

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

**UNSTARRED QUESTION NO. 1284.
TO BE ANSWERED ON TUESDAY, THE 03RD DECEMBER, 2024.**

IDENTIFYING OF ONE-DISTRICT ONE-PRODUCT

1284. SHRI RAMASAHAYAM RAGHURAM REDDY:

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

वाणिज्य एवं उद्योग मंत्री

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

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a): One District One Product (ODOP) initiative aims to select, brand, and promote at least One Product from each District (One District – One Product) of the country for enabling holistic growth across all regions. The ODOP Initiative has identified 1259 products from 782 districts across the country encompassing various sectors such as textiles, agriculture, food processing, handicrafts and more. Details of unique products identified (District and State wise) under the ODOP initiative as on date is available on DPIIT's website under the links –

https://dpiit.gov.in/sites/default/files/ODOP_ProductList_No.1284.pdf.

- (b): Several steps have been undertaken for promotion and exports of all ODOP products. These include, facilitating participation in domestic exhibitions, regular capacity building initiatives in collaboration with various agencies; e-commerce on-boarding drives for Government e-Marketplace (GeM)- ODOP Bazaar which showcases and stocks India's best ODOP products. For promoting ODOP at international level, engagement with Indian Missions abroad, virtual buyer sellers meets and participation in international exhibitions have been undertaken. Also, various ODOP Products have been included as part of gifting during G-20 meetings in India to popularize these products internationally.

Further, under the District as Export Hub (DEH) initiative of DGFT, identification of the products and services with export potential in all the districts of the country is done in consultation with all stakeholders including the States/UTs. Further, under DEH, institutional mechanism has been set up in all States/UTs by forming the State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) at the district level. Under the initiative, District Export Action Plans detailing the existing bottlenecks in the supply chain and identifying possible interventions to mitigate the existing gaps have been prepared for 590 districts and are being prepared for the rest of the districts.

- (c):** The role of States is pivotal to the success and growth of the One District One Product (ODOP) initiative. All products are selected by States/UTs by taking into consideration the existing ecosystem on the ground, potential for exports, and GI-tagged products. States are playing a significant role by developing unique branding for products, formulating ODOP policies, integrating with existing industrial/MSME policies, appointing dedicated nodal officers, creating seller database, capacity building initiatives, conducting exhibitions and establishing platforms to promote ODOP products and support artisans and farmers.
- (d):** The identification of district-specific products has benefited farmers and small entrepreneurs by creating a unique identity for regional goods, leading to market differentiation and competitive advantage. It boosts the local economy by creating a niche market for these products and providing additional sales opportunities. Product and district specific approach have been beneficial in devising specific capacity building initiatives, focused branding and marketing initiatives, identification of existing bottlenecks in supply chain and focused efforts for export promotion.
