

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

**UNSTARRED QUESTION NO. 1317.
TO BE ANSWERED ON FRIDAY, THE 02ND AUGUST, 2024.**

**IMPLEMENTATION STATUS OF ONE DISTRICT ONE PRODUCT (ODOP)
INITIATIVE**

1317 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 by Government for the 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/ selected products;
- (d) the extent to which district-specific products have been identified;
- (e) the details of the products identified in Karnataka, District-wise; and
- (f) the details of Geographical Indication (GI) tagged products in Karnataka as on 31/3/2024?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

(a) & (d): ODOP initiative aims 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 1237 products from 782 districts across the country encompassing various sectors such as textiles, agriculture, food processing, handicrafts and more. Details of unique products identified (District and State wise) under the ODOP initiative is available on DPIIT's website under the links –

https://dpiit.gov.in/sites/default/files/Annexure_ODOPProduct_01August2024.pdf.

(b): Several steps have been undertaken for promotion and exports of all ODOP products. These include, regular capacity building initiatives in collaboration with various agencies; e-commerce onboarding drives for Government e-Marketplace (GeM)- ODOP Bazaar which showcases and stocks India's best ODOP products. For promoting ODOP at international level, engagement with Indian Missions abroad, virtualbuyer sellers meets and participation in international exhibitions have been undertaken. Also, various ODOP Products have been included as part of gifting during G-20 meetings in India to popularize these products internationally.

Further, under the District as Export Hub (DEH) initiative of DGFT, several initiatives have been undertaken to channelize the potential and diverse identity of each District of the country to make them Export Hubs. Towards this goal, the products/services including GI products, agricultural clusters and toy clusters with export potential in all the districts of the country have been identified and institutional mechanism in the form of State Export Promotion Committees (SEPC) at State/UT level and District Export Promotion Committees (DEPCs) at the district level have been created in all districts of the country to provide support for export promotion and address the bottlenecks for export growth in the Districts.

- (c): Under the ODOP initiative, extensive field visits have been carried out to understand the ground realities and challenges at the grassroots level, and detailed action reports have been prepared elaborating the existing bottlenecks in the supply chain and identified possible interventions to bridge the existing skill gaps, which includes Export-Import Analysis as well. Product Action Reports have been prepared for 500+ ODOP products from across the country.

Further, The National One District One Product (ODOP) Awards was instituted by Department for Promotion of Industry and Internal Trade(DPIIT) in 2023, to recognize the efforts at States/UTs and Districts level as well as by Indian Missions abroad in promoting the ODOP initiative.

- (e): The details of unique products identified from Karnataka under the ODOP initiative as on date are mentioned below:

S.No.	State/ UT	District	Product	Category
1	Karnataka	Bagalkote	Ilkal Saree	Primary
2	Karnataka	Ballary	Steel and Allied activities	Primary
3	Karnataka	Ballary	Bellary Denim Jeans	Secondary
4	Karnataka	Belagavi	Auto components	Primary
5	Karnataka	Belagavi	Foundry	Secondary
6	Karnataka	Bengaluru Rural	Aerospace & Defense	Primary
7	Karnataka	Bengaluru Rural	Ready-made garment Manufacturing	Secondary
8	Karnataka	Bengaluru Urban	IT/ITES and R&D	Primary
9	Karnataka	Bengaluru Urban	Handloom Silk Sarees	Secondary
10	Karnataka	Bidar	Bidari ware	Primary
11	Karnataka	Chamarajanagara	Turmeric	Primary
12	Karnataka	Chamarajanagara	Stonework	Secondary
13	Karnataka	Chikkaballapura	ESDM	Primary
14	Karnataka	Chikkaballapura	Shidlagatta silk and Raw Silk based sarees	Secondary
15	Karnataka	Chikkamagaluru	Coffee - Arabica	Primary
16	Karnataka	Chikkamagaluru	Spice	Secondary
17	Karnataka	Chikkamagaluru	Areca leaf based Products (Plates, Cups Etc)	Tertiary
18	Karnataka	Chitradurga	Molakalmuru sarees	Primary
19	Karnataka	Dakshina Kannada	Marine Products	Primary

20	Karnataka	Dakshina Kannada	Textile processing	Secondary
21	Karnataka	Davanagere	Millets	Primary
22	Karnataka	Davanagere	Cotton based processing (ginning) & garmenting	Secondary
23	Karnataka	Dharwad	FMCG	Primary
24	Karnataka	Dharwad	Volvo Mfg	Secondary
25	Karnataka	Gadag	Byadagi Chilies	Primary
26	Karnataka	Gadag	Textiles	Secondary
27	Karnataka	Hassan	Coir products	Primary
28	Karnataka	Hassan	Jacquard Bedsheet	Secondary
29	Karnataka	Haveri	Chilli - Bydagi	Primary
30	Karnataka	Haveri	Spice Products	Secondary
31	Karnataka	Kalburgi	Toor Dal	Primary
32	Karnataka	Kalburgi	Cement	Secondary
33	Karnataka	Kalburgi	Shahabad stones	Tertiary
34	Karnataka	Kodagu	Coffee	Primary
35	Karnataka	Kodagu	Spices	Secondary
36	Karnataka	Kodagu	Homemade chocolates/wines	Tertiary
37	Karnataka	Kolar	Automobiles	Primary
38	Karnataka	Kolar	Shivarapatna stone craft	Secondary
39	Karnataka	Koppala	Kinhal toys	Primary
40	Karnataka	Mandya	Jaggery	Primary
41	Karnataka	Mandya	Rice based products	Secondary
42	Karnataka	Mysore	ESDM	Primary
43	Karnataka	Mysore	Rosewood inlay art	Secondary
44	Karnataka	Raichuru	Pharma	Primary
45	Karnataka	Raichuru	Cotton and cotton- based products	Secondary
46	Karnataka	Ramanagara	Channapatna toys	Primary
47	Karnataka	Ramanagara	EV Cluster	Secondary
48	Karnataka	Shivamogga	Bio Pharma and Wellness	Primary
49	Karnataka	Shivamogga	Wooden Carving	Secondary
50	Karnataka	Tumakuru	Machine Tool	Primary
51	Karnataka	Tumakuru	Coir based Industries	Secondary
52	Karnataka	Udupi	Marine Products	Primary
53	Karnataka	Udupi	Gems and Jewellery	Secondary
54	Karnataka	Uttara Kannada	Spices	Primary
55	Karnataka	Uttara Kannada	Ayurvedic Medicine Mfg	Secondary
56	Karnataka	Vijayanagara	Sanduru Lambani Embroidery	Primary
57	Karnataka	Vijayapura	Reisin	Primary
58	Karnataka	Vijayapura	Agricultural Implements	Secondary
59	Karnataka	Yadagiri	Pharmaceuticals	Primary
60	Karnataka	Yadagiri	Cotton and Cotton based Products	Secondary

