



One District One Product (ODOP) Approach in India

Dr. C. Anandharamakrishnan

Director

Indian Institute of Food Processing Technology

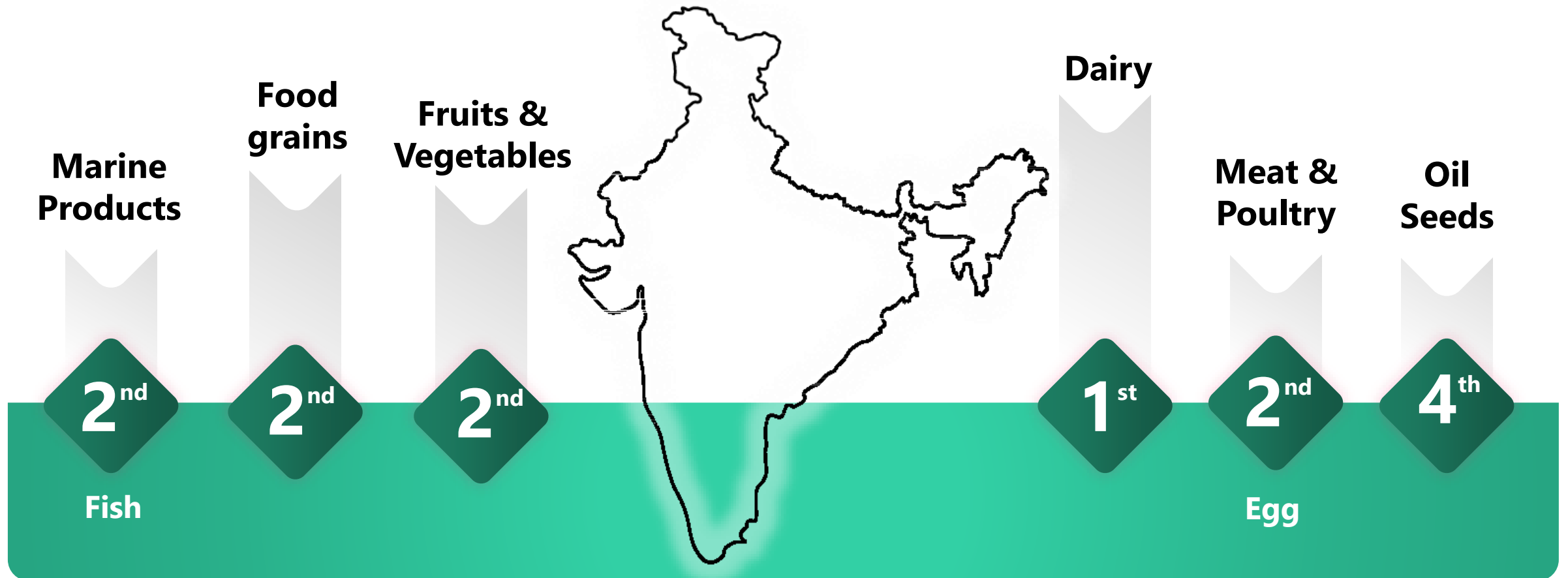
(MoFPI, Govt. of India)

Thanjavur, Tamil Nadu, India



Major segments in Indian Food Processing Sector

India's Position in the World



Indian Food Processing Sector



6th

The Food & Grocery Market is the 6th Largest in the World



19%

Employs 19% of Total Workforce in the Country



14%

Accounts for 14% of Total Industrial Output



5th

The Food Processing Sector Ranks 5th in the Country



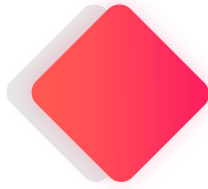
10.66%

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



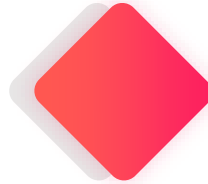
Nearly 25 lakh Food Processing Enterprises are unorganized and unregistered!!!



