One District One Product (ODOP)
Approach in India

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Major segments in Indian Food Processing Sector

- Marine Products
- Food grains
- Fruits & Vegetables
- Dairy
- Meat & Poultry
- Oil Seeds

India’s Position in the World

Source: MoFPI, 2019
Indian Food Processing Sector

- The Food & Grocery Market is the 6th Largest in the World
- Employs 19% of Total Workforce in the Country
- Accounts for 14% of Total Industrial Output
- Ranks 5th in the Country
- Accounts for 10.66% of Gross Value in the Agriculture Sector

Source: Invest India (2020); CII (2019)
Status of Micro Food Enterprises in India

India’s Micro, Small, and Medium Enterprises (MSMEs) base is the 2nd largest in the world

Nearly 25 lakh Food Processing Enterprises are unorganized and unregistered!!!

With only 7% of investment in plant & machinery, the unorganized enterprises contribute to 74% of employment

Nearly 66% of micro food enterprises are in rural areas

Nearly 80% out of these food business are family-based enterprises

“The rise in India-based start-ups in the past five years is an important driving factor for the current food processing sector”

Source: MoFPI, 2020
Challenges in Micro Food Processing Sector

- Lack of productivity due to limited skills and access to modern technologies
- Capital deficiencies & low bank credit
- Lack of awareness and training on food safety control systems
- Lack of branding & marketing skills

Source: MoFPI, 2020
One District One Product Approach in India

- **707** Districts
- **137** ODOPs
- **Rs. 10,000 Cr** (~13400 Mn US$) Budget 2020 - 2024
- Centrally Sponsored Scheme

Capacity Building of Stakeholders

- New Entrepreneurs
- Existing Food Entrepreneurs
- Self Help Groups
- Farmer Producer Organizations

Prime Minister Formalization of Micro Food Enterprises (PM – FME) Scheme
PM FME Scheme Objectives

- Increased access to credit by existing micro food processing entrepreneurs, FPOs, self help groups and co-operatives.
- Increased access for the enterprises, to professional and technical support.
- Strengthening of institutions, research and training in the food processing sector.
- Increased access to common services like common processing facility, laboratories, storage, packaging, marketing and incubation services.
- Support for transition of existing 2,000,000 enterprises into formal framework.

Source: MoFPI, 2020
Upgradation of existing micro units
Credit linked subsidy @ 35% to max Rs. 10 lakhs (~13400 US$)

Seed capital support to SHGs
Support up to Rs, 40,000 as working capital to SHG members

Support for FPOs/SHGs/ Cooperatives
Credit linked capital investment grant @ 35%

Support for establishing common infrastructure
Credit linked grant @ 35%

Support for marketing & branding - 50% grant

Source: MoFPI, 2020
Structure of Capacity Building Program

National level apex institutes (IIFPT & NIFTEM)

Master Trainers

Training of Trainers – DLTs (on approved ODOP)

Training of District Resource Person

Beneficiary Training

Source: MoFPI, 2020
Components Focused under Capacity Building and Training

1. Raw Material Availability & Pricing
2. Consumer Preference & Market Demand Products
3. Technological Upgradation & Waste Utilization
4. Packaging
5. Supply Chain Management
6. Food Safety & Regulations
Resource Materials Access to the Beneficiaries

- ODOP wise Demonstration Videos
- ODOP wise Detailed Project Report
- ODOP wise Presentations on Process, Packaging and FSSAI
- ODOP wise Course Material Handbook
- Training Syllabus Handbook for all levels
- Trainers Guide for Master Trainers
- Domain Specific training handbook for all food subsectors

PMFME Portal Link
Approved Incubation Centres in States

Source: MoFPI, 2020
Approved ODOP Processing Lines

- **Minor Forest Produce**
  - Mushroom Processing line
  - Chironjee Processing line
  - Tamarind Processing line

- **Fruits & Vegetables**
  - Tomato processing Line
  - Citrus processing Line
  - Mango processing Line
  - Fruit Jam, Jelly processing line
  - Apple Processing
  - Minimally processed Fruits and Vegetables
  - Banana processing line
  - Dehydrated vegetables line

- **Spices & Plantation**
  - Dry Spices processing
  - Cashew Processing
  - Turmeric Processing
  - Coconut Processing
  - Sugarcane Processing
  - Ginger Processing
  - Coffee Processing
  - Red Chilli Processing
  - Coriander Processing

- **Fish & Dairy**
  - Millet based Pasta Processing
  - Rice processing
  - Grain processing
  - Groundnut Processing
  - Mustard oil processing

Source: MoFPI, 2020
Our Vision

“TO END HUNGER & ACHIEVE FOOD SECURITY”

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