

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

RAJYA SABHA

**UNSTARRED QUESTION NO. 3416.
TO BE ANSWERED ON FRIDAY, THE 31st MARCH, 2023.**

ONE DISTRICT ONE PRODUCT

3416 DR. DHARMASTHALA VEERENDRA HEGGADE:

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

- (a) the goal, objectives and components of One District One Product (ODOP);
- (b) eligibility criteria and quantum of loan provided under ODOP;
- (c) the advantages of ODOP initiative;
- (d) achievements of ODOP since its launch;
- (e) the names of the districts covered and the list of products identified under ODOP initiative in the country, State/UT-wise and the details thereof;
- (f) the details of the hurdles faced by Government in implementing the scheme and the action taken by Government to tackle these issues; and
- (g) whether Government is also taking steps to channelize these products to facilitate easy export and if so, the details thereof?

ANSWER

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

- (a): The One District One Product (ODOP) initiative is aimed at manifesting the vision of the Hon'ble Prime Minister of India to foster balanced regional development across all districts of the country. The idea is to select, brand, and promote One Product from each District (One District – One Product) of the country. The range of the chosen products varies across the length and breadth of the country while also touching upon multiple sectors with existing clusters and communities that have already created a niche identity for themselves.

The mandate of the ODOP Programme includes identifying, understanding, and solving problems associated with each of the chosen products at all points in their respective supply

chains, improving the market accessibility of the chosen products, and dedicated handholding of the producers to harness the potential of their products.

- (b):** ODOP is an initiative which through the convergence of various schemes of Govt of India and States, provides hand holding support to the local economy to improve the backward and forward linkages for the selected products.
- (c):** The ODOP initiative aims to foster balanced regional economic development across all districts of India and enable holistic socioeconomic growth across all regions, and provide an ecosystem for innovation/use of technology at the district level to make them competitive with domestic as well as international markets.
- (d):** The ODOP Initiative has undertaken a variety of activities since its launch. Some of the major activities undertaken under OODP initiative have been annexed at Annexure-I.
- (e):** The ODOP Initiative has identified at least one product from each district of the country. The products identified under ODOP initiative are available on DPIIT's website under the links –

https://dpiit.gov.in/sites/default/files/Annexure_ODOP_ProductList_28March2023.pdf.
- (f):** A few of the challenges faced in the implementation of the ODOP initiative and the action taken by the Government to tackle these are as under:

 - i. Finalization of product list from the State Government, due to lack of awareness. The Central Government issued multiple communications and held regular meetings to inform them about the aim and importance of the initiative. The Initiative has now received the official list from all States/UTs.
 - ii. Public outreach of the Initiative among beneficiaries regarding support provided under the ODOP Initiative. The Initiative through regular meetings with beneficiaries, social media outreach, capacity-building initiatives, etc. has promoted awareness.
- (g):** Several steps have been undertaken for promotion and exports of all ODOP products. This includes, regular capacity building initiatives in collaboration with other government/private bodies such as National Institutes of Design/National Institutes of Fashion Technology, e-commerce onboarding drives for Government e-Market (GeM) ODOP Bazaar which showcases and stocks India's best ODOP products. For introduction of ODOP initiative at international level, virtual buyer sellers meets were undertaken along with Indian embassies and missions abroad. The aim is to familiarize foreign dignitaries from Countries across the world about the plethora and diversity of products under the ODOP initiative, consequently promoting a brand image and propelling international marketing for local products.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PART (d) OF THE RAJYA SABH UNSTARRED QUESTION NO. 3416 FOR ANSWER ON 31.03.2023.