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

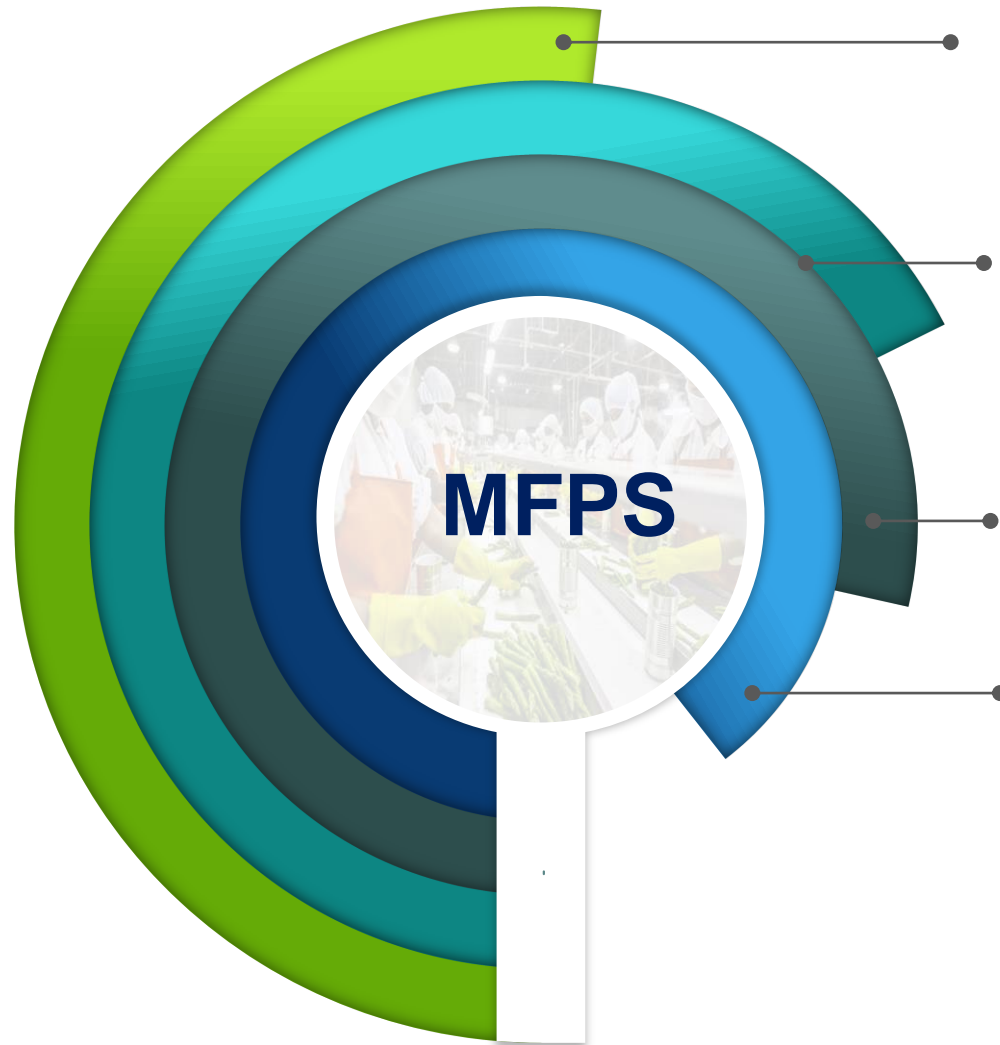


Nearly 80% out of these food business are family-based enterprises

“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



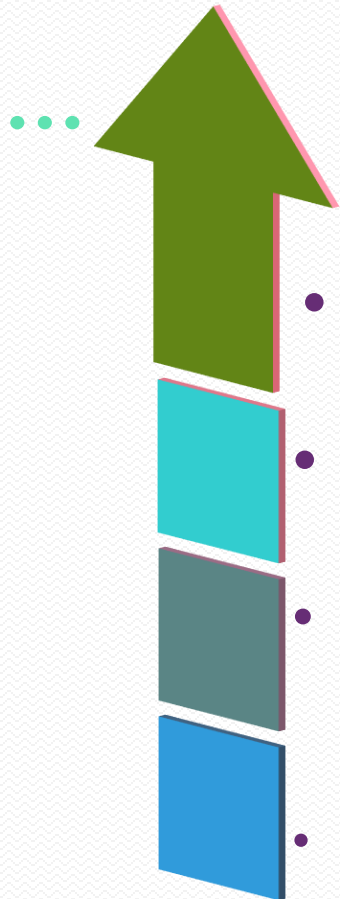
Lack of productivity due to limited skills and access to modern technologies

Capital deficiencies & low bank credit

Lack of awareness and training on food safety control systems

Lack of branding & marketing skills

One District One Product Approach in India



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



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

PM FME Scheme Objectives

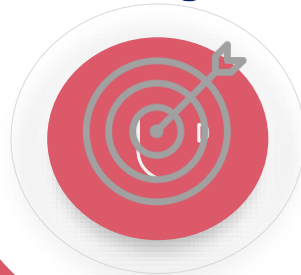
Increased **access to credit** by existing micro food processing entrepreneurs, FPOs, self help groups and co-operatives



