

**Dated: 10/12/2021**

**OFFICE MEMORANDUM**

**Subject: Use of logo on packaging of products approved under the Branding & Marketing component of the PMFME 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'.**
- iii. **OM No. FM/6/2021/FME-Part (1) dated 10/12/2021 regarding 'Modifications under the Branding & Marketing component of the PM FME Scheme'.**
- iv. **OM No. FM/11/55/2021-FME dated 10/12/2021 regarding 'Procedure for release of funds for proposals approved under the Branding & Marketing component of PM FME scheme'.**

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

2. The Competent Authority has approved the logo unit to be used for approved proposals on all product packaging as under:



3. State Nodal Agencies (SNAs) are requested to ensure that this logo is used on packaging by all the beneficiaries

4. This has the approval of the Competent Authority.

(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)