

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

**STARRED QUESTION NO. 240.  
TO BE ANSWERED ON FRIDAY, THE 13<sup>TH</sup> MARCH, 2026.**

**IMPLEMENTATION OF ODOP SCHEME IN RAJASTHAN**

**\*240. SHRI NEERAJ DANGI:**

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

- (a) the districts in Rajasthan that have been selected by Government under the One District One Product (ODOP) scheme as part of the Atmanirbhar Bharat initiative, along with the products identified for each district;
- (b) whether traditional products such as Jaipur Blue Pottery, Jodhpur Furniture and Bhilwara Textile Industry are included under this scheme, if so, the specific steps taken to promote them; and
- (c) the number of artisans, micro and small entrepreneurs in Rajasthan who have received direct or indirect employment through this scheme?

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

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

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**STATEMENT REFERRED TO IN REPLY OF PARTS (a) to (c) OF RAJYA SABHA STARRED QUESTION NO. 240 FOR ANSWER ON 13<sup>TH</sup> MARCH 2026 REGARDING “IMPLEMENTATION OF ODOP SCHEME IN RAJASTHAN”**

(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. The selection of ODOP products is undertaken by the respective State/Union Territory (UT) Governments. The Government of Rajasthan has identified 41 unique traditional or specialized products across 41 districts. Details of the identified products are at Annexure-I.

(b): As per the information received from the Government of Rajasthan, Jodhpur Furniture, and Bhilwara Textile Industry are included under the ODOP initiative. Blue Pottery is not an ODOP Product.

Several steps have been undertaken to promote and enhance the visibility of products identified under the ODOP initiative including the products identified from Rajasthan. These steps include, facilitating participation in domestic and international exhibitions, 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 multilateral and bilateral meetings in India to popularize these products internationally.

Further, the State Government has informed that in order to promote products under ODOP, several fiscal incentives have been introduced under the Rajasthan ODOP Policy. The major incentives are as follows:

- i. Margin money grant assistance up to 25 percent (maximum Rs. 15 lakh) to new micro enterprises related to one district one product and 15 percent (maximum Rs. 20 lakh) to small enterprises on the eligible project cost.
- ii. Assistance up to a maximum of Rs 2 lakh for stall rent grant and transportation for participating in national and international events related to marketing of products.
- iii. Assistance for establishment of Common Facility Center under Integrated Cluster Development Scheme.
- iv. Reimbursement assistance up to 75 percent (maximum Rs. 3 lakh) on expenses for obtaining national and international standard certification and Intellectual Property Rights (IPR).
- v. Reimbursement of up to 75 percent of platform fees (maximum Rs 1,00,000 per year) for 2 years to encourage the use of e-commerce in ODOP MSME enterprises.
- vi. Assistance up to 50 percent (maximum Rs. 5 lakh) to ODOP micro and small enterprises on the expenditure incurred for acquiring advanced technology / software from leading national institutions established by the Government of India / Government of Rajasthan.
- vii. One-time assistance up to 60 percent (maximum Rs. 75,000) on the total expenditure for cataloguing services and/or development of a fully functional transactional ecommerce website.

(c): The data pertaining to direct or indirect employment generated under the ODOP initiative is not maintained centrally.

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**ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE RAJYA SABHA  
UNSTARRED QUESTION NO. 240 FOR ANSWER ON 13.03.2026.**

**ODOP Product list from State of Rajasthan**

<b>S. No.</b>	<b>District</b>	<b>Product</b>	<b>Sector</b>
1	Ajmer	Granite and Marble Products	Manufacturing
2	Alwar	Automobiles Parts	Manufacturing
3	Balotra	Textile Products	Textile
4	Banswara	Marble Products	Manufacturing
5	Baran	Garlic Products	Agriculture
6	Barmer	Kasheedakari	Handloom
7	Beawar	Quartz and Feldspar Powder	Manufacturing
8	Bharatpur	Agro Based Products	Food Processing
9	Bhilwara	Textile Products	Textile
10	Bikaner	Bikaneri Namkeen	Food Processing
11	Bundi	Rice	Agriculture
12	Chittorgarh	Granite and Marble Products	Manufacturing
13	Churu	Wood Products	Handicraft
14	Dausa	Stone Products	Manufacturing
15	Deedwana-Kuchaman	Marble & Granite Products	Manufacturing
16	Deeg	Stone Based Products	Manufacturing
17	Dholpur	Stone Based Products	Manufacturing
18	Dungarpur	Granite Products	Manufacturing
19	Hanumangarh	Agro Based Product	Agriculture
20	Jaipur	Gems & Jewellery	Manufacturing
21	Jaisalmer	Yellow Stone Products	Manufacturing
22	Jalore	Granite Products	Manufacturing
23	Jhalawar	Kota Stone Products	Manufacturing
24	Jhunjhunu	Wooden Handicraft Products	Handicraft
25	Jodhpur	Wooden Furniture Products	Handicraft
26	Karauli	Sandstone Products	Manufacturing
27	Khairthal-Tijara	Automobiles Parts	Manufacturing
28	Kota	Kota Doria	Handloom
29	Kotputli-Behror	Automobiles Parts	Manufacturing
30	Nagaur	Pan Methi and Spices Processing	Food Processing
31	Pali	Textile Products	Textile
32	Phalodi	Sonamukhi Products	Food Processing
33	Pratapgarh	Thewa Jewellery	Handicraft
34	Rajsamand	Granite and Marble Products	Manufacturing
35	Salumber	Quartz	Manufacturing
36	Sawai Madhopur	Marble Products	Manufacturing
37	Sikar	Wooden Furniture Products	Handicraft
38	Sirohi	Marble Products	Handicraft
39	Sri Ganganagar	Mustard Oil	Food Processing
40	Tonk	Slate Stone Products	Manufacturing
41	Udaipur	Marble and Granite Products	Manufacturing