

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

**LOK SABHA**

**STARRED QUESTION NO. 207.  
TO BE ANSWERED ON WEDNESDAY, THE 15<sup>TH</sup> MARCH, 2023.**

**ODOP SCHEME**

**\*207. SHRI VINCENT H. PALA:  
SHRI JAGDAMBIKA PAL:**

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

**वाणिज्य एवं उद्योग मंत्री**

- (a) whether every district in India has registered itself with the One District One Product (ODOP) scheme so far, and if so, the details of the number of districts that are under the ODOP scheme;
- (b) whether the Government is also taking measures to channelize these products to facilitate easy export and if so, the details thereof and if not, the reasons therefor;
- (c) the details of the hurdles faced by the Government in implementing the scheme and the action taken by the Government to tackle these issues;
- (d) whether the Government is also proposing to increase the production of such products by incentivizing the producers through various schemes and if so, the details thereof; and
- (e) the steps taken by the Government to promote Lakadong Turmeric recently?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)  
THE MINISTER OF COMMERCE & INDUSTRY  
(SHRI PIYUSH GOYAL)**

**(a) to (e):** A Statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 207 FOR ANSWER ON 15<sup>th</sup> MARCH, 2023.**

- (a):** The One District One Product (ODOP) is not a scheme but an initiative aimed at fostering balanced regional development across all districts of the country. The ODOP Initiative has identified at least one product from each district from approx. 761 districts from all States/UTs.
- (b):** Districts as Export Hubs Initiative highlights the need to channelize the potential and diverse identity in each District of the country to make them export hubs. Department of Commerce through Directorate General of Foreign Trade (DGFT) Government of India, has been working with the States/UTs and the districts directly to create institutional mechanisms to facilitate exports of identified products/services.
- (c):** A few of the challenges faced in the implementation and execution of this initiative are as under:
- i. Finalization of product list from the State Government, due to lack of awareness. Government has issued multiple communications and held regular meetings to inform them about the aim and importance of the initiative. The initiative has now received the official list from all States/UTs.
  - ii. Lack of awareness regarding the initiative among beneficiaries regarding support provided under the ODOP Initiative. The Initiative through regular meetings with beneficiaries, social media outreach, capacity- building initiative etc. has promoted awareness.
- (d):** ODOP is an initiative, which through the convergence of various schemes of Govt. of India and States, provides hand holding support to the local economy to improve the backward and forward linkages for the selected products.
- (e):** Lakadong Turmeric organically grown in Meghalaya holds immense export potential and been identified under the Districts as Export Hubs Initiative list of products and services.

The Government has undertaken multiple measures to promote Lakadong Turmeric. In April 2021, the Initiative facilitated new procurements through a buyer in Kerala. Sliced & Dried Turmeric for large food processing & nutraceutical industry for export to Europe & North America was also initiated. Further in 2022, farm-level visits and Buyer-Seller Meets were organized in Meghalaya for the promotion of Lakadong Turmeric.

Lakadong Turmeric was also showcased at India International Trade Fair (IITF) 2022. The sellers were provided dedicated stalls to showcase and sell their products and were also provided free accommodation, stalls, food during the duration of IITF. A special category for Lakadong Turmeric has been created on the ODOP GeM Bazaar on Government e-Marketplace (GeM) to facilitate government procurement.

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