






# 2021 - 22

## PM FME Scheme Progress Telangana State



**SNA: Telangana State Food Processing Society**  
**SPMU: KPMG India Pvt. Ltd.**

“ Telangana achieved 3rd rank in terms of overall performance in India. ”

-  180 micro food processing units incubated/upgraded
-  6810 SHG women benefited through seed capital grant
-  3 Incubation centers for promotion of foodpreneurs established in Telangana



**Telangana State  
Food Processing Society**  
(A Government of Telangana Society, INDIA)

☎ 040 - 23319273

☎ +91 81210 09155

🌐 [WWW.TSFPS.TELANGANA.GOV.IN](http://WWW.TSFPS.TELANGANA.GOV.IN)

# Telangana State Food Processing Scenario

A **well-developed food processing sector** with higher level of processing helps in reduction of post harvest wastage, improves value addition, promotes crop diversification, ensures better return to the farmers, promotes employment as well as increases export earnings.

Telangana is the 2nd largest producer of maize and chillies, 4th largest producer of lemon, grapes, mango and soybean and 5th largest producer of meat in the country. Moreover, there is huge potential to promote inland fisheries, organized meat processing, greenhouse and exotic vegetable cultivation in the state. There is a huge opportunity to add value to agro-commodities and expand the existing strengths.

## PM FME Scheme Summary

Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) scheme provides financial, technical, and business support for upgradation of existing & setting up of new micro food processing enterprises. This also aims to tap the potential of Farmer Producer Organizations (FPOs), Self Help Groups (SHGs) and Producers Cooperatives along their entire agriculture value chain. It is a centrally sponsored scheme with a state "share of 40%" and center "share of 60%".

### PROGRAM PERIOD

**2020-21 to 2024-25 (5 Years)**

### OUTLAY (TELANGANA SCENARIO)

**Rs. 500 Crores** - Covered in 33 Districts



Launched under  
**Aatmanirbhar  
Bharat  
Abhiyan**



**8000 MICRO FOOD PROCESSING UNITS WILL BE DIRECTLY ASSISTED WITH BACKEND CREDIT LINKED SUBSIDY IN TELANGANA.**

# Financial Support:



## SEED CAPITAL

Rs. 40,000/- per member of SHG for working capital.



## INDIVIDUAL & GROUP ENTERPRISES

Support to Individual units (SHG & Non SHG), Groups, FPOs, Cooperatives & Pvt. Ltd. Eligible Processing units can avail credit linked **capital subsidy @ 35%** of the project cost with a maximum ceiling of Rs.10 lakh per unit.



## COMMON INFRASTRUCTURE

Support to Groups/ FPOs / SIIGs/ Cooperatives & Govt. Agencies. Eligible common infrastructure project can avail **Grant @ 35%** with credit linkage for capital investment with maximum **limit of 3 crores**. Training and Support for all.



## BRANDING & MARKETING

**Upto 50%** of eligible cost for developing a common brand, common packaging, and product standardization. Support to groups of FPOs/SHGs/ Cooperatives or an SPV of Micro Food Enterprises (MFEs).



## COMMON INCUBATION CENTRE

Support **upto 35%** on eligible cost **upto 3 crores** put to setup of one or more product lines. The incubation centre is to be utilized by MFE units on a hire basis or processing of their produce.

\*As per modified guidelines of PMFME, OM dated 18.05.2022

# Objectives of the Scheme:



## PMFME Telangana Status Dashboard:

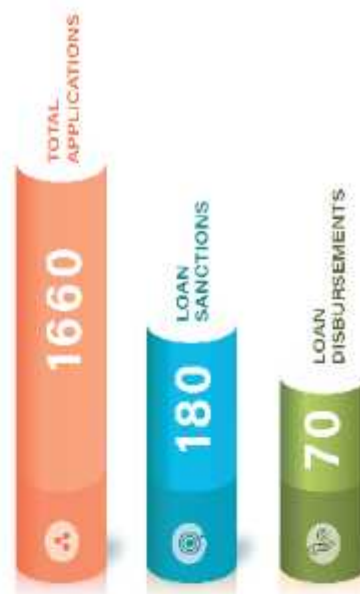


**03** INCUBATION CENTERS



**450** BENEFICIARIES TRAINED

\* As on 31.03.2022



## Status of Incubation Centers:

- ★ Civil structures construction is in progress, expected to be operational in the 3rd quarter of FY22-23
- ★ PJTSAU, Hyderabad, RARS Jagityal & RARS Warangal

