

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
(DEPARTMENT OF COMMERCE)

RAJYA SABHA
UNSTARRED QUESTION No. 692
ANSWERED ON 25/07/2025

**ASSESSMENT OF EXPORT POTENTIAL UNDER DISTRICTS AS EXPORT HUBS
INITIATIVE**

692. Dr. KANIMOZHI NVN SOMU:

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

- (a) whether Government has identified export potential in all districts of the country under Districts as Export Hubs initiative;
- (b) if so, the details thereof including the locations and products identified so far, State-wise including Tamil Nadu;
- (c) whether any other initiatives have been taken by Government under 'Vocal for Local', specially in Tamil Nadu; and
- (d) if so, the details thereof, if not, the reasons therefor?

ANSWER

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

(a) & (b) The government has taken measures to identify export potential and promote exports from the districts under the Districts as Export Hubs Initiative. It includes identifying products and services with export potential in all districts of the country, in consultation with all stakeholders, including states/UTs. An institutional mechanism has been established in all States/UTs, including Tamil Nadu, by forming the State Export Promotion Committee (SEPC) and the District Export Promotion Committee (DEPC) at the District level. Under the initiative, District Export Action Plans have been prepared for 590 districts, detailing existing bottlenecks in the supply chain and identifying possible interventions to mitigate existing gaps.

A complete list of state-wise districts and corresponding products/services may be accessed www.dgft.gov.in/CP/. The list of districts and corresponding products/service of Tamilnadu is mentioned in the attached **Annexure 1**.

(c) to (d) The 'Vocal for Local' initiative is part of Aspirational Blocks Programme of NITI Aayog where the progress of Aspirational Blocks on 40 Key Performance Indicators (KPIs) across sectors including indicator on “Vocal for Local” is monitored.

The One District One Product (ODOP) initiative of DPIIT aims to identify, develop, and promote the unique strengths of each district through a single, designated product. Aligned with the principle of "Vocal for Local," ODOP focuses on supporting artisans, farmers, and entrepreneurs by enhancing local production and enterprise. Over the years, the initiative has made significant progress. ODOP has identified over 1,000 products from more than 760 districts nationwide. These include a range of items such as handlooms, spices, and handicrafts. These products are showcased at the PM-Ekta Mall, serving as a platform to highlight the outcomes of the ODOP initiative and promote regional economic development.

Additionally, the One District One Product (ODOP) Initiative of DPIIT 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 of the country for enabling holistic growth across all regions encompassing various sectors such as textiles, agriculture, food processing, handicrafts, and more. The ODOP Initiative has identified 1241 products from 773 districts across the country.

The State of Tamil Nadu has identified 55 products (38 Primary, 15 Secondary, 02 tertiary products) from 38 districts. The sector-wise bifurcation of ODOP Products is as below:

Product Category	No. of Products
Agriculture	15
Food Processing	04
Handicraft	10
Handloom	01
Manufacturing	11
Marine	04
Textile	10
Total	55

Tamil Nadu has ten ODOP (One District One Product) items that have received **GI (Geographical Indication)** tags. These include Dindigul Locks (Dindigul), Turmeric (Erode), Silk (Kancheepuram), Tea (Nilgiris), Leather Products (Ranipet), Salem Silk (Salem), Handicraft & Handloom (Thanjavur), Leather Products (Tiruchi/Thiruchirappalli), Leather Products (Tirupathur), Leather Products (Vellore). The details of unique products identified (district wise) from Tamil Nadu under the ODOP initiative may be seen at **Annexure 2**.

E-Commerce Onboarding (GeM, Amazon, Flipkart): The ODOP GeM Bazaar was launched on the Government e-Marketplace (GeM) on 29th August 2022 with the aim of promoting nationwide sales and procurement of One District One Product (ODOP) items. Initially starting

with over 210 product categories, the platform has now expanded to include more than 500 categories, enhancing the visibility and accessibility of ODOP products across the country. From Tamil Nadu, 38 ODOP product categories representing 29 districts have been onboarded to the GeM ODOP Bazaar, facilitating streamlined procurement and market linkages for local producers.

Additionally, the Tamil Nadu State Emporium, known as **Poompuhar**, serves as the retail arm of the **Tamil Nadu Handicrafts Development Corporation (TNHDC)** and features a curated selection of ODOP products. It provides a dedicated platform for artisans to showcase and promote the rich traditional crafts of Tamil Nadu. To enhance accessibility and visibility, select Poompuhar products are also available for purchase online through their portal and an exclusive store on **Amazon.in** and **Flipkart.com**, reaching a broader consumer base.

DGFT Export Workshop: ODOP has partnered with DGFT to conduct export sensitization and promotion workshops, designed to empower stakeholders with essential insights, tools, and strategies for navigating global trade. These workshops are a vital step in preparing ODOP stakeholders to leverage international markets effectively and drive India's export growth.

