GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE

RAJYA SABHA

UNSTARRED QUESTION NO. 1008.
TO BE ANSWERED ON FRIDAY, THE 10TH FEBRUARY, 2023.

USE OF GEO-SPATIAL DATA AND SERVICES FOR ODOP

1008. DR. FAUZIA KHAN:

Will the Minister of **Commerce and Industry** be pleased to state:

(a)   whether Government intends to make use of geo-spatial data and services, including digital maps, which would give a tremendous fillip in disseminating the information of the initiatives of Districts as Export Hubs (DEH) and One District One Product (ODOP) to the targeted stakeholders in the districts - as recommended in the Standing Committee on Commerce Report;

(b)   if so, the details thereof;

(c)   if not, the reasons therefor;

(d)   the potential benefits as well as challenges arising out of the same; and

(e)   the proposed measures to be taken in this respect?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)

(a) to (e):   The Government has been using geo-spatial data and services for a variety of services, including dissemination of information to the farmers, fishermen and many other production clusters. In addition, the use of geo-spatial data and services to address supply chain issues, logistic and infrastructure issues have been taken up under PM GatiShakti Programme. So far as District as Export Hub (DEH) and One District One Product (ODOP) initiative are concerned, the primary objective is branding and marketing of unique product or exportable products from the district and facilitating domestic and international markets for such products. For such initiatives, use of technology for facilitating E-commerce, online marketing etc. are more relevant.

The Department of Commerce, for DEH initiative and the Department for Promotion of Industry and Internal Trade, for ODOP initiative are currently engaged with State and District authorities for identification of products and the subsequent branding and marketing of such products. Various technology-enabled measures are taken up as required.

******