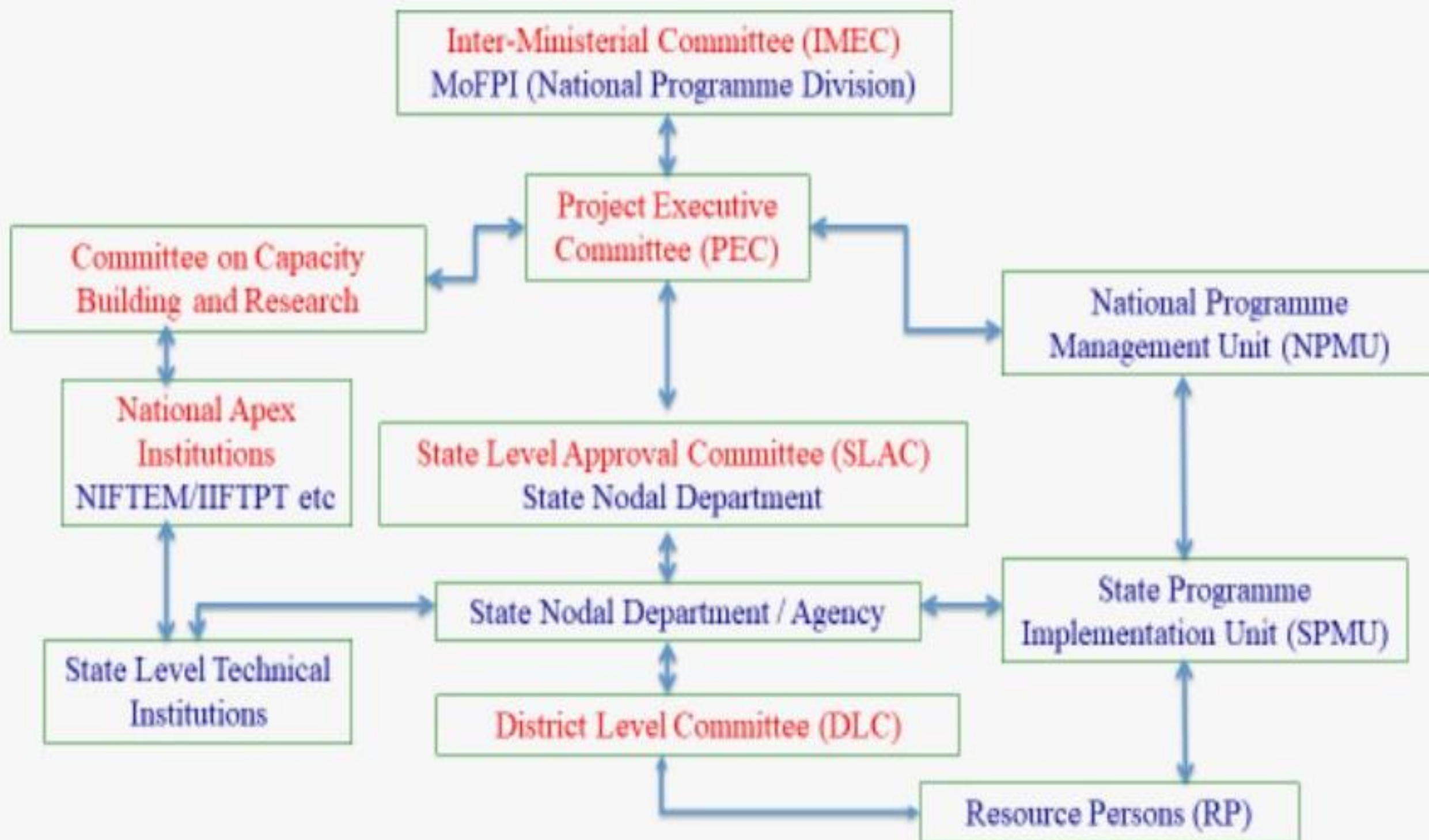
Eligibility

- Min. turnover of product should be Rs.5 Cr.
- final product in retail pack;
- applicant - FPO/SHG/Cooperative/regional-state level SPV;
- product & producers should be scalable; management and entrepreneurship capability of promoting entity