(f): Details of Geographical Indication (GI) tagged products in Karnataka as on 31/03/2024 is attached as Annexure-II.

ANNEXURE-II

ANNEXURE REFERRED TO IN REPLY TO PART (f) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 1317 FOR ANSWER ON 02.08.2024.

Details of GI Applications Registered from the state of Karnataka as on March 31 2024					
Sl.No	App. No	Geographical Indications	Status	Goods	State
1	33	Coorg Orange	Registered	Agricultural	Karnataka
2	34	Mysore Betel Leaf	Registered	Agricultural	Karnataka
3	35	Nanjanagud Banana	Registered	Agricultural	Karnataka
4	69	Mysore Malligae	Registered	Agricultural	Karnataka
5	70	Udupi Malligae	Registered	Agricultural	Karnataka
6	71	Hadagali Malligae	Registered	Agricultural	Karnataka
7	78	Coorg Green Cardamom	Registered	Agricultural	Karnataka
8	129	Byadagi Chilli	Registered	Agricultural	Karnataka
9	131	Devanahalli Pomello	Registered	Agricultural	Karnataka
10	132	Appemidi Mango	Registered	Agricultural	Karnataka
11	133	Kamalapur Red Banana	Registered	Agricultural	Karnataka
12	199	Udupi Mattu Gulla Brinjal	Registered	Agricultural	Karnataka
13	211	Bangalore Blue Grapes	Registered	Agricultural	Karnataka
14	212	Bangalore Rose Onion	Registered	Agricultural	Karnataka
15	464	Sirsi Supari	Registered	Agricultural	Karnataka
16	593	Gulbarga Tur Dal	Registered	Agricultural	Karnataka
17	604	Coorg Arabica Coffee	Registered	Agricultural	Karnataka
18	606	Chikmagalur Arabica Coffee	Registered	Agricultural	Karnataka
19	608	Bababudangiris Arabica Coffee	Registered	Agricultural	Karnataka
20	745	Indi Limbe	Registered	Agricultural	Karnataka
21	843	Kari Ishad Mango	Registered	Agricultural	Karnataka
22	80	Dharwad Pedha	Registered	Food Stuff	Karnataka
23	11	Mysore Silk	Registered	Handicraft	Karnataka
24	20	Bidriware	Registered	Handicraft	Karnataka
25	23	Channapatna Toys And Dolls	Registered	Handicraft	Karnataka
26	24	Mysore Rosewood Inlay	Registered	Handicraft	Karnataka
27	31	Kasuti Embroidery	Registered	Handicraft	Karnataka
28	32	Mysore Traditional Paintings	Registered	Handicraft	Karnataka
29	60	Ganjifa Cards of Mysore	Registered	Handicraft	Karnataka
30	61	Navalgund Durries	Registered	Handicraft	Karnataka
31	62	Karnataka Bronzeware	Registered	Handicraft	Karnataka
32	76	Ilkal Sarees	Registered	Handicraft	Karnataka
33	77	Molakalmuru Sarees	Registered	Handicraft	Karnataka
34	134	Sandur Lambani Embroidery	Registered	Handicraft	Karnataka
35	210	Guledgudd Khana	Registered	Handicraft	Karnataka
36	213	Kinhal Toys	Registered	Handicraft	Karnataka
37	224	Udupi Sarees	Registered	Handicraft	Karnataka
38	510	Karnataka Bronzeware (Logo)	Registered	Handicraft	Karnataka
39	511	Ganjifa cards of Mysore (Logo)	Registered	Handicraft	Karnataka
40	512	Navalgund Durries (Logo)	Registered	Handicraft	Karnataka
41	532	Mysore Silk (Logo)	Registered	Handicraft	Karnataka
42	13 & 18	Mysore Agarbathi	Registered	Manufactured	Karnataka
43	29	Mysore Sandalwood Oil	Registered	Manufactured	Karnataka
44	30	Mysore Sandal Soap	Registered	Manufactured	Karnataka
45	85	Monsooned Malabar Arabica Coffee	Registered	Agricultural	India (Karnataka & Kerala)
46	114	Monsooned Malabar Robusta Coffee	Registered	Agricultural	India (Karnataka & Kerala)
47	49 & 56	Malabar Pepper	Registered	Agricultural	India (Kerala, Karnataka & Tamil nadu)
48	169	Kolhapuri Chappal	Registered	Handicraft	India (Karnataka & Maharashtra)
