

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

**UNSTARRED QUESTION NO. 2389.
TO BE ANSWERED ON WEDNESDAY, THE 16TH MARCH, 2022.**

CRITERIA FOR ODOP

2389. SHRI RAMESH CHAND BIND:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the manner in which the Government is planning to make every district self reliant and to provide employment by globalizing the local products through 'One District One Product (ODOP)' scheme;
- (b) the process of selection of districts under ODOP scheme;
- (c) whether Bhadohi district of Uttar Pradesh has also been selected under the scheme; and
- (d) if so, the details thereof and if not, the reasons therefor?

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) & (b):** 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, fueling 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.

Government along with State and Central Government agencies has taken up activities 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. The ODOP initiative works with manufacturers/producers across districts, along verticals like design, production, manufacturing, packaging and market creation to boost sales both in the domestic as well as international market, thereby paving way for employment generation. Under ODOP initiative, the products have been selected taking into consideration the existing eco-

system on the ground, products identified under DEH, GI-tagged products and recommendations from State Governments.

(c) & (d): Yes, Bhadohi district is one of the districts identified in the State of Uttar Pradesh under this initiative. 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>