Increased access for the enterprises, to **professional and technical support**



Strengthening of institutions, research and training in the food processing sector



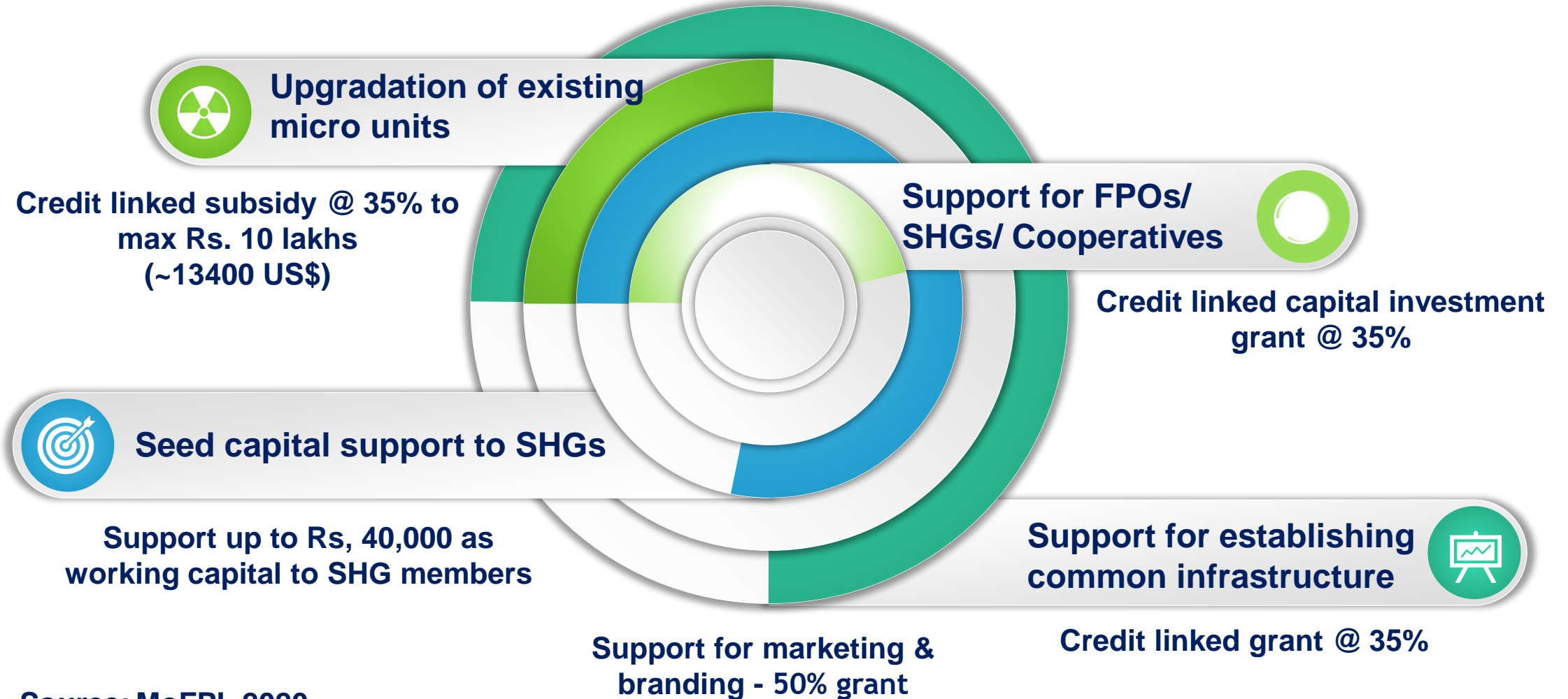
Increased **access to common services** like common processing facility, laboratories, storage, packaging, marketing and incubation services



Support for transition of existing **2,00,000** enterprises into formal framework