Some of the major activities undertaken under ODOP are as under:

- The ODOP GeM Bazaar which was launched on the Government e-Marketplace (GeM) on 29th August 2022 with over 200 product categories created on the platform to promote sales and procurement of ODOP products across the country.
- Multiple ODOP products were displayed at the World Economic Forum held from 22nd-26th May at Davos in Switzerland. ODOP also showcased and supported the celebration of the International Day of Yoga (IDY) at Times Square in New York on June 21, 2022 in collaboration with the Consulate General of India, New York. The aim was to familiarize foreign dignitaries from Countries across the world about the plethora and diversity of products under the ODOP initiative, consequently promoting a brand image and propelling international marketing for local products. The ODOP team also assists artisans with marketing their products by facilitating their participation in domestic events such as Bharat Parv 2023, organized by the Ministry of Tourism, and the India International Trade Fair 2022.
- The ODOP team also collaborates with Missions/Posts abroad in increasing the reach of India's rich and diverse products internationally. The team has received collaboration requests from 50+ embassies so far, of which we have successfully facilitated the procurement of ODOP products to missions in Argentina, Croatia, Nigeria, Slovenia, Prague, Malaysia, and so on. The ODOP products are showcased at multiple tradeshow and exhibitions across the globe which helps open market opportunities for our local artisans/ weavers and producer groups.
- Capacity building workshops have been conducted for local artisans/weavers/SHGs of the following products Agate stone in the city of Khambhat, Gujarat, Sea buckthorn and Apricot from Ladakh, Bamboo Furniture and Handicraft products from Tripura, Molela Clay-Work from Rajasthan, Kamrup Silk products from Assam.
- Prime Minister's Award for Excellence in Public Administration: The ODOP Initiative was identified under the Prestigious Award by the Ministry of Personnel, Public Grievances & Pensions, Government of India on 21st April 2022 to recognize the contribution of civil servants. The PMAE Award on ODOP acknowledges holistic development through the One District One Product Initiative. The winners of the award for the year 2021-2022 under the ODOP Category were Darbangha District from Bihar for Makhana and Sidhartnagar District from Uttar Pradesh for Kalanamak rice after rigorous evaluation of applications from 158 districts on 21st April 2022. The award further galvanised the efforts of the district administration to give a boost to the ODOP mandate.

- The ODOP gift catalogue, launched on 29th August 2022, is a collection of 350+ products that are indigenous to India. The catalogue covers a wide range of products such as Fragrance and Essential Oil, Spirits, Tea and Coffee, Gems and Jewellery, Silk and Shawls. The catalogue is aimed at promoting these indigenous products and increasing their visibility. The catalogue displays India's diverse heritage and will play a vital role in increasing the visibility of these indigenous products.
- Mega Buyer-Seller Meet in Jammu and Kashmir and Assam were held with over 70 sellers, traders, farmers, aggregators from various districts of each of the NE States showcasing their products. The Buyer Seller Meet in Jammu & Kashmir witnessed the presence of multiple national and International Brands.
- The ODOP team facilitated the first consignment of Lakadong Turmeric from Shillong, Meghalaya. The consignment of 13,146 kgs was flagged off on 1st April 2021. The impact through the same has been the creation of market linkages for 500+ plus farmers from Self-Help Groups and Co-operative Societies from 4 villages in West Jaintia Hills District. To give a fillip to 'Lakadong Turmeric 2.0' under the One District One Product (ODOP) initiative and leverage modern technology to further the positive impact of boosting domestic trade, a Fly-off event was organized earlier today in the West Jaintia Hills District of Meghalaya. The event demonstrated the use of Unmanned Aerial Vehicles (UAVs)/Drones as payload delivering devices which would help in ensuring enhanced 1st-mile connectivity for Lakadong Turmeric farmers from the hinterland. This was a technology demonstration for augmenting logistics that could serve as a model of solving the 1st mile connectivity issues for farmers in the future. A repeat procurement of 25,000+ kgs was facilitated in 2022, while increasing producers' margin by ~15% as the price of Lakadong Turmeric has increased by Rs. 20, from Rs. 150 per Kg in the Year 2021 to Rs. 170 per Kg in 2022.
- Mango Festival of India in Japan was conducted with Mango varieties from States such as Andhra Pradesh, Gujarat, Maharashtra and Telangana, in collaboration with the Embassy of India, Tokyo, Japan. A key achievement of the same is the launch of aromatic, delicious, and nutritious Indian Mangoes from 8 states (46 districts) in 127 convenience stores of Lawson (29th March 2022) and in the wholesale markets of Nishikasai and Akita Prefecture (28th March 2022).