ODOP Catalogue: A digital ODOP Gift Catalogue has been launched, featuring over 1,000 products from across India. Additionally, a directory of more than 1500 Pan India ODOP suppliers was also released. It also contains ODOP products from Tamil Nadu.

Event/ Exhibitions (Domestic/ International): Products from Tamil Nadu were prominently showcased during India International Trade Fair (IITF) 2021, and the DPIIT Pavilion at World Food India 2024. ODOP has been collaborating with Ministry of External Affairs and Indian Missions abroad for the promotion of ODOP products at global platforms. ODOP has participated in several international events including ODOP promotion and business roundtable conducted in collaboration with EoI, Kazakhstan on 27th February 2025 and The World Expo, Osaka, Sale events such as Incredible India fest in collaboration with CGI, Hong Kong held on 15th -16th March 2025, Vasant Mela hosted by EoI, China held on 22nd March 2025, Maldives Expo from 23rd – 31st May 2025, Indian Summer mela organized by EoI, Russia from 5th – 13th July 2025.

PM Gatishakti - ODOP Experiential Centre: The Experiential Centre at Pragati Maidan, New Delhi, is a curated space by DPIIT designed to showcase ODOP products from across India. Representing the rich cultural and entrepreneurial diversity of the country, the centre also features select ODOP products from Tamil Nadu, highlighting the State's traditional crafts, local industries, and district-specific specialties. This platform serves to enhance national visibility and market access for artisans and producers.

PM-Ekta Mall: Tamil Nadu has been sanctioned ₹223 crore under the Department of Expenditure's "Scheme for Special Assistance to States for Capital Investment" SASCI 2023-24 for the construction of the PM-Ekta Mall in Chennai. The project, led by the Department of Handlooms, is being developed on 1.5 acres of land, with ₹111.5 crore released as the first installment in January 2024. The mall, expected to be completed in 13 months, will house

dedicated retail spaces for all 35 States/UTs and 38 districts of Tamil Nadu, along with recreational zones, conference facilities, and inclusive infrastructure.

National ODOP Awards: To recognize and acknowledge the exceptional efforts made by the States/UTs, Districts, and Missions abroad in achieving economic development through the ODOP approach, the “One District One Product (ODOP) Awards” has been instituted by DPIIT in 2023. For the 2024 National ODOP Awards, applications have been submitted by 37 districts of Tamil Nadu, along with the State-level nomination. In comparison, for the 2023 edition, 34 districts and the State had submitted their entries.

Annexure 1

Statement referred to in reply of part (a) & (b) of Rajya Sabha Unstarred question No.692 for answer on 25.07.2025.

S.No.	District	Key Products
1	Ariyalur	Readymade Garments, Corrugated Sheets & Boxes, Cashew
2	Chengalpattu	Leather goods, Shrimp, Automobile products, Granite
3	Chennai	Biotechnology, Food processing, Marine products, Jewellery products, Apparels, Software services
4	Coimbatore (Pollachi)	Automobile & Engineering Products, Poultry Products, Coconut & Coir Products, Kovai Kora Cotton Sarees, Coimbatore Wet Grinder
5	Cuddalore	Chemical, Marine, Cashew Nuts
6	Dharmapuri	Auto Components, Engineering, Horticulture, Agro Products, Plastics
7	Dindigul	East India Leather, Dindigul Locks, Sirumalai Hill Banana, Virupakshi Hill Banana, Kodaikanal Malai Poonduts
8	Erode	Handloom & Powerloom Products, Egg Powder, Motor Vehicle Parts, Tapioca & Starch, Erode Manjal (Erode Turmeric)
9	Kallakurichi	Rice, Sago, Turmeric, Jaggery powder, Cattle feed
10	Kanchipuram	Engineering and Auto components, Software, Food Processing, Tourism, Kancheepuram Silk
11	Kanyakumari	Cashew, Fish Nets, Sea Shells, Temple Jewellery of Nagarcoil, Eathomozhy tall coconut
12	Karur	Home Textiles, HDPE Products, Gems
13	Krishnagiri	Food Processing, Cut flowers, Diamond Jewellery
14	Madurai	Madurai Sungudi, Madurai Malli, Granite
15	Mayiladuthurai	Coconut, Mango pulp, Coir
16	Nagapattinam	Food Processing, Coir, Artificial Jewellery
17	Namakkal	Poultry Products, Cotton Yarn & Fabric, Granite
18	Perambalur	Agriculture Products, Cashew
19	Pudukkottai	Food Processing, Coir, Cashew, and Granite
20	Ramanathapuram	Dry Fish