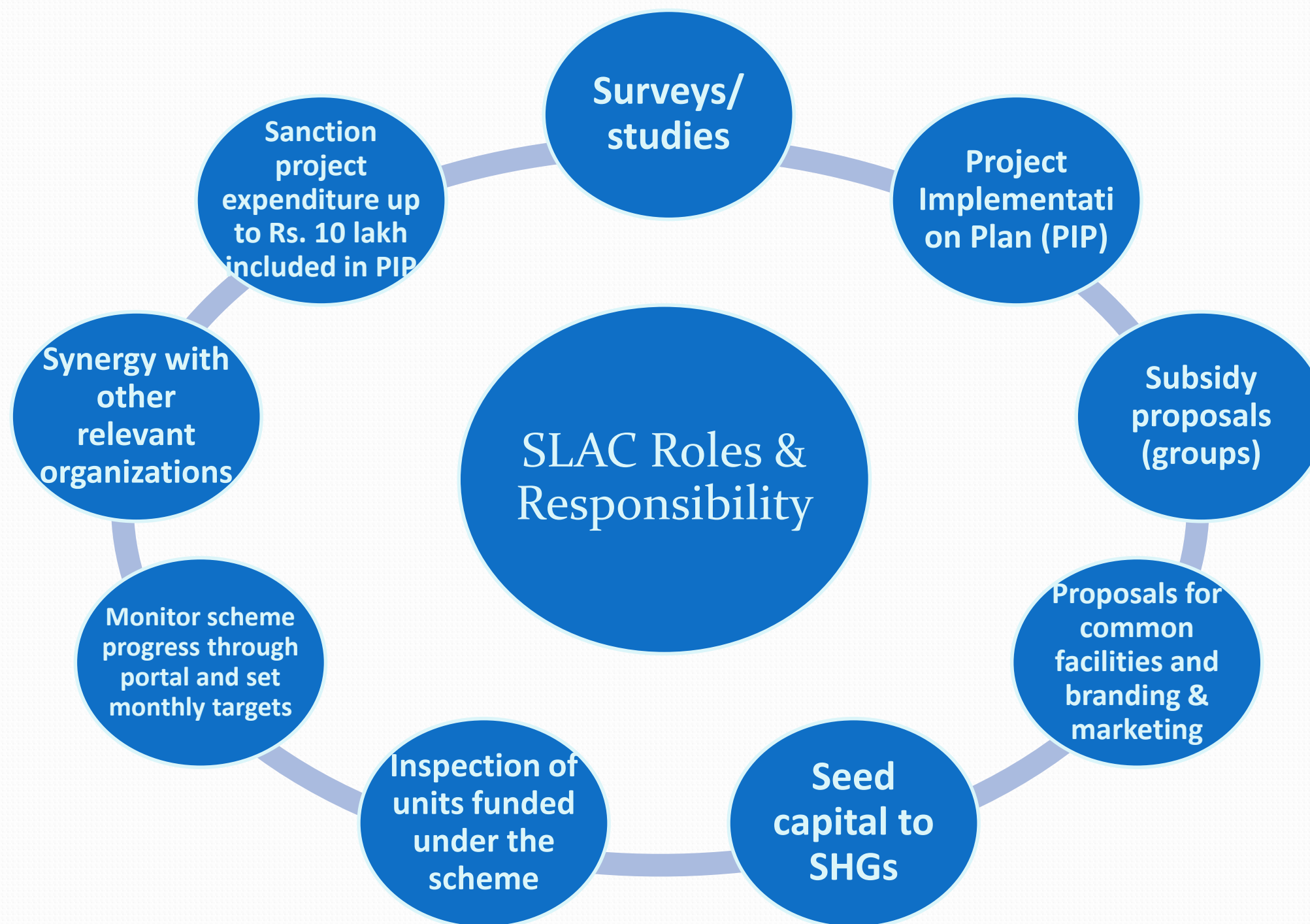
Pre-requisite

An agreement with a business plan, executed between FPO/ SHG/ Cooperative/SPV, the lead buyer(s), if any, and SNA, describing capital & services needs of producers to upgrade their skills/facilities etc. to strength their linkage with market/buyer.

