

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

**UNSTARRED QUESTION NO. 1630.
TO BE ANSWERED ON FRIDAY, THE 13TH FEBRUARY, 2026.**

EXPORT ACTION PLANS UNDER ONE DISTRICT ONE PRODUCT IN EASTERN REGION

1630. SHRI SUJEET KUMAR:

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

- (a) whether Government has initiated export action plans under ODOP-DEH (One District One Product – Districts as Export Hubs) in the eastern region, including Odisha;
- (b) the key initiatives being undertaken through Export Promotion Councils and Indian Missions abroad to promote ODOP-linked exports from across the country including Odisha; and
- (c) the assistance being provided within the State for infrastructure, branding and market linkages to enhance the export readiness of ODOP products?

ANSWER

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

- (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. As of date, more than 1,200 products have been identified across 773 districts in the country under the ODOP framework. The selection of ODOP products is undertaken by the respective State/Union Territory (UT) Governments. The Government of Odisha have identified 56 products from 30 districts. Details of district wise products is available in **Annexure I**.

Further, the Districts as Export Hubs (DEH) initiative of the Directorate General of Foreign Trade (DGFT), Department of Commerce, aims to promote exports, manufacturing, and employment generation at the grassroots level. Under the initiative, 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. As per the information received from the Government of Odisha, District Level Export Promotion Committees (DLEPCs) have been constituted in the State under the chairmanship of the Collector and District Magistrate through Notification dated 15.02.2020. Further, State Government has also identified products with export potential in all the 30 districts as well as prepared the draft District Export Action Plans for all these districts.

The MSME Department, Government of Odisha, through Directorate of Export Promotion and Marketing, Bhubaneswar has developed a portal hosting the complete list of ODOP products along with their detailed descriptions, available at: https://eodbodisha.odisha.gov.in/ODOP/odop_index.

- (b): To promote exports of ODOP products, including those from Odisha, DPIIT in coordination with Indian Missions abroad, has undertaken several targeted initiatives. These include the organisation of virtual buyer–seller meets, participation in international trade fairs and exhibitions, aimed at connecting ODOP producers with global buyers.

Various ODOP Products have been included as part of gifting during G-20 meetings in India, thereby enhancing global visibility and brand recognition of district-level products. More than 50 Indian Missions have partnered with ODOP to organise product showcases, curated exhibitions, buyer–seller meets, and roundtable interactions with international retailers and importers. Over the last 5 years, 45+ international outreach events have been held across Asia, Europe, Africa, the Middle East, and the Americas to promote district products in global markets.

Further, ODOP has facilitated the establishment of three dedicated ODOP Stores in Singapore (2) and Kuwait (1), enabling continuous international retail presence for select products. 10 ODOP Walls have been installed in Indian Embassy, Singapore, New York, Vancouver, Bahrain, and Japan to promote district products through permanent visual displays. ODOP leverages digital campaigns, catalogues, and Mission-driven social media promotion to highlight district value chains abroad.

- (c): Since ODOP is an initiative for product promotion and not a financial scheme, it does not provide any monetary assistance. However, several States, including Odisha, have leveraged existing schemes in agriculture, handicrafts, handloom, MSME, and allied sectors to create complementary support mechanisms for infrastructure development, branding, capacity building, and market access for ODOP products. As per the information received from the Government of Odisha, fiscal incentives are being extended to exporters in the State, including exporters of ODOP products, under the Odisha Export Policy–2022 through the Export Incentives Reimbursement Portal (EIRP) (eirp-depm.odisha.gov.in).

Further, under the Scheme for Special Assistance to States for Capital Investment (SASCI) of Department of Expenditure, as per the 2023-2024 budget announcement, PM Ekta mall (Unity Mall) is to be set up in every state for promoting ODOP, GI and local handicraft products. This scheme provides the state with financial support in the form of interest free loan. An outlay of ₹5,000 crore has been allocated to States under this scheme. The Government of Odisha has identified land in Bhubaneswar for the proposed Unity Mall and funding of ₹187.12 crore has been approved by the Department of Expenditure under SASCI for the year 2023–24.

