

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

**UNSTARRED QUESTION NO. 2862.
TO BE ANSWERED ON WEDNESDAY, THE 3RD AUGUST, 2022.**

ODOP INITIATIVE

2862. SHRI POCHA BRAHMANANDA REDDY:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the present status of One-district One - product(ODOP) initiative and the details of unique products identified, district and State-wise;
- (b) the steps taken for the promotion and export of the identified products;
- (c) the role of States in formulating a product specific or district-specific plan to promote identified products; and
- (d) the extent to which identifying district-specific products has been beneficial to farmers and small entrepreneurs?

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) to (d): 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.

The ODOP Initiative is aimed at fostering balanced regional development across all districts of the country enabling holistic socio-economic growth across all regions. 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. Institutional mechanism in the form of State Export Promotion Committees (SEPCs) and District Export Promotion Committees (DEPCs) have been constituted in 36 States/UTs to provide support for export promotion and address the bottlenecks for export growth in the districts.

Districts Export Action Plans are prepared for identified products and services for overseas markets, which includes 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. 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. So far, in about 557 districts, export plans have been prepared and in about 218 have been adopted by DEPCs.

Products have been identified under ODOP and DEH across each district in the country. The range of the chosen products covers multiple sectors, Ministries and Departments, including products of farmers, weavers, artisans, other producers and sellers of districts. State-wise/district-wise list of products identified under 'District as Export Hub' initiative is available on the following link: -

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

ODOP/DEH initiatives contribute to the goal of AtmaNirbhar Bharat, Vocal for local and Make in India, by providing opportunities for employment, through significantly increasing the manufacturing and exports of identified products.
