

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

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 202.  
TO BE ANSWERED ON FRIDAY, THE 21<sup>ST</sup> JULY, 2023.**

**IMPLEMENTATION OF ODOP SCHEME IN ANDHRA PRADESH**

**202. Shri V. Vijayasai Reddy:**

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

- (a) the status of implementation of One-District-One-Product (ODOP) scheme in the country since its inception, State-wise;
- (b) whether it is a fact that products from only 13 districts against 26 districts of the State of Andhra Pradesh have been identified;
- (c) if so, the steps taken by Government to identify products from the remaining districts of Andhra Pradesh; and
- (d) the details of products, including their value, have been exported so far from Andhra Pradesh under ODOP scheme since implementation of the scheme?

**ANSWER**

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

- (a): The One District One Product (ODOP) is not a scheme but an initiative aimed at fostering balanced regional development across all districts of the country. The initiative aims to select, brand, and 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 1093 products encompassing various sectors such as textiles, agriculture, food processing, handicrafts, and more, from all 761 districts of the country. Some of the interventions undertaken under ODOP are as follows:
- i. **A ODOP Awards** have been instituted under DPIIT, Ministry of Commerce and Industries on the Rashtra Puruskar Portal to recognize the extraordinary efforts of Districts, States, and the Indian Mission in the promotion of ODOP products.
  - ii. **Design Sensitisation Workshops:** The ODOP Initiative in collaboration with NID has conducted 7 design sensitization workshops across 6 States/UTs - Kerala, Karnataka, Assam, Gujarat, Madhya Pradesh, and Rajasthan.
  - iii. **NPOP (Organic) Certification Drives:** 13 NPOP workshops have been conducted so far across 7 States/ UTs - Bihar, Jammu & Kashmir, Jharkhand, Nagaland, Goa, Rajasthan, and Tripura. This will be 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 were undertaken to onboard rural artisans onto the platform.
- v. **Engagement with Indian Embassies:** Facilitated the procurement of ODOP products by multiple Indian Embassies for gifting and placement including the Indian Embassy in Croatia, Nigeria, Argentina, etc.

State-wise number of products identified under ODOP initiative is at Annexure-I.

- (b) to (d):** At least one product has been identified from all the 26 districts of the State of Andhra Pradesh under the ODOP Initiative. District-wise identified list of products and services under ODOP initiative for the State of Andhra Pradesh is at **Annexure-II**. No data in regard to value of products exported from the State of Andhra Pradesh is centrally maintained.

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**ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE RAJYA SABHA USTARRED QUESTION NO. 202 FOR ANSWER ON 21.07.2023.**

State-wise number of products identified under ODOP initiative is as under:

<b>S. No</b>	<b>State</b>	<b>Number of Products</b>
1.	Andaman & Nicobar Islands	3
2.	Andhra Pradesh	38
3.	Arunachal Pradesh	25
4.	Assam	34
5.	Bihar	87
6.	Chandigarh	1
7.	Chhattisgarh	38
8.	Dadra & Nagar Haveli and Daman & Diu	3
9.	Delhi	12
10.	Goa	4
11.	Gujarat	68
12.	Haryana	43
13.	Himachal Pradesh	13
14.	Jammu & Kashmir	24
15.	Jharkhand	24
16.	Karnataka	60
17.	Kerala	14
18.	Ladakh	4
19.	Lakshadweep	1
20.	Madhya Pradesh	53
21.	Maharashtra	39
22.	Manipur	17
23.	Meghalaya	12
24.	Mizoram	12
25.	Nagaland	33
26.	Odisha	53
27.	Puducherry	4
28.	Punjab	47
29.	Rajasthan	45
30.	Sikkim	15
31.	Tamil Nadu	55
32.	Telangana	37
33.	Tripura	9
34.	Uttar Pradesh	95
35.	Uttarakhand	13
36.	West Bengal	58
	<b>Grand Total</b>	<b>1093</b>

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**ANNEXURE-II****ANNEXURE REFERRED TO IN REPLY TO PARTS (b) to (d) OF THE RAJYA SABHA USTARRED QUESTION NO. 202 FOR ANSWER ON 21.07.2023.**

District-wise identified list of products and services under ODOP initiative for the State of Andhra Pradesh.

S. No.	State	District	Product
1.	Andhra Pradesh	Ananthpuram	Cotton/Jean Pants
2.	Andhra Pradesh	Chittoor	Venkatagiri Sarees
		Chittoor	Mango Pulp
3.	Andhra Pradesh	East Godavari	Fruit Based Food Products (Pickles, Mango Jelly, Fruit Pulp, Cashew nuts, Lemon extracts)
4.	Andhra Pradesh	Guntur	Chillies
5.	Andhra Pradesh	Krishna	Machilipatnam Kalamkari
6.	Andhra Pradesh	Kurnool	Stone carved products
7.	Andhra Pradesh	Prakasam	Granite (Black Galaxy)
8.	Andhra Pradesh	SPSR Nellore	Udayagiri Wooden Cutlery
9.	Andhra Pradesh	Srikakulam	Ponduru Cotton Sarees
		Srikakulam	Budithi Bell & Brass Metal Craft
		Srikakulam	Cashew Kernels
10.	Andhra Pradesh	Visakhapatnam	Seafood Cluster
11.	Andhra Pradesh	Vizianagaram	Mango Jelly
12.	Andhra Pradesh	West Godavari District	Processed Prawn & Shrimp
		West Godavari District	Narspur Crochet Laces
13.	Andhra Pradesh	YSR Kadapa	Barytes & Barium Compounds
14.	Andhra Pradesh	Alluri Sitarama Raju	Araku Coffee
15.	Andhra Pradesh	Anakapalli	Etikoppaka Wooden Toys
16.	Andhra Pradesh	Annamaya	Cotton / Jean Pants
17.	Andhra Pradesh	Bapatla	Granite Cutting and Polishing
18.	Andhra Pradesh	Eluru	Gold Jewellery
19.	Andhra Pradesh	Kakinada	Uppada Jamdani Sarees
		Kakinada	Cashew Kernel
20.	Andhra Pradesh	Konaseema	Coconut & Coir
		Konaseema	Shrimp
		Konaseema	Oil & Natural Gas
21.	Andhra Pradesh	Parvathipuram Manyam	Bobilli Veena
		Parvathipuram Manyam	Rice
22.	Andhra Pradesh	NTR	Kondapalli Toys
23.	Andhra Pradesh	Nandyal	Banganapalli Mangoes
		Nandyal	Allagadda Stone Carving
24.	Andhra Pradesh	Palnadu	Durgi Stone Carving
		Palnadu	Spice Products
25.	Andhra Pradesh	Tirupati	Srikalahasti Kalamkari Handicrafts
		Tirupati	Venkatagiri Handlooms
26.	Andhra Pradesh	Sri Sathya Sai	Silk Sarees
		Sri Sathya Sai	Nimmalakunta Leathern Puppetry

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