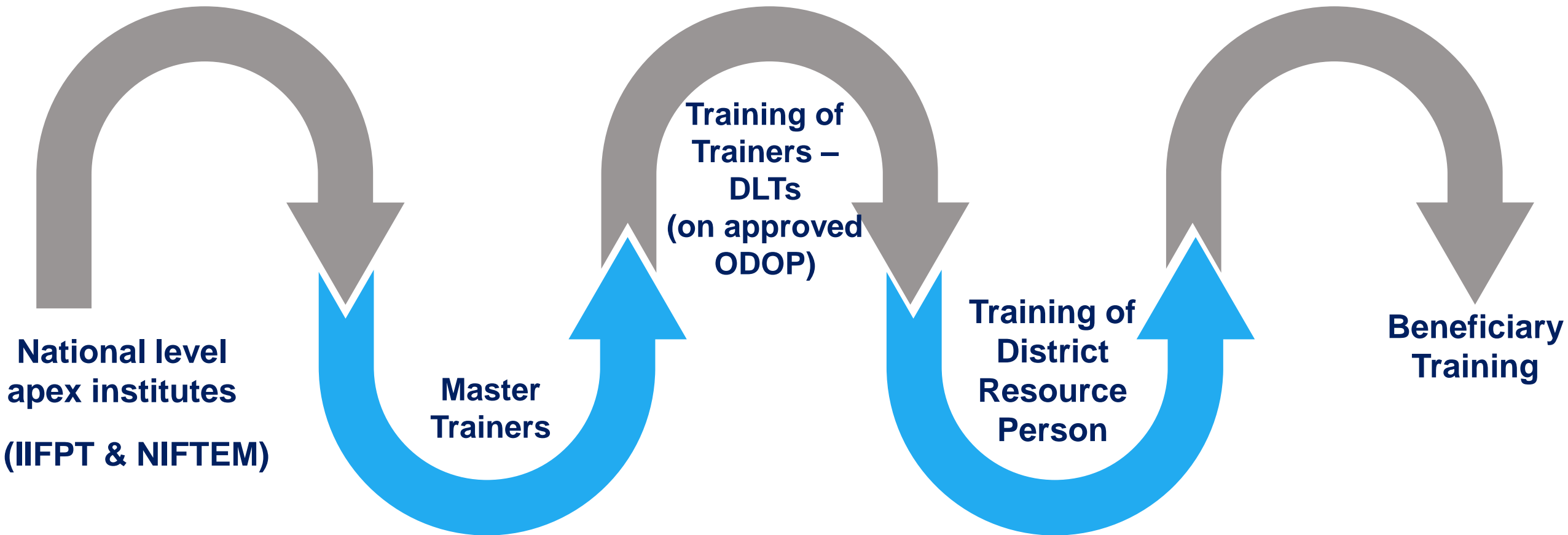


Benefits of the PM-FME Scheme

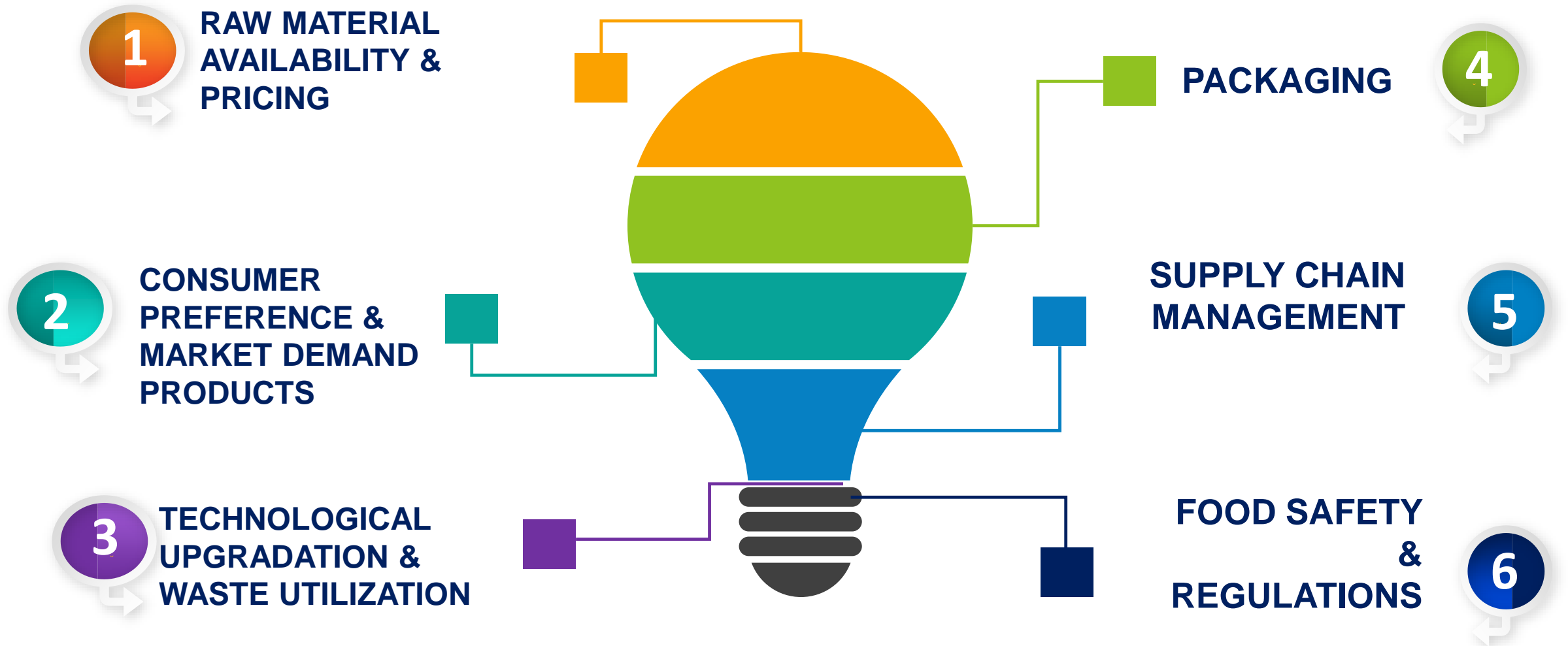


Source: MoFPI, 2020

Structure of Capacity Building Program



Components Focused under Capacity Building and Training

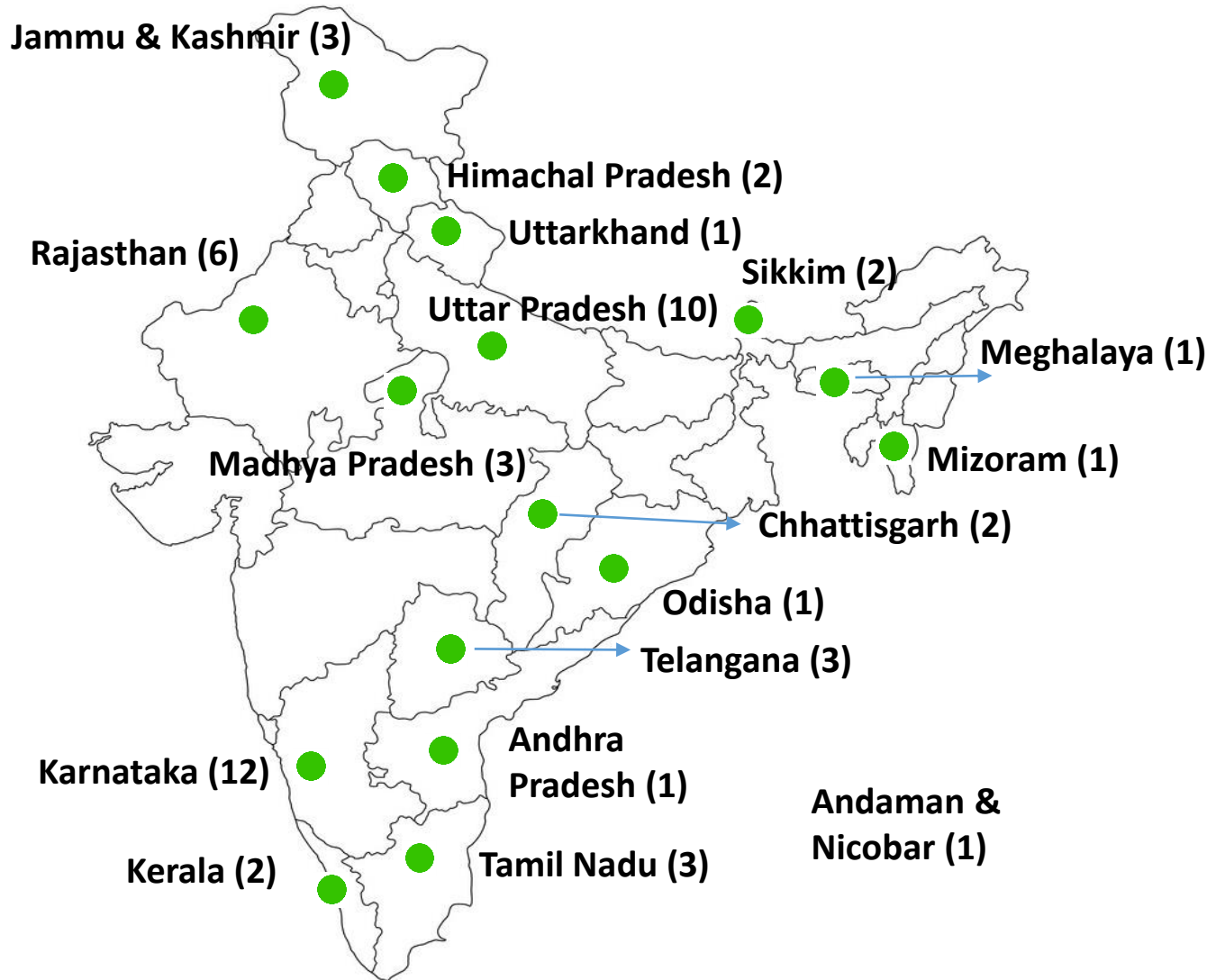


Resource Materials Access to the Beneficiaries