Institutional Architecture



SLAC- Roles & Responsibilities



DLC & SNA- Roles & Responsibilities

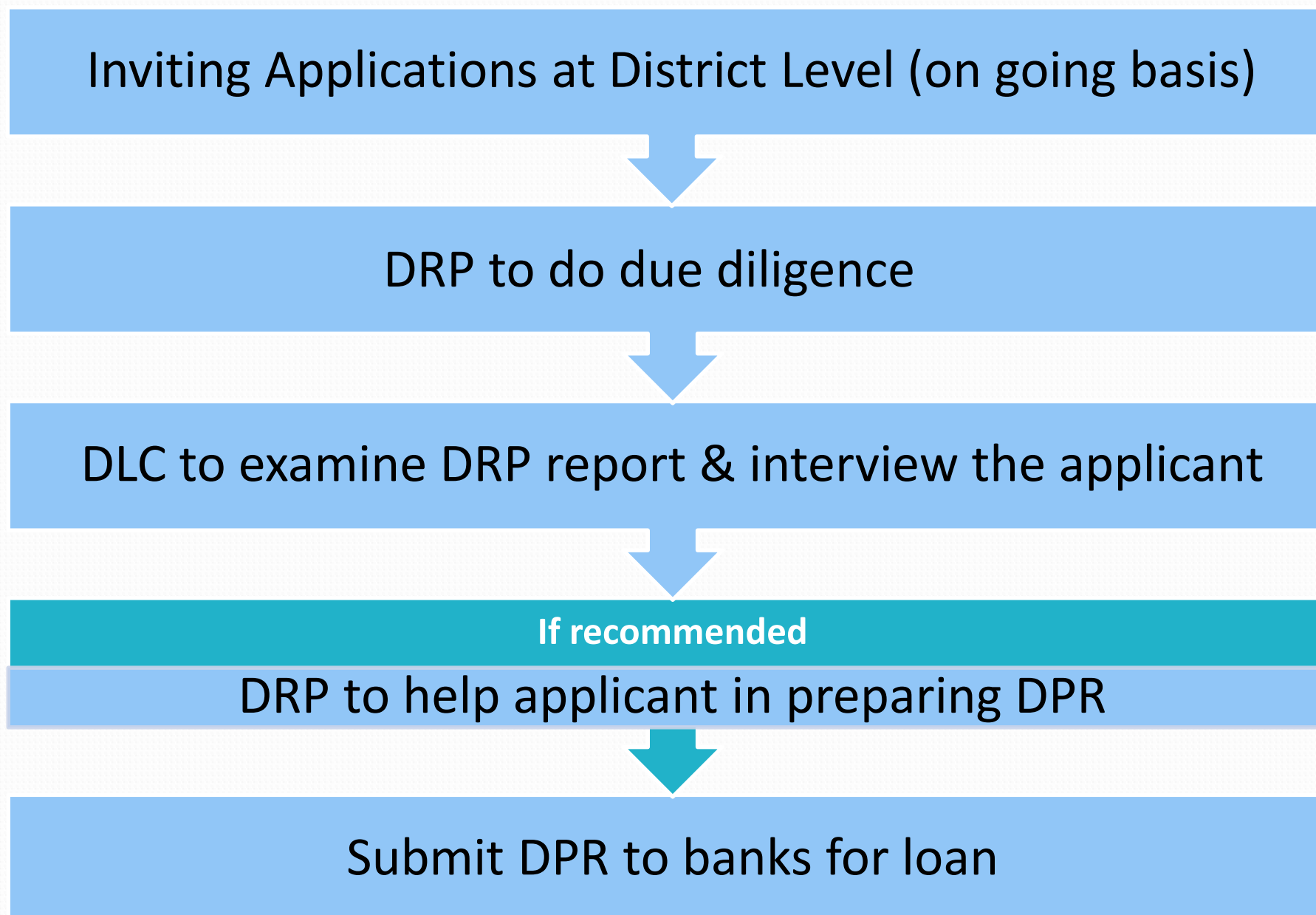
DLC

- Approval of applications for loan/subsidy to micro enterprises
- Recommend applications for common infra. & groups to SNA
- Monitor hand holding support being rendered by District Resource Person to provided by SNA
- Monitor progress of scheme through portal

SNA

- Co-ordinate with SLAC, DLC, SLTI, IIFPT, NIFTEM & MoFPI
- Conducting various studies (ODOP, SLUP, etc.)
- Setting up of PMU
- Developing branding & marketing proposals
Hiring district resource person and master trainers

Subsidy Applications- Procedure



DRP: District Resource Person
DLC: District Level Committee
DPR: Detail Project Report

SLTI- Roles & Responsibilities

(Department of Processing and Food Engineering, PAU)

**SLTI
R&R**

**Prepare PIP and
annual training
calendar**

**Inputs for
branding &
marketing plans
to SNA**

**Conducting capacity
building and training for
State/District officials &
district resource persons**

**Mentoring support to
District Resource Person
for handholding micro
enterprises, preparation
of DPR, etc.**

National Institutions - Activities

National level Training & Research Institutions (NIFTEM & IIFPT)

