

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

LOK SABHA

**UNSTARRED QUESTION NO. 3606.
TO BE ANSWERED ON WEDNESDAY, THE 22ND MARCH, 2023.**

ODOP

3606. SHRIMATI GODDETI MADHAVI:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the present status of 'One-District One-Product' (ODOP) initiative and the details of unique products identified, district and State-wise;
- (b) the steps taken for the promotion and export of the identified products;
- (c) the role of States in formulating a productspecific or district-specific plan to promote identified products; and
- (d) the extent to which identifying district-specific products has been beneficial to farmers and small entrepreneurs?

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):** The 'One-District One-Product' (ODOP) initiative is aimed at fostering balanced regional development across all districts of the country. The initiative aims to select, brand, and promote at least One Product from each District (One District – One Product) of the country for enabling the holistic socioeconomic growth across all regions. The ODOP Initiative has identified a total of 1102 products from 761 districts across the country.

The products identified under ODOP initiative are voluminous and available on DPIIT's website under the links

https://dpiit.gov.in/sites/default/files/ls_3606_ODOP_21March2023.pdf .

- (b):** Several steps have been undertaken for promotion and exports of all ODOP products. This includes, regular capacity building initiatives in collaboration with other government/private bodies such as National Institutes of Design/National Institutes of Fashion Technology, e-commerce onboarding drives for Government e-Market (GeM) ODOP Bazaar which showcases and stocks India's best ODOP products. For introduction of ODOP initiative at international level, virtual buyer sellers meets were undertaken along with Indian embassies and missions abroad. The aim is to familiarize foreign dignitaries from Countries

across the world about the plethora and diversity of products under the ODOP initiative, consequently promoting a brand image and propelling international marketing for local products.

Ministry of External Affairs is leveraging the One District One Product (ODOP) initiative by presenting an array of distinct and diverse handicrafts from different regions of India as gifts to the esteemed delegation of the G20 summit, which India is hosting this year. These gifts are carefully curated with a story card that highlights the geography, community involved in its production, and other intricate details about the product.

The details of the major steps undertaken are annexed at **Annexure-I**.

- (c):** Under the ODOP initiative, all products have been selected by States/UTs by taking into consideration the existing eco-system on the ground, products identified under Districts as Export Hubs (DEH), and GI-tagged products. The finalized list is communicated to DPIIT by the relevant Department of States/UTs. All activities including exhibitions, capacity building, etc. are undertaken at the State/UT and district level, in consultation and coordination with the States/UTs.

- (d):** The ODOP Initiative is aimed at fostering balanced regional development across all districts of the country. The States/UTs have been participating in many Trade facilitation events within the domestic and international markets such as the Dubai World Expo 2020 and in International Day of Yoga in June 2022 in New York. The Initiative has been conducting Capacity-building workshops on organic certification, design development, etc for the promotion of regional trade for local artisans, weavers' manufacturers, etc. For instance, Capacity building workshops have been conducted for local artisans/weavers/SHGs of the products like Agate stone in the city of Khambhat, Gujarat, Sea buckthorn and Apricot from Ladakh, Bamboo Furniture and Handicraft products from Tripura, Molela Clay-Work from Rajasthan, Kamrup Silk products from Assam.

Activities undertaken under by the ODOP Initiative have been annexed at **Annexure-II**.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 3606 FOR ANSWER ON 22.03.2023.

To promote exports, dialogue has been successfully initiated with multiple embassies to increase the reach of India's rich and diverse products internationally. States and UTs have been participating in Buyer-Seller meets, Trade facilitation efforts within the country and at international events such as Dubai World Expo 2020 and at International Day of Yoga in June 2022 at New York. Capacity building workshops have been conducted for local artisans/weavers/SHGs of the following products Pashmina, Sea buckthorn and Apricot from Ladakh, Bamboo Furniture and Handicraft products from Tripura, Molela Clay-Work from Rajasthan, Kamrup Silk products from Assam. Few activities undertaken under by the ODOP Initiative are as follows:

Lakadong Turmeric, West Jaintia Hills, Meghalaya - Facilitated a consignment of 30 tonnes of Lakadong Turmeric from Shillong, Meghalaya in February 2022.

Indo-Japan Mango Festival, Tokyo, Japan -As a result of sustained efforts by the Embassy of India, Tokyo, Japan, and the Agricultural & Processed Food Products Export Development Authority (APEDA) - trade promotion for Indian mangoes in Japan has been undertaken under two editions of 'Mango Festival of India in Tokyo, Japan'. A key achievement of the same is the launch of aromatic, delicious, and nutritious Indian Mangoes in 127 convenience stores of Lawson (29th March 2022) and in the wholesale markets of Nishikasai and Akita Prefecture (28th March 2022).

North-East Mega Buyer Seller Meet in collaboration with the Ministry of Development of North –east Region (DoNER) in Guwahati. Over 70+ sellers, traders, aggregators, farmers from various districts of each of the Northeastern states showcased their products to the buyers who had arrived for the meet in Guwahati.

Walnuts, Budgam, Jammu & Kashmir (26th September 2021) – Initiative in partnership with JKTPO facilitated import substitution of over 2000 KGs of walnuts from Budgam, Kashmir to Bangalore, Karnataka on 26th September 2021.

Sui Dhaaga: India-Russia Buyer Seller Meet for Textile Products (22nd September 2021)- Initiative in partnership with the Embassy of India, Moscow held a buyer-seller meet on textile products focusing on rayon and polyester.

ODOP also showcased and supported the celebration of the **International Day of Yoga (IDY)** at Times Square in New York on June 21, 2022, in collaboration with the Consulate General of India, New York. Multiple ODOP products were displayed at the **World Economic Forum** held from 22nd Jan 2023-26th Jan 2023 in the Indian Pavilion at Davos in Switzerland.

The initiative has been actively collaborating with various Indian Embassies to promote exports and public procurement of ODOP products. **Various ODOP products have been delivered to multiple Indian Embassies in Argentina, Nigeria, Croatia, etc.**

ODOP Exhibitions have been organized in the **Zagreb Ethnographic Museum, Croatia, and in Vancouver, Canada** to promote exports of ODOP products.

ANNEXURE-II

ANNEXURE REFERRED TO IN REPLY TO PART (d) OF THE LOK SABHA USTARRED QUESTION NO. 3606 FOR ANSWER ON 22.03.2023.

Mega Buyer-Seller Meet in Jammu and Kashmir and Assam were held with over 70 sellers, traders, farmers, aggregators from various districts of each of the NE States showcasing their products. The Buyer Seller Meet in Jammu & Kashmir witnessed the presence of multiple national and International Brands.

Mango Festival of India in Japan was conducted with Mango varieties from States such as Andhra Pradesh, Gujarat, Maharashtra and Telangana, in collaboration with the Embassy of India, Tokyo, Japan. A key achievement of the same is the launch of aromatic, delicious, and nutritious Indian Mangoes from 8 states (46 districts) in 127 convenience stores of Lawson (29th March 2022) and in the wholesale markets of Nishikasai and Akita Prefecture (28th March 2022).

Multiple ODOP products were displayed at the **World Economic Forum** held from 22nd Jan 2023- 26th Jan 2023 in the Indian Pavilion at Davos in Switzerland.

ODOP also showcased and supported the celebration of the International Day of Yoga (IDY) at Times Square in New York on June 21, 2022 in collaboration with the Consulate General of India, New York. The aim was to familiarize foreign dignitaries from Countries across the world about the plethora and diversity of products under the ODOP initiative, consequently promoting a brand image and propelling international marketing for local products.
