

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

**UNSTARRED QUESTION NO. 525.
TO BE ANSWERED ON WEDNESDAY, THE 06th DECEMBER, 2023.**

ODOP

**525. SHRIMATI GODDETI MADHAVI:
SHRI GAURAV GOGOI:
SHRI N. REDDEPPA:
MS. S. JOTHIMANI:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) the current implementation status of the 'One District One Product' (ODOP) initiative and the details of unique products identified by districts and States;
- (b) the steps taken for the promotion and export of the identified products;
- (c) the steps taken by the Government to formulate a product specific or district-specific plan to promote identified products;
- (d) the extent to which district-specific products have been identified; and
- (e) the details of the products identified in Karur, Trichy, Pudukkottai and Dindigul districts of Tamil Nadu?

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):** One District One Product (ODOP) is an initiative that aims to foster balanced regional development across all districts of the country. The idea of ODOP is to select, brand, and promote at least One Product from each District (One District — One Product) of the country for enabling holistic growth across all regions. The ODOP Initiative has identified over 1000 products encompassing various sectors such as textiles, agriculture, food processing, handicrafts, and more, with at least one product from each district of the country. Some of the activities undertaken under ODOP are enclosed at Annexure-I.

The products identified under ODOP initiative are available on website under the link

https://static.investindia.gov.in/s3fs-public/2023_08/20230821_ODOP%20Product%20List_v18_0.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 seller meets were undertaken. 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.

The Details of the major steps undertaken are enclosed at Annexure-II.

(c): Under the ODOP initiative, all products have been identified and selected by States/UTs by taking into consideration the existing ecosystem on the ground. The ODOP Initiative has also carried out extensive field visits to understand the ground realities and challenges at the grassroots level and has prepared product action reports, detailing the existing bottlenecks in the supply chain and identified possible interventions to bridge the existing skill gaps. This also includes EXIM analysis, challenges, and issues faced by the stakeholders on the ground, along with a sequence of action-oriented interventions that must be undertaken by various ministries/ departments and autonomous organizations.

(d) : Identifying ODOP products specific to each district has helped in showcasing the unique products and specialties of that region and created a distinct identity for the district. This helps to attract market demand and recognition for those products. It allows farmers and entrepreneurs to tap into niche markets, both domestically and internationally and opens up new avenues for market access. Various promotional and marketing activities have been conducted to recognize and promote the ODOP products such Indo-Japan Mango Festival, Tokyo, Japan in 2022, G-20 Gifting, representation at international events and exhibitions etc.

(e): The details of the products identified in Karur, Trichy, Pudukkottai and Dindugal Districts of Tamil Nadu are mentioned below:

State	District	Products
Tamil Nadu	Dindigul	Coir Pith Blocks
Tamil Nadu	Dindigul	Garlic
Tamil Nadu	Dindigul	Dindigul Locks
Tamil Nadu	Karur	Textiles - Home Products
Tamil Nadu	Pudukkottai	Engineering Products
Tamil Nadu	Pudukkottai	Cashew
Tamil Nadu	Tiruchi (Thiruchirappalli)	Engineering Products
Tamil Nadu	Tiruchi (Thiruchirappalli)	Leather Products

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA USTARRED QUESTION NO. 525 FOR ANSWER ON 06.12.2023

Some of the activities undertaken under ODOP are as under:

- An **ODOP Award** has been constituted under DPIIT, Ministry of Commerce and Industries on the Rashtra Puruskar Portal to recognize the extraordinary efforts of Districts, States, and the Indian Mission for the promotion of ODOP products.
- **Design Sensitisation Workshops:** The ODOP Initiative in collaboration with NID is conducting design sensitization workshops across States/UTs to train artisans and craftsmen about the Product Development, Product Diversification, Designing etc. 15 design sensitization workshops have been conducted across 9 States/UTs - Kerala, Karnataka, Assam, Gujarat, Madhya Pradesh, Rajasthan, Bihar, Odisha and Tripura.
- **NPOP (Organic) Certification Drives:** 14 NPOP workshops have been conducted so far across 8 States/ UTs - Bihar, Jammu & Kashmir, Jharkhand, Nagaland, Goa, Rajasthan, Ladakh and Tripura.
- **The ODOP GeM Bazaar** was launched on the Government e-Marketplace (GeM) on 29th August 2022 with over 210 product categories created on the platform to promote sales and procurement of ODOP products across the country. Onboarding drives were undertaken to onboard rural artisans onto the platform.
- **G-20 Gifting:** ODOP Products have been actively promoted in gifting to the esteemed G-20 delegates. Products were curated with a story card mentioning the historical and cultural importance of the product. Most of the products were selected from the state in which the G-20 meeting was being held.

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA USTARRED QUESTION NO. 525 FOR ANSWER ON 06.12.2023.

Details of the major steps undertaken for promotion and export of the identified products under ODOP are as under:

- **Engagement with Indian Embassies:** Facilitated the procurement of ODOP products by multiple Indian Embassies for gifting and placement including the Indian Embassy in Croatia, Nigeria, Argentina, Geneva etc.
- **Export Training Workshop:** The ODOP Initiative in collaboration with the Department of Post organized the first Export Training Workshop on 11th January 2023. 160+ people from 5 States (Kerala, Tamil Nadu, West Bengal, J&K, and Meghalaya) participated. The training workshop was conducted using the Dak Ghar Niryat Kendra portal. Training included basic requirements for exports along with major market opportunities.
- **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 had been undertaken under two editions of 'Mango Festival of India in Tokyo, Japan'. A key achievement of the same was 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).
- **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.
- Multiple ODOP products were displayed at the **World Economic Forum** held from January 2023 at Davos in Switzerland.
- ODOP also showcased and supported the celebration of the **International Day of Yoga (IDY) at the Times Square in New York on June 21, 2022** in collaboration with the Consulate General of India, New York.
- **ODOP exhibition at ASEAN-India Millet Festival, Jakarta, Indonesia:** ODOP products were displayed at the 5-day exhibition in Jakarta in Nov 2023 in collaboration with Indian mission to ASEAN.
