

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

LOK SABHA

**UNSTARRED QUESTION NO. 2399.
TO BE ANSWERED ON WEDNESDAY, THE 21ST DECEMBER, 2022.**

INCLUSION OF TURMERIC IN ODOP PROGRAMME

2399. SHRI ARVIND DHARMAPURI:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government is aware that turmeric in the Nizamabad district has been included under the One District One Product (ODOP) Programme;
- (b) if so, the details thereof;
- (c) the details of steps taken by the Government to provide employment opportunities by taking local ODOP products at the global level;
- (d) the details of all Government schemes and infrastructure developed under the ODOP initiative; and
- (e) the details of efforts taken by the Government to encourage investment to boost manufacturing and push exports of ODOP products?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सोम प्रकाश)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

- (a) & (b):** Turmeric has been identified in Nizamabad district of Telangana under the ODOP/District as Export Hub initiative. Telangana has a total of 33 districts and all of them have been covered in the District as Export Hub initiative. Statewise/District-wise list of products identified under the District as Export Hub initiative, including products from various districts of Telangana is available on the following link :
<https://exporthubs.gov.in/resources/images/pdf/Final%20Product%20List.pdf>.
- (c) to (e):** The Central Government has initiated the One District One Product (ODOP) in different States/UTs of the country. ODOP is seen as a transformational step

towards realizing the true potential of a district, fueling economic growth, generating employment and rural entrepreneurship, taking us to the goal of Aatmanirbhar Bharat. ODOP initiative is operationally merged with 'Districts as Export Hub' initiative of the DGFT, Department of Commerce, with the Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder.

The Department is engaging with State and Central Government agencies to promote the initiative of ODOP, which is an on-going process. In this context, Districts Export Action Plans include specific actions required to support local exporters/manufacturers in producing/manufacturing identified products in adequate quantity and with the requisite quality, for reaching potential buyers outside India. These plans also include identifying and addressing challenges for exports of such identified products/services, improving supply chains, market accessibility and handholding for increasing exports paving way for employment generation.

The details of achievements under the ODOP initiative are mentioned as below:

- (i) The ODOP GeM Bazaar was launched on the Government e-Marketplace (GeM) on 29th August 2022 with over 200 product categories created on the platform to promote sales and procurement of ODOP products across the country.
- (ii) ODOP products were showcased in International forums such as at International Yoga day (IYD) in New York, US in June 2022.
- (iii) The ODOP initiative was identified for the prestigious Prime Minister's Award for Excellence in Public Administration in Holistic Development through One District One Product (ODOP) category for the year 2021.
- (iv) Under Districts as Export Hub initiative, State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) has been constituted in all the 36, States/UTs.
- (v) Under District as Export Hub, products/services with export potential have been identified in 734 Districts across the country (Including Agricultural & Toy clusters and GI products in these Districts)
- (vi) Under District as Export Hub, Draft District Action Plan has been prepared for 570 Districts,
- (vii) Under District as Export Hub, State Export Strategy has been prepared in 28 States/UTs.
- (viii) Under District as Export Hub, DEPC meetings has already been conducted in 681 Districts.
- (ix) Under District as Export Hub, a web portal to monitor the progress of District Export Action Plan in all the Districts has been developed by DGFT.
