

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

**UNSTARRED QUESTION NO. 1010.  
TO BE ANSWERED ON FRIDAY, THE 28<sup>TH</sup> JULY, 2023.**

**IMPLEMENTATION OF ODOP SCHEME**

**1010. Smt. Ranjeet Ranjan:  
Shri Digvijaya Singh:  
Dr. L. Hanumanthaiah:**

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

- (a) the current implementation status of One District One Product (ODOP) initiative and the details of unique products identified by district and State;
- (b) the steps taken for promotion and export of the identified products;
- (c) the steps taken by Government to formulate a product-specific or district-specific plan to promote identified products; and
- (d) the extent to which identifying district-specific products have benefited farmers and small entrepreneurs?

**ANSWER**

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

- (a): The One District One Product (ODOP) is an initiative aimed at fostering balanced regional development across all districts of the country. The initiative aims to promote at least one Product from each District (One District — One Product) of the country for enabling holistic socio-economic growth across all regions. The ODOP Initiative has identified more than 1000 products encompassing various sectors such as textiles, agriculture, food processing, handicrafts, and more, from all 761 districts of the country. The products identified under ODOP initiative are available on DPIIT's website.

[https://dpiit.gov.in/sites/default/files/Annexure\\_ODOP\\_RajyaSabha1010\\_27July2023.pdf](https://dpiit.gov.in/sites/default/files/Annexure_ODOP_RajyaSabha1010_27July2023.pdf)

Some of the major activities undertaken are as follows:

- I. **ODOP Awards:** DPIIT has instituted, the *“One District One Product (ODOP) Awards”*. The awards aim to recognize and acknowledge the exceptional efforts made by the States/UTs, Districts, and Missions abroad in achieving the Hon'ble Prime Minister's vision of Aatmanirbhar Bharat through the ODOP approach.

- II. **Design Sensitisation Workshops:** The ODOP Initiative in collaboration with National Institute of Design has conducted 7 design sensitization workshops across 6 States/UTs - Kerala, Karnataka, Assam, Gujarat, Madhya Pradesh, and Rajasthan.
  - III. **National Product for Organic Production (NPOP) (Organic) Certification Drives:** The ODOP initiative has conducted 13 National Product for Organic Production workshops across 7 States/ UTs - Bihar, Jammu & Kashmir, Jharkhand, Nagaland, Goa, Rajasthan, and Tripura. This is a crucial step in ensuring that organic farming of various ODOP products is formally recognized.
  - IV. **The ODOP GeM Bazaar** was launched on the Government e- Marketplace (GeM) on 29th August 2022 with over 210 product categories created on the platform to promote sales and procurement of ODOP products across the country. Onboarding drives for rural artisans onto the platform are continuing.
  - V. **Engagement with Indian Embassies:** The initiative has facilitated the procurement of ODOP products for gifting and exhibitions with more than 15+ Missions abroad such as Croatia, Vancouver, Nigeria, Argentina, Riyadh, Slovenia, Prague, Malaysia etc.
  - VI. **ODOP Core Committee:** Periodic reviews are held with various Ministries/Departments for effective coordination and collaboration.
- (b):** Several steps have been undertaken for promotion 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 on-boarding drives for Government e-Market (GeM) ODOP Bazaar which showcases and stocks India's best ODOP products. ODOP exhibitions are organised to familiarize foreign dignitaries from Countries across the world about the plethora and diversity of products under the ODOP initiative. This would serve to promote a brand image and propel international marketing for local products.
- (c):** The ODOP Initiative has carried out field visits to understand the ground realities and challenges and has prepared product action reports, detailing the existing bottlenecks in the supply chain and identified possible interventions to bridge the existing skill gaps. This also includes export-import analysis, challenges, and issues faced by the stakeholders along with a possible intervention that may be undertaken by ministries/ departments /autonomous organizations.
- (d):** Identifying ODOP products specific to each district has helped in showcasing the unique products and specialties of that region and created a distinct identity for the district. This helps to attract market demand and recognition for those products. It allows farmers and entrepreneurs to tap into niche markets, both domestically and internationally. Various promotional and marketing activities have been conducted to recognize and promote the ODOP products such as Indo-Japan Mango Festival, Tokyo, Japan in 2022, G-20 Gifting, representation at international events and exhibitions etc.

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