

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

RAJYA SABHA
UNSTARRED QUESTION NO.3405
TO BE ANSWERED ON 31st MARCH, 2023

DISTRICTS AS EXPORT HUB AND ODOP

3405. SMT. PRIYANKA CHATURVEDI:

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

- (a) whether the Ministry intends to set up a a collective body or a mechanism in the selected districts for the endorsement and branding of products by Government by providing a validation certificate to the producers and manufacturers;
- (b) the steps taken by the Ministry to create linkages between local producers and Export Trading Companies (ETC); and
- (c) the steps taken to promote District as Export Hub (DEH) and One District One Product (ODOP) on e-commerce platforms?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SMT. ANUPRIYA PATEL)

(a) to (c): Under the Districts as Export Hubs initiative, products and services with export potential have been identified in all districts of the country in consultation with all the stakeholders including the States/UTs. Institutional mechanism in the form of State Export Promotion Committee (SEPC) at the State level and District Export Promotion Committee (DEPC) at the District level has been set up which has representation from all the relevant departments and agencies of Central Government, State Government and District administration. Under the initiative, Districts Export Action Plans are being prepared by DEPCs for identified products and services for overseas markets, which include specific actions required to support local exporters/manufacturers in producing/manufacturing identified products in adequate quantity and with the requisite quality and branding, for reaching potential buyers outside India. Regional Authorities of DGFT have been engaging with the States and Districts to conduct specific outreach programs focusing on export promotion of the identified products and services and handhold the potential exporters. The ODOP GeM Bazaar was launched on the Government e-Marketplace (GeM) in 2022 with over 200 product categories created on the platform to promote sales and procurement of ODOP products across the country. DPIIT has been promoting the usage of ODOP products for gifting by various government Ministries/Departments. The Regional Authorities of DGFT and the ODOP teams in collaboration with multiple e-commerce platforms have been conducting training workshops to handhold exporters, onboard them on the platform, promote the sale of products from across the country and push new businesses to export.
