

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

**UNSTARRED QUESTION NO. 46.
TO BE ANSWERED ON FRIDAY, THE 02ND FEBRUARY, 2024.**

ONE DISTRICT ONE PRODUCT

46. Dr. Dharmasthala Veerendra Heggade:

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

- (a) the current implementation status of the 'One District One Product' (ODOP) initiative and the details of unique products identified by districts and States;
- (b) the steps taken for the promotion and export of all ODOP products;
- (c) whether under the ODOP initiative, all products have been identified and selected by States/UTs by taking into consideration the existing ecosystem on the ground; and
- (d) the details of the products identified in Karnataka, District-wise?

ANSWER

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

- (a): One District One Product (ODOP) initiative aims to foster balanced regional development across all districts of the country. The idea of ODOP is to select, brand, and promote at least One Product from each District (One District – One Product) of the country for enabling holistic growth across all regions. The ODOP Initiative has identified over 1200 products from 767 districts across the country encompassing various sectors such as textiles, agriculture, food processing, handicrafts, and more.

The products identified under ODOP initiative are available on DPIIT's website under the links –

https://dpiit.gov.in/sites/default/files/Annexure_ODOPProduct_31January2024.pdf.

- (b): Several steps have been undertaken for promotion and exports of all ODOP products. These include, 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 at international level, virtual buyer sellers meets were undertaken. The aim is to familiarize foreign dignitaries from Countries across the world about the plethora and diversity of products under the ODOP initiative, and promoting a brand image and propelling international marketing for local products.
- (c): Under the ODOP initiative, all products have been identified and selected by States/UTs after taking into consideration the existing ecosystem. The finalized list is communicated to DPIIT by the relevant Department of States/UTs.

(d): Under the ODOP initiative, details of the products identified in Karnataka, District-wise, are as mentioned below:

State/ UT	District	Product
Karnataka	Bagalkote	Ilkal Saree
Karnataka	Ballary	Steel and Allied activities
Karnataka	Ballary	Bellary Denim Jeans
Karnataka	Belagavi	Auto components
Karnataka	Belagavi	Foundry
Karnataka	Bengaluru Rural	Aerospace & Defense
Karnataka	Bengaluru Rural	Ready-made garment Manufacturing
Karnataka	Bengaluru Urban	IT/ITES and R&D
Karnataka	Bengaluru Urban	Handloom Silk Sarees
Karnataka	Bidar	Bidari ware
Karnataka	Chamarajanagara	Turmeric
Karnataka	Chamarajanagara	Stonework
Karnataka	Chikkaballapura	ESDM
Karnataka	Chikkaballapura	Shidlagatta silk and Raw Silk based sarees
Karnataka	Chikkamagaluru	Coffee - Arabica
Karnataka	Chikkamagaluru	Spice
Karnataka	Chikkamagaluru	Areca leaf based Products (Plates, Cups Etc)
Karnataka	Chitradurga	Molakalmuru sarees
Karnataka	Dakshina Kannada	Marine Products
Karnataka	Dakshina Kannada	Textile processing
Karnataka	Davanagere	Millet
Karnataka	Davanagere	Cotton based processing (ginning) & garmenting
Karnataka	Dharwad	FMCG
Karnataka	Dharwad	Volvo Mfg
Karnataka	Gadag	Byadagi Chilies
Karnataka	Gadag	Textiles
Karnataka	Hassan	Coir products
Karnataka	Hassan	Jacquard Bedsheet
Karnataka	Haveri	Chilli - Bydagi
Karnataka	Haveri	Spice Products
Karnataka	Kalburgi	Toor Dal
Karnataka	Kalburgi	Cement
Karnataka	Kalburgi	Shahabad stones
Karnataka	Kodagu	Coffee
Karnataka	Kodagu	Spices
Karnataka	Kodagu	Homemade chocolates/wines
Karnataka	Kolar	Automobiles
Karnataka	Kolar	Shivarapatna stone craft
Karnataka	Koppala	Kinhal toys
Karnataka	Mandya	Jaggery
Karnataka	Mandya	Rice based products
Karnataka	Mysore	ESDM
Karnataka	Mysore	Rosewood inlay art
Karnataka	Raichuru	Pharma
Karnataka	Raichuru	Cotton and cotton-based products
Karnataka	Ramanagara	Channapatna toys
Karnataka	Ramanagara	EV Cluster
Karnataka	Shivamogga	BioPharma and Wellness
Karnataka	Shivamogga	Wooden Carving
Karnataka	Tumakuru	Machine Tool
Karnataka	Tumakuru	Coir based Industries
Karnataka	Udupi	Marine Products
Karnataka	Udupi	Gems and Jewellery
Karnataka	Uttara Kannada	Spices
Karnataka	Uttara Kannada	Ayurvedic Medicine Mfg
Karnataka	Vijayanagara	Sanduru Lambani Embroidery
Karnataka	Vijayapura	Reisin
Karnataka	Vijayapura	Agricultural Implements
Karnataka	Yadagiri	Pharmaceuticals
Karnataka	Yadagiri	Cotton and Cotton based Products
