

GOVERNMENT OF INDIA  
MINISTRY OF FOOD PROCESSING INDUSTRIES  
RAJYA SABHA  
UNSTARRED QUESTION No- 428  
ANSWERED ON- 04.02.2022

**AATMA NIRBHAR BHARAT PACKAGE FOR MICRO ENTERPRISES**

**428 SHRI K.C. RAMAMURTHY:**

Will the Minister OF *Food Processing Industries* be pleased to state:

- (a) how Ministry is planning to utilize the PM's Aatma Nirbhar Bharat Package of Rs.10,000 crores to help 2 lakh micro enterprises to build their own brand;
- (b) how Ministry help them with technology, standards, marketing, branding and export of their produce in line with PM's appeal 'make local brands as global brands'; and
- (c) the details of blueprint prepared by the Ministry for this purpose?

**ANSWER**

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES  
(SHRI PRAHLAD SINGH PATEL)

(a) As part of the Aatmanirbhar Bharat Initiative, Ministry of Food Processing Industries is implementing a Centrally Sponsored PM Formalisation of Micro food processing Enterprises (PMFME) Scheme for providing financial, technical and business support for setting up/ up gradation of 2 lakh micro food processing enterprises through credit linked grant during five years from 2020-21 to 2024-25 with an outlay of Rs. 10,000 crores.

The scheme envisages to support micro enterprises through increased access to credit, integration with organized supply chain by strengthening branding and marketing, increased access to common services, strengthening of institutions, research & training in the food processing sector.

The details of support to Micro Food Processing Units under the scheme are mentioned below:

- (i). Support to Individual Micro Enterprises: Credit-linked capital grant @35% of the eligible project cost, maximum ceiling Rs.10 lakh per unit;
- (ii). Support to FPOs/ SHGs/ Producer Cooperatives: Credit linked Grant @35% to support clusters and groups such as FPOs/ SHGs/ Producer Cooperatives along their entire value chain for sorting, grading, storage, common processing, packaging, marketing, testing etc.
- (iii). Support to SHGs for seed capital: Seed capital @ Rs. 40,000/- per member of SHG engaged in food processing for working capital and purchase of small tools.
- (iv). Support for Common Infrastructure: Credit linked grant @ 35% to support FPOs, SHGs, Cooperatives, any Government agency or private enterprises for Common infrastructure. The common infrastructure will also be available for other units and public to utilize on hiring basis for substantial part of the capacity.

(v). Branding and Marketing Support: Grant upto 50% for Branding and Marketing to groups of FPOs/ SHGs/ Cooperatives or an SPV of micro food processing enterprises.

(vi). Capacity Building: Training for Entrepreneurship Development Program to meet the requirement of food processing industry and product specific skilling.

(b) & (c): Under Marketing and Branding component of the scheme, the following support to micro enterprises has been envisaged:

(i) Developing a common brand and packaging including product standardization (ii) Marketing tie up with national and regional retail chains and state level institutions (iii) Quality control to ensure product quality meets required standards (iv) Training relating to marketing

The major eligible components for support under the scheme are Market study, Product standardisation (including quality assurance), Packaging material, Graphic designing, warehousing/ storage rentals, Promotional activities, Training related to Sales & Marketing and Trademark registration.

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