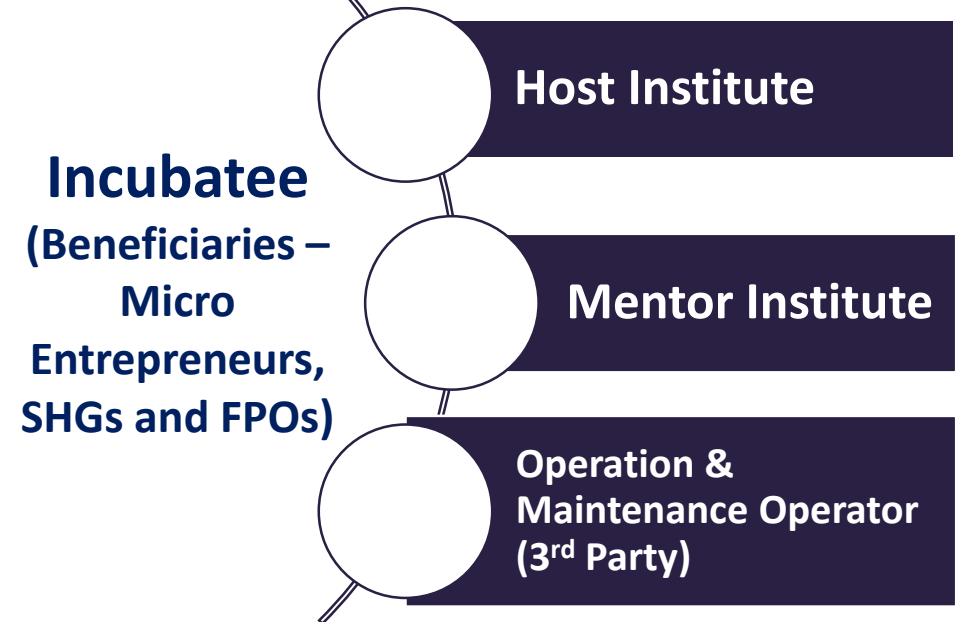
[PMFME Portal Link](#)

- 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

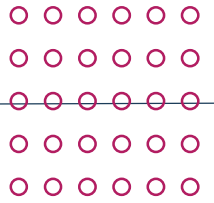
Approved Incubation Centres in States



Conceptual Framework for working of Common Incubation Centre



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

