

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

**UNSTARRED QUESTION NO. 2116.
TO BE ANSWERED ON FRIDAY, THE 09TH AUGUST, 2024.**

ONE DISTRICT ONE PRODUCT SCHEME

2116 SMT. RAJANI ASHOKRAO PATIL:

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

- (a) the status of the One District One Product (ODOP) scheme, including the number of districts and products covered under the scheme;
- (b) the budget allocated and utilised under the scheme since its inception in 2018 along with year-wise details; and
- (c) the measures taken by Government to promote and support the marketing and export of products identified under the scheme?

ANSWER

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

- (a) & (b): The One District One Product (ODOP)** is not a scheme, but an initiative by Department for Promotion of Industry and Internal Trade (DPIIT) to select, brand, and promote at least One Product from each District (One District — One Product) of the country for enabling balanced 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.

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

https://dpiit.gov.in/sites/default/files/ODOP_productList_QNo2116_07August2024.pdf

- (c):** Under ODOP initiative, several steps have been undertaken for promotion and support of marketing 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; and participation in national and international exhibitions. For promoting ODOP at international level, engagement with Indian Missions abroad, virtual buyer sellers meets and participation in international exhibitions have been undertaken. Also, various ODOP Products have been used as gifts 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 an 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 in the Districts.
