

File No. FM/6/2021/FME-Part (1)

भारत सरकार  
खाद्य प्रसंस्करण उद्योग मंत्रालय  
पंचशील भवन, अगस्त क्रांति मार्ग  
नई दिल्ली 110049-

Dated: 10/12/2021

**OFFICE MEMORANDUM**

**Subject: Modifications under the Branding & Marketing component of the PM FME Scheme.**

**Reference:**

- i. Regarding Section 7 on Branding & Marketing of the PM FME Scheme guideline dated 19/06/2020.
- ii. OM No. FM/11/55/2021-FME dated 27/09/2021 regarding 'General instructions for preparation of proposal for Branding & Marketing under PM FME scheme'.


As part of Atmanirbhar Bharat Abhiyan, the PM FME scheme which envisages support to groups of FPOs / SHGs / Cooperatives / or an SPV of micro food processing enterprises for developing a common brand, common packaging and product standardization etc.

2. Partial modifications have been made under the Branding & Marketing component in the scheme guidelines in respect of provisions of turnover, inclusion of non- ODOP products etc. to bring more participation and clarity to the applicants. The modifications are available at **Annexure**.

3. State Nodal Agencies (SNAs) are requested to bring the said modifications in the Branding & Marketing component to the notice of all stakeholders.

This has the approval of the Competent Authority.

**Encl. As stated above**

  
(Surendra Singh)  
Deputy Industrial Adviser to Govt. of India  
Tel. 011-24606538

To,  
SNAs of All States/UTs

Copy to:

- i. PSO to Secretary, FPI/Sr. PPS to Special Secretary, FPI/PS to JS (MA)

**ADDITIONS to existing scheme guidelines – Branding & Marketing component PM FME Scheme**

S. No.	Guideline
1	<p>The proposed project cost should not be more than 50% of 3 years average projected turnover (not historical turnover).</p> <p>Therefore, the minimum duration of the project should as follows:</p> <ol style="list-style-type: none"> <li>For State entities, one year</li> <li>For private entities, minimum 2 years where the 2<sup>nd</sup> and the 3<sup>rd</sup> instalments are released after the entity demonstrates achievement of projected revenue in Year 1 after deploying the 1<sup>st</sup> instalment.</li> </ol>
2.	<p>An entity can submit multiple proposals provided they are for different products under the same brand.</p> <p>However, grants for the following sub component heads cannot be requisitioned in the subsequent proposals:</p> <ul style="list-style-type: none"> <li>• Print Advertising</li> <li>• Outdoor / Out of Home advertising</li> <li>• Radio advertising</li> <li>• Retail tie ups.</li> </ul> <p>In case of a private entity, second proposal can be submitted after successful completion of the first proposal.</p>

**MODIFICATIONS to existing scheme guidelines – Branding & Marketing component PM FME Scheme**

S. No.	Existing	Revised
PMFME Scheme Guidelines 7.5.1 (i)	The proposal should relate to ODOP	<ol style="list-style-type: none"> <li>State entities can include non ODOP products in the basket of products, and may also include products that have acquired a GI tag.</li> <li>For private entities, multiple ODOPs of the state (in which the entity is registered) can be selected.</li> </ol>
PMFME Scheme Guidelines 7.5.1 (ii)	Minimum turnover of the product to be eligible for assistance should be Rs. 5 crore.	<p>'Minimum turnover of the product to be eligible for assistance should be Rs. 5 crore' is <b>deleted</b>. And the below mentioned <b>Incorporated</b>:</p> <p>'For private entities, the applicant must demonstrate net worth equivalent to their share of contribution in the proposal. If any portions of the applicant's portion is through term loan, then an 'in principal' sanction letter from the lending bank must be furnished and later followed by an actual sanction letter.'</p>