Incubation centers sanctioned for Telangana **3**

## Seed Capital Status:

SEED CAPITAL RELEASED

**6810**

(SRLM - 6294, SULM - 516)



SEED CAPITAL

AMOUNT RELEASED

**RS. 26.82 CRORES**

(SRLM - RS. 24.8 CRORES, SULM - RS. 1.98 CRORES)

## CAPACITY BUILDING TRAINING PROGRAMS

MASTER TRAINERS

**73**

PRIVATE TRAINING AGENCIES

**28**

NO. OF BENEFICIARIES TRAINED

**13**

DISTRICT LEVEL TRAINERS

**03**

DISTRICT RESOURCE PERSONS

**450**

# Key Stakeholders:



**BANKS:** For financial support under PMFME scheme and implementation of the credit linked subsidy for various components.

**TS-CAB:** Working with PACS for group projects under the scheme and along with Common Branding & Marketing proposal.

**PJ TSAU:** The State level technical institution (SLTI) for Telangana & establishing 3 Incubation centers under the scheme

**NABARD:** Working with FPOs for group projects under the scheme



**SRLM:** Working with the SHGs in rural areas for seed capital & district level committee chairmanship along with convergence for other allied activities.



**SULM:** Working with the SHGs in urban areas for seed capital convergence.



**APEDA:** Working for common infrastructure projects under the scheme.



**HORTICULTURE:** Working with FPOs for group projects under the scheme.



**TRIFED:** Working with dept. for scouting of applications for individual & group projects under the scheme.

# Promotional Activities:



Conducted an hour Interview session in Radio **AIR Rainbow** which helped in PMFME Scheme awareness & reach to rural youth. This has an impactful inquiries of about 50+ during the sessions in calls & WhatsApp helpline.



Participated in the **Credit outreach** programs in 9 districts of Telangana. Scheme pamphlets in telugu were distributed to bankers and the visitors. Around 4000+ attended the program and generated 100+ potential applications.



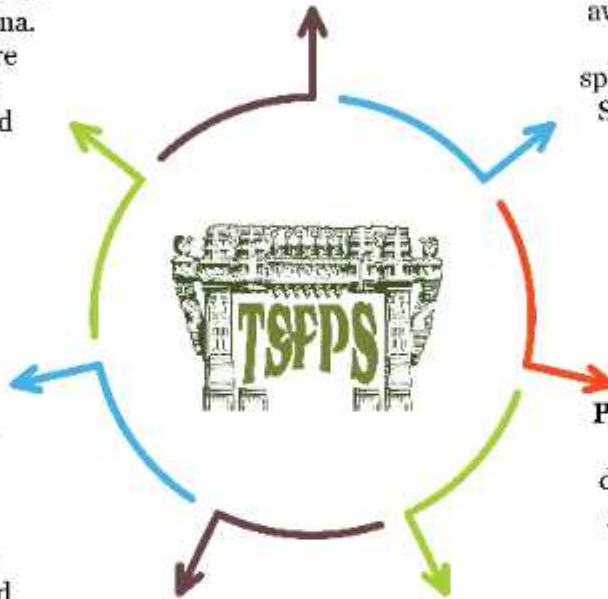
Conducted **4 webinars** on scheme awareness, ODOP value addition & processing . With eminent speakers from NIFTEM-T, PJTSAU, Successful FPOs, Entrepreneurs , bank officials & Government. Around 2000+ participants.



