

SIX ONE DISTRICT ONE PRODUCT BRANDS LAUNCHED UNDER THE PMFME SCHEME OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES

Relevant for: Indian Economy | Topic: Food processing and related industries in India: scope and significance, location, upstream and downstream requirements and supply chain management

Union Minister for Ministry of Food Processing Industries, Shri Pashupati Kumar Paras and Minister of State, Shri Prahlad Singh Patel and senior officials of NAFED today launched six, One District One Product (ODOP) brands under the Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) Scheme at Panchsheel Bhawan, New Delhi.



The Ministry of Food Processing Industries has signed an agreement with NAFED for developing 10 brands of selected ODOPs under the branding and marketing component of the PMFME scheme. Out of these, six brands namely Amrit Phal, Cori Gold, Kashmiri Mantra, Madhu Mantra, Somdana, and Whole Wheat Cookies of Dilli Bakes were launched today.



The brand Amrit Phal for amla juice has been exclusively developed under the ODOP concept for Gurugram, Haryana. The product contains pure amla juice and is a natural elixir with added lemon for a unique taste and health benefits. The 500 ml bottle is competitively priced at Rs.120/-.

Cori Gold brand has been developed for coriander powder which is the identified ODOP for Kota, Rajasthan. The product has a distinct flavour and brings forth a regional speciality. The 100g pack is competitively priced at Rs.34/-.

Brand Kashmiri Mantra brings out the essence of spices from Kulgam, Jammu and Kashmir. The Kashmiri Lal Mirch product has been developed under the ODOP component for spices for Jammu and Kashmir. The product has a distinct flavour and the 100g pack is priced at Rs.75/-.

Brand Madhu Mantra has been developed under the ODOP concept for honey from Saharanpur, Uttar Pradesh. The multiflora honey has been collected by free-range bees and the 500g glass bottle is competitively priced at Rs.185/-.

Whole wheat cookies, is the second product developed under the brand Dilli Bakes. The brand and the product have been developed under the bakery ODOP concept for Delhi. According to NAFED, the whole wheat cookie is a unique product as it is made with whole wheat, jaggery instead of sugar, and contains butter instead of vanaspati. The 380 gm pack is competitively priced at Rs.175/-.

Brand Somdana has been developed under the ODOP concept of millets from Thane, Maharashtra. The ragi flour is a unique product as it is gluten-free, rich in iron, fibre, and calcium. The 500 gm pack is priced at Rs.60/-.

According to NAFED, for the benefit of consumers, all the products come in unique and attractive packaging that keeps moisture and sunlight at bay, thus ensuring a longer shelf life of

the product and keeping it fresh.

Each Product has been developed based on the extensive knowledge and legacy of the marketing expertise of NAFED as well as its capabilities and experience in processing, packaging, supply and logistics. Moreover, each brand will be supported with increased investments in brand communication in relevant markets and a strong push on digitization across the value chain.



Through this initiative under the PMFME scheme, the Ministry of Food Processing Industries aims to encourage the micro food processing enterprises (MFPEs) across the country about the vision, efforts, and initiatives of the Government to formalise, upgrade and strengthen them and take them a step closer to Aatmanirbhar Bharat. MFPEs are encouraged to come forth and avail branding support under this initiative including use of marketing rights of these brands from NAFED.

All the products will be available at NAFED Bazaars, E-commerce platforms, and prominent retail stores across India.

About the PMFME Scheme:

Launched under the Aatmanirbhar Bharat Abhiyan, the Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) Scheme is a centrally sponsored scheme that aims to enhance the competitiveness of existing individual micro-enterprises in the unorganized segment of the food processing industry and to promote formalization of the sector and provide support to Farmer Producer Organizations, Self Help Groups, and Producers Cooperatives along their entire value chain. With an outlay of Rs. 10,000 crore over a period of five years from 2020-21 to 2024-25, the scheme envisions to directly assist the 2,00,000 micro food processing

units for providing financial, technical, and business support for up-gradation of existing micro food processing enterprises.

For more details, visit: www.pmfme.mofpi.gov.in

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