

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

**UNSTARRED QUESTION NO. 402.
TO BE ANSWERED ON WEDNESDAY, THE 3RD FEBRUARY, 2021.**

ONE DISTRICT ONE PRODUCT

**402. SHRI GANESH SINGH:
SHRI LAVU SRI KRISHNA DEVARAYALU:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:
वाणिज्य एवं उद्योग मंत्री

- (a) the salient features of "One District One Product" (ODOP);
- (b) whether based on strengths of a district and National Priorities, ODOP is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship making to the goal of Atma Nirbhar Bharat;
- (c) whether the Government has initiated the ODOP programme named in Madhya Pradesh; if so, the district-wise details of in this regard;
- (d) whether the Government has any specific scheme, meant for the district Satna, Madhya Pradesh like providing incentives to industries and socio- economic development, if so, the details thereof and if not, the reasons therefor; and
- (e) the steps being taken by the Government for improving the economic productivity in the district Satna?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्यमंत्री (श्री सोम प्रकाश)
**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

(a)to(e): One District One Product (ODOP) is an initiative which is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth, generate employment and rural entrepreneurship, taking us to the goal of AtmaNirbhar Bharat. One District One Product (ODOP) initiative has for operational purposes been merged with 'Districts as Export Hub' initiative being implemented by DGFT, Department of Commerce with Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder.

Department of Commerce through DGFT is engaging with State and Central government agencies to promote the initiative of One District One Product. The objective is to convert each District of the country into an Export Hub by identifying products with export potential in the District, addressing bottlenecks for exporting these products, supporting local exporters/manufacturers to scale up manufacturing, and find potential buyers outside India with the aim of promoting exports, promoting manufacturing & services industry in the District and generate employment in the District.

To increase exports and take export promotion to the District level, Department of Commerce through the Director General of Foreign Trade (DGFT) is engaging with State / UT Governments to implement the said initiative in all districts of the country in a phased manner, with the objective of mobilizing the potential of each district of the country to achieve its potential as an export hub. Under the initial phase of the ODOP programme, 106 Products have been identified from 103 districts across 27 States.

So far as Madhya Pradesh concerned, one product namely Leather toys of Indore (Indore) is among the identified 106 Products. All the Districts of Madhya Pradesh are already covered under the 'Districts as Export Hub' initiative. State Export Promotion Committee (SPEC) and District Export Promotion Committee (DEPC) have been constituted in Madhya Pradesh. DEPC. Meetings have been conducted in 48 Districts of Madhya Pradesh including Satna and Draft Export Action Plans are prepared for all the districts of Madhya Pradesh. State Export Strategy has also been prepared for Madhya Pradesh.

DEPC is constituted in all Districts of India except districts of the state of West Bengal, DEPC meetings have been conducted in 510 Districts of India, Draft Export Action Plans are prepared for 451 Districts. Further, products/ services with Export potential have been identified in 725 Districts, and State Export Strategy has been prepared by 25 States/UTs.

Also, existing Government Schemes – both Central and State-specific for all 106 products have been identified for achieving the objectives of ODOP initiative and there is no provision allotment of funds separately.
