Atmanirbhar Bharat Abhiyan

Scheme for Formalisation of Micro Food Processing Enterprises (FME)

Vocal for Local
Objectives

- Individual micro enterprises: Technical and Financial assistance for modernization and enhance their competitiveness

- FPOs/SHGs/Cooperatives: Technical and Financial assistance for strengthening infrastructure along the supply chain and provision of common facilities for packaging, marketing, testing etc.
Unique Scheme

- Specialisation: Focused on one segment - Food Product
- Comprehensive Support: Skill Development, hand holding support, Common Services
- Aggregation: Cluster Approach, One District One Product to generate scale
- Marketing Linkage Support: Support for Quality improvement, Standardisation, Branding for better Marketability
Scheme Features

◆ All India Centrally Sponsored Scheme
◆ Direct Support to 2 lakh micro food processing units
◆ Support to FPOs/SHGs/Co-operatives for Provision of Common Services
◆ Outlay of Rs 10,000 cr for 5 years 2020-21 to 2024-25
◆ Sharing Pattern: NE States: GOI 90%; States 10%; Other States GOI 60%; States 40%
◆ 10% of Outlay earmarked for NE States
◆ State-wise earmarking of Outlay, coverage and earmarking for SC/ST
ODOP Approach

◆ One District One Product (ODOP)
  - Agriculture produce – Peach, apricot, pears, almond, plum, walnut, Apple
  - Food products – Papad, Bhujia, Pickle
  - Traditional Indian products like Amla, Til,
  - Fisheries, poultry

◆ Augment Common Services viz. packaging, marketing, testing, Marketing & Branding predominantly to ODOP products

◆ States to identify ODOP in study by 31 July 2020

◆ Existing units of individual & groups to be supported even if not for ODOP product

◆ New units would only be supported for ODOP product

◆ Common infrastructure and marketing support only for ODOP product
Pattern of Assistance: Individual Units

◆ Upgrade existing micro units - Credit linked subsidy @ 35% of the eligible project cost subject to a max. of Rs 10 lakh

◆ Handholding Support by District Resources
  ◆ Preparation of DPR, Bank Loan,
  ◆ Skill & entrepreneurship Training,
  ◆ Support for Capital investment,
  ◆ Registration: FSSAI, GST, Udyog Aadhar
  ◆ Common Facilities
  ◆ Branding & Marketing

◆ Resource Persons to be engaged by SNA on payment of Rs 20,000 per loan sanctioned by Banks
Pattern of Assistance: FPOs/ SHGs/ Cooperatives

- Strengthening Supply Chain: Credit linked capital investment grant @ 35% of the eligible project cost

- Common Infrastructure: Credit linked grant @ 35% for Common processing facility, labs, incubation center, warehouse, cold storage, etc.

- Support for Marketing & Branding: 50% grant of project cost

- Seed capital support of Rs 40,000 to SHG members for working capital & small tools
Administrative Architecture

◆ National Level: Inter-Ministerial Empowered Committee (IMEC) chaired by Minister, FPI

◆ State level: State Level Approval Committee chaired by the Chief Secretary- sanction project expenditure up to Rs. 10 lakh

◆ District Level: District Level Committee (DLC) under the Chairmanship of District Collector.
  ▪ Approvals of applications for loan and subsidy
  ▪ Recommend applications for common infrastructures
  ▪ Ensure synergy with all relevant Institutions
## Allocation for the Himachal Pradesh

<table>
<thead>
<tr>
<th>Allocation of Units (Nos)</th>
<th>1192</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocation of Units for SC</td>
<td>151</td>
</tr>
<tr>
<td>Allocation of Units for ST</td>
<td>31</td>
</tr>
<tr>
<td>State Outlay for 5 Years (Rs Cr)</td>
<td>54.57</td>
</tr>
<tr>
<td>SC Component (8.3%)</td>
<td>4.53</td>
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<tr>
<td>ST Component (4.3%)</td>
<td>2.35</td>
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<tr>
<td>Outlay (2020-21) Rs Lakh</td>
<td>231.61</td>
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<tr>
<td>1st Installment Release (2020-21) Rs Lakh</td>
<td>58.61</td>
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State Action: Time Line

31st July, 2020
- Complete ODOP Study

31st August, 2020
- Selection of SPMUs
- Engaging Resource Persons

31st December, 2020
- Complete Detailed study
- SLUP

31st July, 2020
- Nomination of State Level Technical Institution

31st August, 2020
- Formation of District Level Committee

30th September, 2020
- Preparation of Project Implementation Plan (PIP)
- Further funds allocation
Action: State Level

- Convene meeting of SLAC under Chief Secretary
- SNA to get data for SHGs, FPOs & cooperatives from SRLM, NABARD, SFAC, NCDC & Co-operation Dept.
- RFP for Detailed Study to be issued.
- Credit under FME to be included in the SLBC Agenda and for inclusion in State & District Credit Plans
- IEC – Promotional Activities by States
- Prioritisation
  - Training
  - ODOP
  - Low hanging fruits
- Seed Capital to SHG members
**Action: District Level**

- Convene meeting of District Level Committee
- Undertake Publicity & Promotional Activities
- Mobilise and Sensitise SHGs, FPOs & cooperatives, local offices of SRLM, NABARD, & Co-operation Dept.
- Sensitise Commercial Banks, Co-operative Banks and NBFCs
- Prioritisation
  - Training
  - ODOP
  - Low hanging fruits
- Extend Seed Capital to SHG members
How to Apply

◆ Individual units
  • Online application on FME portal (In Progress)
  • Support for DPR preparation, training, handholding support
  • Recommended to Bank at District level

◆ Groups, common Infrastructure
  • Apply online with DPR to State Nodal Agency

◆ Marketing & Branding
  • Identification by State of groups to support
  • Statewide or regional level brands

◆ Online processing of applications
Reach us at:

- PM FME Scheme  https://mofpi.nic.in/pmfme/

- State Nodal Department: Department of Industries, Himachal Pradesh  https://emerginghimachal.hp.gov.in/
Thank You