

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

**STARRED QUESTION NO. 209.
TO BE ANSWERED ON WEDNESDAY, THE 16TH MARCH, 2022.**

ONE DISTRICT ONE PRODUCT

***209. SHRI VISHNU DATT SHARMA:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether economic value has been created, exports increased, employment generated and entrepreneurship encouraged under 'One District One Product' scheme in Madhya Pradesh;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

**THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

(a) to (c): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA
STARRED QUESTION NO. 209 FOR ANSWER ON 16th MARCH, 2022.**

(a) to (c): The Central Government has initiated the One District One Product (ODOP) in different States/UTs of the country. ODOP is seen as a transformational step towards realizing the true potential of a district, fuelling economic growth, generating employment and rural entrepreneurship, taking us to the goal of Aatmanirbhar Bharat. ODOP initiative is operationally merged with 'Districts as Export Hub' (DEH) initiative of the DGFT, Department of Commerce, with the Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder.

The Department is engaging with State and Central Government agencies to promote the initiative of ODOP, which is an on-going process. The objective is to convert each District of the country into a manufacturing and Export Hub by identifying products with export potential in the District. In this context, Districts Export Action Plans include 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, thereby creating economic value. The plans also focus on the interventions required to provide the ecosystem for innovation/ use of technology at the district level to make them export competitive, thereby encouraging entrepreneurship. These plans also include identifying and addressing challenges for exports of such identified products/services, improving supply chains, market accessibility and handholding for increasing exports paving way for employment generation.

Madhya Pradesh has a total of 52 districts and all of them have been covered in the DEH initiative. To realize the vision of the scheme, District administration along with various concerned Departments are organizing, developing and strengthening Farmer Producer Organizations (FPOs), Self Help Groups (SHGs), Common Facility Centers (CFCs), Special Purpose Vehicles (SPVs), Trainings, Buyer-Seller Meets and Marketing initiatives etc. The State-wise/ district-wise details of products identified under 'District as Export Hub' initiative are available at the following link:

<http://exporthubs.gov.in/images/pdf/Final%20Product%20List.pdf>
