

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

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**UNSTARRED QUESTION NO. 1482.
TO BE ANSWERED ON FRIDAY, THE 31ST JULY, 2026.**

**BOOSTING MANUFACTURING AND NON-TRADITIONAL EXPORTS
UNDER ODOP FROM CHHATTISGARH**

1482. SHRI DEVENDRA PRATAP SINGH:

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

- (a) the steps taken to boost manufacturing and non-traditional exports from Chhattisgarh under the One District One Product (ODOP) initiative;
- (b) the infrastructure and logistics support provided to local industries to access global markets;
- (c) whether the Startup India initiative has successfully nurtured tech and agri-startups across the State; and
- (d) the details of registered startups and financial incentives provided to encourage young entrepreneurs in Chhattisgarh?

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 of selecting, branding, and promoting at least one product from each district of the country to enable holistic growth across all regions. The selection of ODOP products is undertaken by the respective State/UT Governments. The Government of Chhattisgarh has identified 38 products from 33 districts.

Several steps have been undertaken to promote and enhance the visibility of various products including products with export potential from Chhattisgarh, inter alia, including facilitating participation in domestic exhibitions, capacity building initiatives in collaboration with various agencies; e-commerce on-boarding drives for Government e-Marketplace (GeM)- ODOP Bazaar. To enhance global market access of ODOP at international level, DPIIT collaborated with MEA and Indian Missions abroad to organize promotional events, including exhibitions, buyer-seller meets, and participated in international exhibitions. ODOP Walls have been setup at Indian Missions to showcase ODOP products from various States/Districts. Three international retail stores (two in Singapore and one in Kuwait) are selling ODOP

Products. ODOP products have also been included as official gifts during various bilateral/multilateral meetings, thereby enhancing their visibility in international markets.

- (b):** Under the ODOP–Districts as Export Hubs (DEH) initiative, the Government, in collaboration with State Governments and District Export Promotion Committees (DEPCs), facilitates the identification of infrastructure and logistics gaps affecting exports and supports their resolution through District Export Action Plans (DEAPs). These Action Plans strengthen the export ecosystem by addressing district-specific requirements such as quality standards, testing and certification facilities, packaging, warehousing, logistics connectivity and trade facilitation. The initiative also promotes convergence with relevant schemes and programmes of the Central Government, State Governments and other agencies to enhance export infrastructure and enable local industries to access domestic as well as global markets.

The Government of Chhattisgarh has informed that agriculture, horticulture and food processing, and textiles have been included as thrust sectors under the Industrial Development Policy 2024–30 to promote manufacturing and large units are eligible for Special Package under Chapter ‘C’ of the policy. To encourage nontraditional exports, the Policy also provides transport subsidy to eligible export-oriented units. Further, the State has notified the Chhattisgarh Logistics Policy 2025, which offers incentives for the development of logistics infrastructure, including warehousing, multimodal transport facilities and logistics parks, with the objective of reducing transaction costs and transit time for exporters. In addition, the Inland Container Depot (ICD) at Naya Raipur, operated by CONCOR, provides direct rail connectivity to the gateway ports of Visakhapatnam (Vizag) and Jawaharlal Nehru Port (JNPT), thereby improving export logistics and enabling local industries to access global markets more efficiently.

- (c) & (d):** The Startup India initiative was launched on 16.01.2016 with an intent to build a strong ecosystem for nurturing innovation, startups and encouraging investments in the startup ecosystem of the country. Under the Startup India initiative, the Government supports startup across the country including in Chhattisgarh, across sectors including tech and agri-startups at various stages of their business lifecycle through flagship schemes such as the Fund of Funds for Startups (FFS), Startup India Seed Fund Scheme (SISFS), and Credit Guarantee Scheme for Startups (CGSS).

As on 30.06.2026, a total of 2,40,092 entities across more than 55 industries have been recognised as startups under the Startup India initiative. Out of this, 2,587 entities have been recognized as startups from the State of Chhattisgarh. Further, Alternative Investment Funds (AIFs) supported under the FFS have invested ₹76.23 crores in 3 startups from Chhattisgarh. Under the SISFS, supported incubators have approved ₹3.90 crores to 30 startups from Chhattisgarh. Under CGSS, 4 loans amounting to ₹18.65 crores have been guaranteed to startups from Chhattisgarh.
