

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

RAJYA SABHA

**UNSTARRED QUESTION NO. 699.
TO BE ANSWERED ON FRIDAY, THE 24th JULY, 2026.**

PRODUCTS UNDER ODOP

699. SHRI GOLLA BABURAO:

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

- (a) whether it is a fact that the State of Andhra Pradesh has identified about 100 products under One District One Product (ODOP) scheme;
- (b) whether it is also a fact that seafood cluster, basket weaving have been identified from Visakhapatnam district of Andhra Pradesh under ODOP;
- (c) the details of revenue generated and employment created through production, marketing and sale of above products since identification under ODOP;
- (d) the details of support extended/going to be extended to push marketing and export of above products; and
- (e) whether there are demands for inclusion of more products under ODOP, if so, Government's action in this regard?

ANSWER

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

- (a) & (b):** 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 Andhra Pradesh has identified 99 products (26 Primary, 26 Secondary, 21 Tertiary, and 26 category products) from 26 districts. Seafood Cluster (primary) and Basket Weaving (secondary) ODOP product has been identified for Visakhapatnam district.
- (c):** As per the information received from the Government of Andhra Pradesh:
- i. About 100 handloom weavers are engaged in the weaving of Payakaraopeta Silk Sarees. Since its identification under ODOP, a production value of ₹10.08 crore has been reported under the Handlooms and Textiles Department.
 - ii. The A.P. Handicrafts Development Corporation Limited organizes district-level and State-level exhibitions and conducts training programmes for the promotion and marketing of ODOP products.

- iii. According to the Marine Products Export Development Authority (MPEDA), exports of marine products through Visakhapatnam Port accounted for US\$2.19 billion out of India's total seafood exports of US\$7.38 billion during FY 2024. The corresponding share was 50.87% in FY 2025 and 48.89% in FY 2026.
- (d):** Several steps have been undertaken to promote and enhance the visibility of products identified under the ODOP initiative, including the products identified from Andhra Pradesh. These steps include facilitating participation in domestic and international exhibitions, capacity building initiatives in collaboration with various agencies, e-commerce onboarding drives for the Government e-Marketplace (GeM) - ODOP Bazaar, which showcases and stocks India's best ODOP products. For promoting ODOP at the international level, engagement with MEA and Indian Missions abroad, virtual buyer-seller meets, and participation in international exhibitions have been undertaken. Also, various ODOP Products have been included in gifting at multilateral and bilateral meetings in India to popularize them internationally.
- Further, the Government of Andhra Pradesh has informed that the SHAPHARI Certification Scheme of the Marine Products Export Development Authority (MPEDA) aims to ensure the production of quality, antibiotic-free aquaculture products for export markets. Under the Scheme, SHAPHARI certification has been granted to eligible aquaculture hatcheries and feed manufacturing units in the State. Further, the Fisheries Department has undertaken measures to support the fisheries sector by providing fishing boats and nets to traditional fishermen under the PMMSY sub-component, "Replacement of Boats and Nets to Traditional Fishermen", and by promoting seaweed cultivation through the establishment of seaweed culture units for the empowerment of Self-Help Groups (SHGs).
- (e):** No proposal has been received from the Andhra Pradesh Government for the inclusion of more products under ODOP.