- Capacity building and training for MoFPI/State/District officials
- Developing curricula & training modules for further training to micro enterprises & groups
- Training of master trainers
- Development of online modules for training
- Preparation of DPRs for typical products
- Development of shelf of technology/machines for up-gradation of typical micro units

Training Support

- ✓ Specific training to
 - Beneficiaries (group / individual)
 - others existing units/ groups processing ODOP products
 - operations of machines, hygiene issues, packaging, storage, procurement, product development etc. (SLTI infra. shall be used)
- ✓ Groups availing Branding & Marketing support would also be provided training support

- ✓ General training on
 - Capacity building:
 - entrepreneurship development,
 - marketing,
 - book keeping,
 - Registration, FSSAI standards, Udyog Aadhar, GST registration etc.



PUNJAB AGRO

PUNJAB – ODOP

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

Punjab: ODOP map

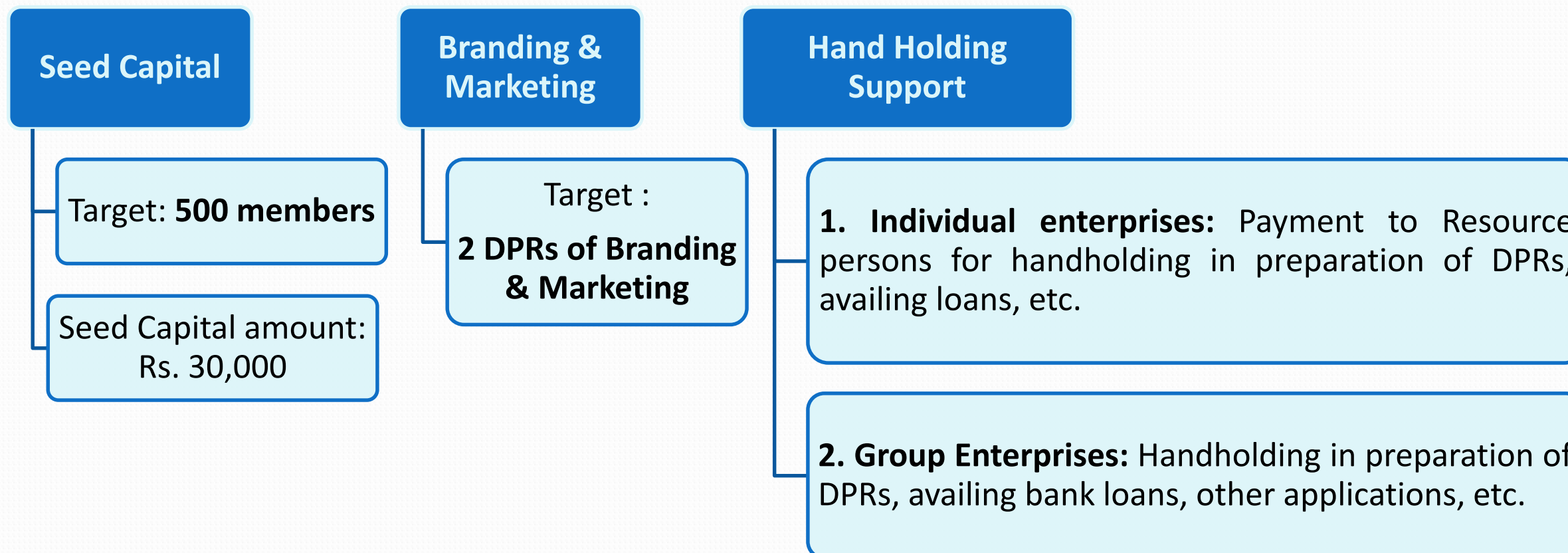


Punjab budget (FY 2020-21)

#	Details of Budget for the state	Amount (Rs. Crore)
1	Budget allocated for the five years	305.60
2	Budget proposed for the FY 2020-21	14.84
3	State contribution for subsidies (40%)	5.94
4	Central contribution for subsidies (60%)	8.90

Disbursement Plan of Subsidies

Individual Enterprises	SHGs	FPOs	Cooperatives	Common Infrastructure:
✓ Target for FY 20-21: 167 units ✓ SC allocation: 27 units	✓ Target for FY 20-21: : 3 units	✓ Target for FY 20-21: : 5 units	✓ Target for FY 20-21: : 5 units	✓ Target for FY 20-21: : 2 units





PUNJAB AGRO

**THANK
YOU!**