

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES

RAJYA SABHA
UNSTARRED QUESTION No. 2152
ANSWERED ON 13TH DECEMBER, 2024

MARKET ACCESS FOR FOOD PROCESSING ENTERPRISES

2152. SHRI MANAS RANJAN MANGARAJ:

Will the Minister of **FOOD PROCESSING INDUSTRIES** be pleased to state:

- (a) the steps taken to ensure access to domestic and international markets for micro and small food processing enterprises;
- (b) whether Government has introduced any digital platforms or e-marketplaces to promote processed food products under the PMFME Scheme;
- (c) the measures being implemented to improve the branding and packaging quality of processed food products from Odisha; and
- (d) whether there are plans to establish export hubs for processed food products in Odisha?

ANSWER

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

(a). Ministry of Food Processing Industries (MoFPI) has been incentivizing food processing entrepreneurs including small and micro for setting up/expansion of related industries through its Central Sector Pradhan Mantri Kisan SAMPADA Yojana (PMKSY) Scheme, Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) and Centrally Sponsored PM Formalization of Micro Food Processing Enterprises (PMFME) Scheme across the country. These schemes are not region or state specific but demand driven. Under PMKSY, credit linked financial assistance (capital subsidy) is provided to entrepreneurs with total outlay of Rs 5520 Cr for 15th Finance Commission Cycle. Under PMFME scheme, financial, technical and business support is provided for setting up / upgradation of micro food processing enterprises. The scheme is operational for a period upto 2025-26 with an outlay of Rs.10,000 Crore. Under the Branding & Marketing component of PMFME scheme, 50% grant-in-aid support is provided to groups of FPOs, Co-operatives, SHGs, and regional or state-level Special Purpose Vehicles (SPVs) of micro food processing enterprises with limited market access to boost the visibility and sales of their products. This is achieved through strategic tie-ups with regional and national retail chains. PLISFPI Scheme is intended inter alia, to support creation of global food manufacturing champions and support Indian brands of food products in international market. The Scheme is operational for a period from 2021-22 to 2026-27 with an outlay of Rs. 10,900 crores.

Apart from this, with the objective to boost investments and sourcing of Indian food products, MoFPI organized 3rd edition of a Mega Event, called “World Food India” during 19th to 22nd

September 2024 at Bharat Mandapam, New Delhi to showcase domestic Industry and provide it with collaborative opportunities with international stakeholders. The event invited global food processing companies, innovators, supply chain stakeholders, equipment manufacturers etc on a collaborative platform and to provide foreign companies with tie-up/ business opportunities with its Indian counterparts.

(b). Under the Branding and Marketing support, The Ministry of Food Processing Industries (MoFPI) has signed a Memorandum of Understanding (MoU) with the Government eMarketplace (GeM) to jointly enhance and facilitate PMFME beneficiaries, by providing them forward linkages with government buyers.

(c). Under the Branding and Marketing support offered to the State-level common brand, on-boarded micro-enterprises receive comprehensive training in product development, quality assurance, ingredient standards, packaging, and labelling in compliance with Food Safety & Standards Authority of India (FSSAI) regulations. Products meeting specific standards and training are procured under the common brand, ensuring food safety and quality. The Ministry, in collaboration with State Nodal Agencies, is conducting sensitization workshops with FPOs, State Rural Livelihood Missions (SRLMs), Industry Departments, and PSUs. These efforts aim to encourage States to leverage the scheme's branding and marketing support and assist micro-units in the unorganized sector to enhance their processing capacities and transition into the organized sector. However, as on 31st October, 2024, no proposal has been received from the State of Odisha under the component of the scheme.

(d). MoFPI incentivizes food processing exporting units through various schemes. Under PMFME & PMKSY, Ministry provides mostly credit linked financial assistance (capital subsidy) in the form of grants-in-aid for setting up of such industries including export-oriented ones. PLISFPI Scheme is intended, *inter alia*, to support creation of global food manufacturing champions and support Indian brands of food products in international market. Also, Agricultural and Processed Food Products Export Development Authority (APEDA) also provides incentives to processed food exporters under its different schemes for Infrastructure, Quality, Market Development etc. These schemes are implemented across the country, including Odisha.
