

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

**STARRED QUESTION NO. 139.
TO BE ANSWERED ON FRIDAY, THE 12TH DECEMBER, 2025.**

IMPLEMENTATION OF ODOP IN KUSHINAGAR, UTTAR PRADESH

***139. SHRI RATANJIT PRATAP NARAIN SINGH:**

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

- (a) the national progress of the 'One District One Product' (ODOP) Scheme, particularly its integration with the 'Districts as Export Hubs' initiative;
- (b) the total exports from Uttar Pradesh under this initiative;
- (c) the designated ODOP for Kushinagar and the steps taken to boost its export;
- (d) the status of proposal for a 'Common Facility Centre' (CFC) for banana fibre processing in Kushinagar; and
- (e) the measures to link Kushinagar's products to international markets, especially Buddhist countries, via the new airport?

**ANSWER
THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF RAJYA SABHA STARRED QUESTION NO. 139 FOR ANSWER ON 12TH DECEMBER 2025 REGARDING “IMPLEMENTATION OF ODOP IN KUSHINAGAR, UTTAR PRADESH”.

- (a): One District One Product’ (ODOP) is an initiative by the Department for Promotion of Industry and Internal Trade (DPIIT) with the aim to select, brand, and promote at least one product from each district of the country for enabling holistic growth across all regions. Several steps have been undertaken for the promoting exports of ODOP products.

ODOP products have also been showcased at various domestic and international events. Domestically, they were prominently featured during India International Trade Fair (IITF) 2021 and at the DPIIT Pavilion in World Food India 2024 and 2025 and various other events in India. Internationally, ODOP has collaborated with the Ministry of External Affairs and Indian Missions abroad to promote products at global platforms. ODOP has participated in several events including a promotion and business roundtable in collaboration with the Embassy of India (EoI), Kazakhstan on 27th February 2025; the World Expo, Osaka; Incredible India Fest with CGI, Hong Kong (15th–16th March 2025); Vasant Mela hosted by EoI, China (22nd March 2025); Maldives Expo (23rd–31st May 2025); and the Indian Summer Mela organized by EoI, Russia (5th–13th July 2025).

For promoting ODOP at the international level, engagement with Indian Missions abroad, virtual buyer-seller meets, and participation in international exhibitions have been undertaken. Various ODOP products were also included as part of gifting during G-20 meetings held in India to popularize these products internationally.

The progress of ODOP Initiative as on November, 30 2025 is as under:

1. States are playing a significant role by developing unique branding for products, formulating ODOP policies, integrating with existing industrial/MSME policies, appointing dedicated nodal officers, creating seller database, capacity building initiatives, conducting exhibitions and establishing platforms to promote ODOP products and support artisans and farmers. 20+ States have included ODOP products under various policies for Artists/producers/farmers/aggregators/SHGs etc.
2. Product Catalogue: A detailed repository spanning 1200+ ODOP products has been made available online.
3. Branding & Promotion: The products are showcased in various International and Domestic fairs and exhibitions. More than 130 private brands are tagged with products ranging from Tea to Gems & Jewellery helping in increasing reach and visibility.
4. Collaboration with Indian Missions: 50+ Indian Missions are working closely with ODOP for increasing global presence. 03 International Stores are selling ODOP Products (02 in Singapore- in Mustafa Centre and Kashmir Heritage and One in Kuwait). Additionally, 10 ODOP wall showcasing ODOP products from various States/Districts has been setup at Indian Missions abroad.

5. Capacity-building and skill development programmes for artisans, weavers, SHGs and small enterprises such as NID-led design workshops.
6. Sales & Marketing: To boost online sales and promote ODOP products, a dedicated ODOP storefront has been created on GeM where over 500+ categories and 1090 products are available. 10+ State also have dedicated E-commerce platform selling ODOP products.

Further, under the District as Export Hub (DEH) initiative of DGFT, identification of the products and services with export potential in all the districts of the country is done in consultation with all stakeholders including the States/UTs. Further, under DEH, institutional mechanism has been set up in all States/UTs by forming the State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) at the district level. Under the initiative, District Export Action Plans detailing the existing bottlenecks in the supply chain and identifying possible interventions to mitigate the existing gaps have been prepared for more than 550 districts and are being prepared for the rest of the districts.

(b): As per the information received from Government of Uttar Pradesh, the total recorded exports in the State is worth Rs. 1,86,060/- Cr in the year 2024-25, out of which approximately 45-50 % is assessed to be ODOP products. Since many ODOP products do not have an exclusive HSN Code on the DGCIS portal, furnishing separate export data for ODOP product is not possible.

(c) & (e): The One District One Product (ODOP) product for Kushinagar is Banana Fiber Products and Banana products.

Several steps have been undertaken for promotion and exports of all ODOP products including products from Uttar Pradesh. These include, facilitating participation in domestic exhibitions, regular capacity building initiatives in collaboration with various agencies; e-commerce on-boarding 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, virtual buyer 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.

As per the information received from Government of Uttar Pradesh, UP state export policy for the period of 2025-30 have been issued vide GO no. 684 dt. 3.9.2025. Under this policy, incentives have been revised and increased up to 2 folds under existing schemes like gateway port, Marketing development assistance and air freight rationalization scheme. Besides, many new schemes have also been launched like Dakghar Niryat Yojna, Export credit insurance assistance, MDA for service exports, MICE assistance scheme, e-commerce assistance scheme, export-oriented infrastructure scheme etc. to ensure overall growth of exporters of the region. Under ODOP MDA (Marketing Development Assistance) scheme International Fairs/Exhibitions (list of fairs being organised in Buddhist Countries is attached) have been notified. Any ODOP Stakeholder including from Kushinagar district if participating in the notified fair / Exhibition, will be eligible to claim for

stall/ freight and travel allowance in accordance with the MDA Scheme. ODOP products are being promoted on e-commerce platforms, giving them greater visibility and easier access to national & international buyers. Thousands of ODOP products are already on e-commerce, contributing significantly to export orders. Following the MoU signed between department of MSME, Govt. of UP and Flipkart, ODOP products from all the districts including Kushinagar are now being onboarded and promoted on Flipkart's dedicated ODOP marketplace window.

With airports such as Kushinagar International Airport enabling direct connectivity to Buddhist nations, the e-commerce led branding by state government will significantly strengthen the market penetration of ODOP products in Buddhist countries.

Notified Fair/Exhibition under ODOP MDA Scheme (in Buddhist Counties)

| Sl No. | Country Name | Fair/Exhibition |
|--------|--------------|---|
| 1. | Thailand | Thaitex Anuga Asia, Mega show, ANDTEX Agritechnica Asia. |
| 2. | Japan | Foodex Japan India Tex trend fair, India fashion & lifestyle show, |
| 3. | South Korea | Seoul food & hotel Preview in daegu, ICPI Week, |
| 4. | China | China International Carpet Exp. China Import & Export Fair, Domotex Asia China Floor, Yiwu Imported Commodities Fair. |

- (d): As per the information received from Government of Uttar Pradesh, the proposal for setting up of one CFC center at the Kushinagar district for ODOP is under pipeline. Detailed Project Report (DPR) is being prepared in consultation with SPV and District Level Stakeholders and will be presented before State level Committee for approval.
