

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

**UNSTARRED QUESTION NO. 2281.
TO BE ANSWERED ON WEDNESDAY, THE 02ND AUGUST, 2023.**

PROMOTION OF LOCAL INDUSTRIES

2281. SHRI RAMSHIROMANI VERMA:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether any measures are being taken by the Union Government for promoting local industries and setting up new industries in aspirational districts of the country;
- (b) if so, the details thereof;
- (c) whether the procedural aspects related to export of the items manufactured by these local industries are according to the best global practices; and
- (d) if so, the efforts being made by the Government to promote exports in this regard?

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) to (d):** 'Industry' is a State subject. The Union Government supplements efforts of the States and Union Territories through various measures to promote industrialization in the country.

The Aspirational Districts Programme was launched in January 2018 by the Union Government with the aim of improving the social outcomes of the backward districts of India. There are 112 Aspirational Districts, across 26 States and 1 Union Territory, under the Programme.

The major initiatives for promotion of industries include Make in India, Industrial Corridors, One District One Product (ODOP), etc. For promotion of local industries, the ODOP initiative has played a significant role. This initiative aims at fostering balanced regional development across all districts, including the aspirational districts. The idea is to select, brand, and promote One Product from each District (One District – One Product) of the country. The range of the chosen products varies across the country while also touching multiple sectors in existing clusters and communities that have already created a niche identity for themselves.

The mandate of the ODOP Programme includes identifying, understanding, and solving problems associated with each of the chosen products at all points in their respective supply chains, improving the market accessibility of the chosen products, and dedicated handholding of the producers to harness the potential of their products. The ODOP initiative has identified more than 1000 products encompassing various sectors such as textiles, agriculture, food processing, handicrafts and more.

The ODOP Programme has been merged with 'Districts as Export Hubs' (DEH) initiative that highlights the need to channelize the potential and diverse identity in each district of the country to make them export hubs. The Union Government has been working with the States/UTs and the districts directly to create institutional mechanisms to facilitate exports of identified products/services from the districts. State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) have been constituted in all the 36 States/UTs. Products/Services with export potential have been identified in 734 Districts across the country (including Agricultural & Toy clusters and Geographical Indication (GI) products in these Districts).

Districts Export Action Plans have been prepared for identified products and services for overseas markets, which includes 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. The aim is to benefit both producers and manufacturers by addressing challenges for exports of such identified products/services, identifying infrastructural bottlenecks, supply chain gaps, improving market accessibility and handholding for increasing exports.