Participated in the **SARAS Mela** in Hyderabad. The seed capital & individual beneficiary products were showcased for scheme awareness campaign. Around 2000 relevant food entrepreneurs attended the program and generated 50+ potential applications.



**Print & Social media promotions** of the scheme are being done during all the events. Success stories, grounded unit's inaugural are being published to encourage newbie entrepreneurs to come under the scheme.



Conducted one of its kind **road show / ODOP Expo** for 3 days at RARS Warangal to showcase the machinery used for processing of Chilli to prospective beneficiaries. A total of 55 FPO CEOs, 95 SHG women and 128 prospective entrepreneurs had visited the event & generated 30+ potential applications.



To create awareness, standees & pamphlets along with promotional material in Telugu language was put at each district **collectorate office, prominent banks & district official offices**. This had the information of DRP contact & helpline number which generated 15+ applications every month.

# Success Stories:



## S. RAJESHWARI - INDIVIDUAL UNIT

### 📍 K. B. ASIFABAD

Success story of Rajeshwari in her own words. "I am SHG (Self Help Group) group member. Having completed BA. B. Ed, I was working as a private school teacher. But due to Covid job loss, it became a burden for me to lead my family. Covid-19 had taught me a lesson and changed me from teacher to an entrepreneur.

In Covid time I have received loan from the SHG and purchased a dough sheeter and started making chakodies (traditional snacks) and pipe papads. These are being supplied to small shops in our neighborhoods. Later under PMFME scheme I applied for a loan to expand our business. The loan was sanctioned from SBI bank for an amount of Rs. 1,13,000 with which we purchased new machinery. Our chakodies are famous in our district and have increased our market area. Now I am earning Rs. 20,000 to Rs. 30,000 income per month."

## SUDANGONI NAVANITH - SEED CAPITAL BENEFICIARY

### 📍 MEDCHAL MALKAJGIRI

Sudangoni Navanith is a beneficiary of the PMFME Scheme from Medchal Malkajgiri district, Telangana. In Ghatkesar, she is well-known for her "Bhavani Pindi vantu" brand. The brand is popularly known for its outstanding taste, authenticity, and packaging. Navanith has participated in several food Expo's/Exhibitions all over South India.

The most difficult challenge she faced was obtaining a loan for working capital to expand her business, which was solved by the seed capital of Rs. 40,000 received under the PMFME Scheme.





## MUNTHAZ BEGAM - INDIVIDUAL UNIT

### 📍 NIRMAL

The Beneficiary has started MS Quality Foods Alu Chips & Fries a micro food enterprise to make potato chips. The products marketing its products in retail shops, wholesale shops, during public function, exhibitions and in Rural Mart at Nirmal. The enterprise has placed its Stock Keeping Units (SKU), and used digital marketing for effective sale of products. Now she has enhanced her business with help of PMFME scheme by availing loan Rs.3,33,990 for machinery establishment. This has helped her to upgrade her business and reduce the time of preparation of product. Now she is able to support her family & children both financially and also in their education.

## MRS. MUTHYLA PADMINI - SEED CAPITAL BENEFICIARY

### 📍 MEDCHAL MALKAJGIRI

Mrs. Muthyla Padmini is a beneficiary of the PMFME Scheme from Medchal Malkajgiri district, Telangana. In Shameerpet, she is well-known for her "Bhavani Swagraha Foods" brand. She sells a wide range of RTE foods and pickles, including mixed pickle, mango pickle, meat pickles etc.

The journey of starting the brand and making it successful was not easy. The seed capital of Rs. 40,000 helped her to overcome the working capital need and establish a successful enterprise. She is now well known in all the exhibitions conducted by SHGs across the country.



## Way forward:

**To work on the target for 2022-23 which is :** An ambitious target of establishing 1687 individual units, establishing at least 4 incubation centers and getting group/ common infrastructure projects grounded.