21	Ranipet	Leather products, Pharmaceuticals, Automobile components
22	Salem	Salem Venpattu, Engineering, Food Processing, Diamond Jewellery, Poultry Products
23	Sivaganga	Gherjubs (Miniature Cucumber), Chettubad Jittab
24	Tenkasi	Coir pith block
25	Thanjavur	Thanjavur Paintings, Thanjavur Art Plate, Thanjavur Doll, Thanjavur Veenai, Thanjavur Pith Works, Coir, Silk, Brass Works
26	Theni	Banana, Spices, Made ups
27	Nilgiris	Horticulture Crops, Tea, Floriculture products
28	Tiruvallur	Garments, Engineering, Chemicals
29	Tiruvarur	Coir Industries, Agriculture Products, Marine Products
30	Tiruchirappalli	Agro Food Processing, Defence Equipments, Artificial Jewellery, Windmil Components, Banana
31	Tirunelveli	Tirunelveli Halwa, Pattamadaai Pai, Readymade garments
32	Tirupathur	Leather products, Coir products, Sandalwood products
33	Tiruppur	Hosiery Garments & Apparels
34	Tiruvannamalai	Silk, Manufacturing Products, Automobile Products, Edible oil
35	Thoothukudi (Tuticorin)	Marine Products
36	Vellore	Leather Industry, Readymade Garments, Chemicals
37	Viluppuram	Agriculture Products, Marine Products
38	Virudhunagar	Spices, Yarn, Coir pith, Crackers, Printed books

Annexure 2

Statement referred to in reply of part (c) & (d) of Rajya Sabha Unstarred question No.692 for answer on 25.07.2025.

S. No.	District	Product	Category	Sector
1	Ariyalur	Cashew Processing	Primary	Food Processing
2	Chengalpattu	Automobile products	Primary	Manufacturing
3	Chennai	Engineering and Auto components	Primary	Manufacturing
4	Coimbatore	Motor Pumps	Primary	Manufacturing
5	Cuddalore	Cashew Nuts	Primary	Agriculture
6	Dharmapuri	Ready Made Garments	Primary	Textile
7	Dharmapuri	Auto Components	Secondary	Manufacturing
8	Dindigul	Coir Pith Blocks	Primary	Manufacturing
9	Dindigul	Garlic	Secondary	Agriculture
10	Dindigul	Dindigul Locks	Tertiary	Manufacturing
11	Erode	Handloom and Powerloom products	Primary	Textile
12	Erode	Turmeric	Secondary	Agriculture
13	Erode	Readymade Fabric	Tertiary	Textile
14	Kallakurichi	Food Products - Rice	Primary	Food Processing
15	Kancheepuram	Textile Garments	Primary	Textile
16	Kancheepuram	Silk	Secondary	Handloom
17	Kanyakumari	Cashewnuts	Primary	Agriculture
18	Karur	Textiles - Home Made Ups	Primary	Textile
19	Krishnagiri	Mango - Food Processing	Primary	Food Processing
20	Madurai	Readymade Garments	Primary	Textile
21	Mayiladuthurai	Rice	Primary	Agriculture
22	Mayiladuthurai	Coconut	Secondary	Agriculture
23	Nagapattinam	Marine foods	Primary	Marine
24	Namakkal	Poultry feed and products	Primary	Agriculture
25	Nilgiris	Tea	Primary	Agriculture
26	Perambalur	Maize	Primary	Agriculture
27	Perambalur	Handicraft Products	Secondary	Handicraft
28	Pudukkottai	Engineering Products	Primary	Manufacturing
29	Pudukkottai	Cashew	Secondary	Agriculture
30	Ramnad (Ramanathapuram)	Marine Foods	Primary	Marine
31	Ramnad (Ramanathapuram)	Dry Fish	Secondary	Marine

32	Ranipet	Leather products	Primary	Handicraft
33	Salem	Silver Jewellery	Primary	Handicraft
34	Salem	Salem Silk	Secondary	Handicraft
35	Sivagangai	Coir Products	Primary	Handicraft
36	Sivagangai	Miniature Cucumber	Secondary	Agriculture
37	Tenkasi	Coir pith block	Primary	Handicraft
38	Thanjavur	Agriculture Products - Coconuts	Primary	Agriculture
39	Thanjavur	Handicraft & Handloom	Secondary	Handicraft
40	Theni	Textile Made Ups	Primary	Textile
41	Theni	Banana	Secondary	Agriculture
42	Thiruvallur	Engineering and Auto components	Primary	Manufacturing
43	Thiruvallur	Engineering Tools and Electronics	Secondary	Manufacturing
44	Thiruvavur	Agriculture Products	Primary	Agriculture
45	Tiruchi (Thiruchirappalli)	Engineering Products	Primary	Manufacturing
46	Tiruchi (Thiruchirappalli)	Leather Products	Secondary	Handicraft
47	Tirunelveli	Readymade Garments	Primary	Textile
48	Tirupathur	Leather products	Primary	Handicraft
49	Tiruppur	Hosiery Garments	Primary	Textile
50	Tiruvannamalai	Edible Oil	Primary	Food Processing
51	Tuticorin (Thoothukudi)	Marine Foods	Primary	Marine
52	Vellore	Leather Products	Primary	Handicraft
53	Villupuram	Rice	Primary	Agriculture
54	Virudhunagar	Gauze Cloth	Primary	Textile
55	Virudhunagar	Sivakasi Crackers	Secondary	Manufacturing
