

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

**UNSTARRED QUESTION NO. 620.
TO BE ANSWERED ON WEDNESDAY, THE 20TH JULY, 2022.**

ODOP

620. SHRI RAJU BISTA:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government is aware that orange in Darjeeling and large cardamom from Kalimpong districts have been included under the One District One Product Programme (ODOP) and if so, the details thereof;
- (b) the details of steps taken by the Government to provide employment opportunities by taking local ODOP products at global level;
- (c) the details of all Government schemes and infrastructure developed under the ODOP initiative; and
- (d) the details of efforts taken by the Government to encourage investment to boost manufacturing and push exports of ODOP products?

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 all the

36 States/UTs to provide support for export promotion and address the bottlenecks for export growth in the districts.

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. 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, while paving way for employment generation.

State-wise/district-wise list of products identified under 'District as Export Hub' initiative, including products from various districts of West Bengal is available on the following link: -
<https://exporthubs.gov.in/images/pdf/Final%20Product%20List.pdf>