In addition, as part of efforts to enhance the export readiness of ODOP products, multiple interventions have been undertaken at the State level, including:

- i. Capacity Building Initiatives: ODOP in collaboration with institutes such as National Institute of Design and IIT, Bhubaneswar has conducted design sensitization and entrepreneurship workshops in Nayagarh District for Brass and Bell Metal Craft, Puri and Raghurajpur districts for Patachitra.
- ii. ODOP Catalogue: ODOP has launched a digital ODOP Gift Catalogue featuring over 1000 products from across India, which also includes Odisha’s ODOP products.
- iii. Events/Exhibitions (Domestic/International): ODOP has participated in 50+ state specific fairs, national and international events, including flagship ones such as India International Trade Fair (IITF), World Food India, Bharat Tex, Bharat Parv, G20 Craft Bazaars, showcasing products from 350+ districts, including products from districts of Odisha.
- iv. E-commerce platforms: ODOP has significantly expanded domestic market access by operationalising 500+ ODOP product categories and 1000+ unique products on the Government e-Marketplace (GeM). 16 Odisha ODOP product categories from districts have been created on GeM.

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 1630 FOR ANSWER ON 13.02.2026.

ODOP Products from Odisha

S. No.	District	Product	Category	Sector
1	Angul	Terracotta	Primary	Handicraft
2	Balasore Balasore	Marine Products	Primary	Marine
		Stone Craft	Secondary	Handicraft
3	Bargarh	Handloom	Primary	Handloom
4	Bhadrak	Rice	Primary	Agriculture
		Fish	Secondary	Marine
5	Bolangir	Cotton	Primary	Agriculture
		Onion	Secondary	Agriculture
6	Boudh	Handloom Patta Saree	Primary	Handloom
7	Cuttack	Silver Filigree (Tarakashi Art)	Primary	Handicraft
		Handloom of Maniabandha	Secondary	Handloom
8	Deogarh	Watermelon	Primary	Agriculture
		Orange	Secondary	Agriculture
		Litchi	Tertiary	Agriculture
9	Dhenkanal	Handicrafts	Primary	Handicraft
		Cashew	Secondary	Agriculture
10	Gajapati	Cashew Kernel	Primary	Agriculture
		Granite Slab	Secondary	Manufacturing
		Turmeric Oil	Tertiary	Food Processing
11	Ganjam	Handloom	Primary	Handloom
		Cashew	Secondary	Agriculture
		Granite Slab	Tertiary	Manufacturing
12	Jagatsinghpur	Rice	Primary	Agriculture
		Marine	Secondary	Marine
13	Jajpur	Stone Carving	Primary	Handicraft
		Handicraft	Secondary	Handicraft
14	Jharsuguda	Aluminium Ingot	Primary	Manufacturing
		Chilly	Secondary	Agriculture
		Ginger	Tertiary	Agriculture
15	Kalahandi	Handicraft (Wood Carving)	Primary	Handicraft
16	Kandhamal	Turmeric	Primary	Agriculture
17	Kendrapara	Golden Grass Product	Primary	Handicraft
18	Kendujhar (Keonjhar)	Terracotta	Primary	Handicraft
19	Khurda	Fish product	Primary	Marine
		Handicrafts (Stone Carving)	Secondary	Handicraft
		Handicrafts (Pattachitra)	Tertiary	Handicraft
20	Koraput	Cashew	Primary	Agriculture
21	Malkangiri	Millets	Primary	Agriculture
		Tribal Jewellery	Secondary	Handicraft
		Turmeric	Tertiary	Agriculture
		Processed Fish	Others	Marine
22	Mayurbhanj	Rice	Primary	Agriculture

23	Nabarangpur	Maize	Primary	Agriculture
24	Nayagarh	Brass and Bell Metal	Primary	Handicraft
25	Nuapada	Cotton	Primary	Agriculture
		Onion	Secondary	Agriculture
26	Puri	Handicrafts (Pattachitra)	Primary	Handicraft
		Marine Products	Secondary	Marine
27	Rayagada	Cotton	Primary	Agriculture
		Tamarind	Secondary	Agriculture
28	Sambalpur	Sambalpuri Bandha Saree	Primary	Handloom
		Chilly	Secondary	Agriculture
		Sambalpuri Fabric Jewellery	Tertiary	Handicraft
29	Sonepur (Subarnapur)	Bomkai Sarees & Fabrics	Primary	Textile
30	Sundergarh	Bamboo Craft	Primary	Handicraft
