

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

**UNSTARRED QUESTION NO. 587.  
TO BE ANSWERED ON WEDNESDAY, THE 06<sup>th</sup> DECEMBER, 2023.**

**ODOP**

**587. SHRIMATI JASKAUR MEENA:**

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

**वाणिज्य एवं उद्योग मंत्री**

- (a) the salient features of One District One Product programme and the details of funds sanctioned, allocated and utilized so far under the programme across the country including Rajasthan;
- (b) the details of targets set and achievements made so far there under and whether the Government is planning to promote tribal products under the said programme;
- (c) if so, the details thereof and whether the Government is considering to include tribal products of Rajasthan under the said programme; and
- (d) if so, the details thereof, district-wise?

**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 which 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.

Since ODOP is not a scheme but an initiative, there is no financial assistance provided to any beneficiary under ODOP initiative.

- (b):** The ODOP initiative in coordination with States/UTs has undertaken various interventions to boost the overall promotion of the identified ODOP products. These steps include regular capacity-building programs conducted in collaboration with Government and private bodies such as the National Institutes of Design. Further, ODOP products have been included as gifts for the esteemed delegation of the G20 summit. ODOP has collaborated with the TRIBES India for ODOP tagging of the products to enhance the marketing and branding of the product. Some of the activities undertaken under ODOP are annexed at Annexure-I.

**(c) & (d):** Under the ODOP initiative, all products have been identified and selected by respective States/UTs. The ODOP list for the State of Rajasthan has been enclosed at Annexure-II which includes Tribal products such as Blue Pottery and Gems & Jewellery.

A few initiatives undertaken for ODOP products in Rajasthan are as under:

- **NPOP (Organic) Certification Drive:** 14 NPOP workshops have been conducted so far across States/ UTs including Rajasthan. NPOP workshop was conducted in Bharatpur, Rajasthan for Mustard Honey in collaboration with the State Government.
- **Design Sensitisation Workshop:** The ODOP Initiative in collaboration with NID (National Institute of Design) is conducting design workshops on product development, product diversification and market trends to bridge the skill gap amongst the artisans and producers. 15 design sensitization workshops have been conducted across States/UTs including Rajasthan. Design Sensitization workshop was conducted in Jodhpur for furniture manufacturers and producers.
- **The ODOP catalogue** is a collection of 1000+ products that are indigenous to India. The catalogue covers a wide range of products such as Fragrances and Essential Oils, Spirits, Tea and Coffee, Gems and Jewellery, Silk and Shawls. The catalogues includes the products from Rajasthan as well which helps in promoting these indigenous products and increasing their visibility.
- **Product Action Reports:** Under the ODOP initiative, extensive field visits have been carried out to understand the ground realities and challenges at the grassroots level, and detailed action reports have been prepared 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 ground, along with sequence of action-oriented interventions that must be undertaken by various ministries/ departments and autonomous organizations.
- **GeM Onboarding:** A dedicated storefront has been created on Government e-Market place (GeM) for ODOP. The purpose of the storefront is to enable direct procurement of ODOP products for gifting/ office use by various line Ministries, Government bodies, and foreign missions abroad. 280+ ODOP categories are currently live on the marketplace including 10+ products from Rajasthan.
- **Emporium Tagging:** ODOP collaborated with Government of Rajasthan to showcase the State's vibrant culture and exceptional craftsmanship. Products were tagged and an ODOP display window was inaugurated at Rajasthali Emporium, New Delhi in August 2023 to promote artisans and craftsmen preserving our nation's rich heritage.

**ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA USTARRED QUESTION NO. 587 FOR ANSWER ON 06.12.2023.**

Some of the activities undertaken under ODOP are as under:

To boost the market visibility of local products at an international level, promotional activities like virtual buyer-seller meets, ODOP exhibitions, and gifting requirements of Indian Missions have been undertaken. The aim is to familiarize foreign dignitaries from countries across the world with the plethora and diversity of products under the ODOP initiative, consequently promoting a brand image and propelling international marketing for local products. Additionally, efforts have been made to facilitate e-commerce onboarding through the Government e-Market (GeM) ODOP Bazaar, which serves as a platform showcasing and stocking India's finest ODOP products.

Furthermore, to showcase India's cultural heritage and craftsmanship on the global stage, ODOP products have been included as gifts for the esteemed delegation of the G20 summit. These gifts comprised a diverse selection of distinctive handicrafts from various regions of India, accompanied by a story card that provided insights into the product's origin, the community involved in its creation, and other intricate details.

The ODOP initiative is focused on promoting all ODOP products including tribal products which are a part of ODOP list. ODOP has collaborated with the TRIBES India (a marketing and sales platform by the Ministry of Tribal Affairs) for ODOP tagging of the products to enhance the marketing and branding of the product. A category of overlapping Tribal products was created on the Government e-Marketplace to encourage the procurement of Tribal products by Government bodies.

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**ANNEXURE-II****ANNEXURE REFERRED TO IN REPLY TO PARTS (c) & (d) OF THE LOK SABHA USTARRED QUESTION NO. 587 FOR ANSWER ON 06.12.2023.**

ODOP list for the State of Rajasthan is as under:

<b>State</b>	<b>District</b>	<b>Product</b>
Rajasthan	Ajmer	Granite/Marble
Rajasthan	Alwar	Automobile Parts
Rajasthan	Banswara	Synthetic Yarn
Rajasthan	Baran	Soyabean
Rajasthan	Barmer	Textile based Handicrafts
Rajasthan	Barmer	Cumin (Jeera)
Rajasthan	Bharatpur	Honey
Rajasthan	Bharatpur	Edible Oil
Rajasthan	Bhilwara	Readymade Garments - Denim
Rajasthan	Bikaner	Bikaneri Namkeen Products
Rajasthan	Bikaner	Woolen Carpet Yarn
Rajasthan	Bikaner	Ceramic Products
Rajasthan	Bundi	Rice
Rajasthan	Chittorgarh	Granite /Marble
Rajasthan	Churu	Wood Products
Rajasthan	Dausa	Carpets
Rajasthan	Dausa	Stone articles
Rajasthan	Dholpur	Milk Powder - Skimmed
Rajasthan	Dungarpur	Granite /Marble - Slabs & Tiles
Rajasthan	Hanumangarh	Guar Gum
Rajasthan	Jaipur	Pottery - Blue
Rajasthan	Jaipur	Gems & Jewellery
Rajasthan	Jaipur	Block Printing Items

Rajasthan	Jaisalmer	Yellow Marble Slabs
Rajasthan	Jalore	Spices
Rajasthan	Jalore	Mojari Juttis
Rajasthan	Jhalawar	Oranges
Rajasthan	Jhalawar	Sandstone
Rajasthan	Jhunjhunu	Stone Products
Rajasthan	Jhunjhunu	Wood Products
Rajasthan	Jodhpur	Furniture - Handicraft Products
Rajasthan	Karauli	Sandstone articles
Rajasthan	Karauli	Silica and Silica Sand
Rajasthan	Kota	Embroidery Fabric - Kota Doria
Rajasthan	Nagaur	Granite /Marble - Makrana
Rajasthan	Pali	Mehendi
Rajasthan	Pratapgarh	Garlic
Rajasthan	Pratapgarh	Thewa Art
Rajasthan	Rajsamand	Terracotta
Rajasthan	Sawai Madhopur	Tourism
Rajasthan	Sikar	Furniture - Antique
Rajasthan	Sirohi	Marble Articles
Rajasthan	Sri Ganganagar	Gum Powder
Rajasthan	Tonk	Sandstone
Rajasthan	Udaipur	Granite /Marble - Ivory Carving

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