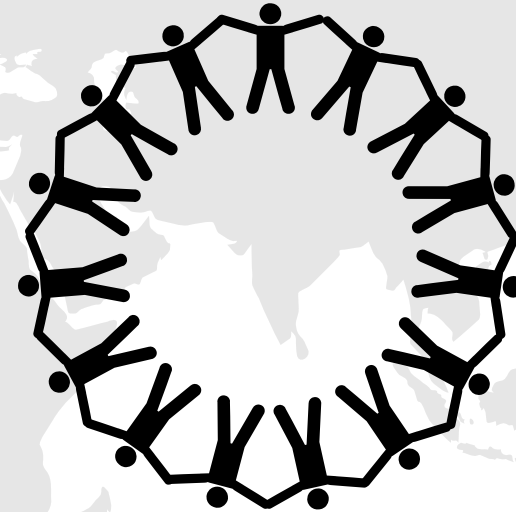
Fish & Dairy

- ❖ Millet based Pasta Processing
- ❖ Rice processing
- ❖ Grain processing
- ❖ Groundnut Processing
- ❖ Mustard oil processing

Grain & Oilseeds

Our Vision

“ TO END
HUNGER
& ACHIEVE
FOOD SECURITY ”



www.anandharamakrishnan.com/
c.anandharamakrishnan@gmail.com