

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION No. 3454
ANSWERED ON 17/12/2024

INCREASING ODOP EXPORTS

3454. SHRI PUTTA MAHESH KUMAR:

Will the Minister of **COMMERCE AND INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) the details of the total value and quantity of One District One Product (ODOP) products exported from India during the last five years in a State/district-wise including Eluru in Andhra Pradesh;
- (b) the details of the steps undertaken by the Government during the last five years to incentivise States to step up exports of ODOP products across India;
- (c) whether the Government has considered inviting foreign companies to invest in developing and upgrading the necessary infrastructure to increase the export of ODOP from India, if so, the details thereof; and
- (d) whether the Government has carried out any training/skill development initiative/plan/scheme to increase the export of ODOP products, if so, the details thereof and list of events under such initiative/plan/schemes carried out in Andhra Pradesh, especially in Eluru district during the last five years?

ANSWER

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

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

(a) The district-wise ODOP products from Andhra Pradesh (including Eluru district) are available at:

(https://static.investindia.gov.in/s3fs-public/2024-11/odop_product_list_november_0.pdf).

No such data is maintained by the Ministry.

(b) & (c) Directorate General of Foreign Trade (DGFT) in collaboration with Department for Promotion of Industry and Internal Trade(DPIIT) has been working with the States/UTs and the districts to organize export sensitization and promotion workshops. These workshops are designed to equip stakeholders with the necessary knowledge and tools to navigate global trade. By empowering all the stakeholders, these workshops play a crucial role in preparing them to effectively leverage international markets, thereby supporting India's broader export growth objectives.

Further, various activities have been undertaken to promote and enhance the visibility of products and services identified under the ODOP and Districts as Export Hubs(DEH) initiative both within India and internationally. Efforts to promote these products at the international level include engagement with Indian Missions abroad, virtual buyer-seller meets, and participation in international exhibitions. Additionally, several such products were included as part of gifting during the G-20 meetings held in India, which has further contributed to raising the global profile of these products.

(d) In order to create more awareness around exports in all the country's districts under Districts as Export Hubs initiative and to handhold exporters, DGFT Regional Authorities along with the States/UTs and the districts have been organizing outreach events with leading e-commerce partners, stakeholders from the States/UTs and the Central Government, Industry associations etc. to provide valuable hand-holding, capacity building, and training sessions for participating businesses along with small-scale exporters and MSMEs, offering key insights and support to help them succeed in global markets. DGFT has also partnered with Exim Bank to boost exports for DEH-ODOP products through Exim Bank's GRID program (Grassroots Initiatives for Development). The program aims to address sector-specific challenges and identify suitable beneficiaries for support. Some of the events held for export promotion of ODOP products in States including Andhra Pradesh, include the following:

1. The ODOP Initiative, in collaboration with the National Institute of Design (NID), has been conducting design sensitization workshops across various States/UTs, including Krishna

district in Andhra Pradesh. A total of 29 such workshops have been conducted across 17 States/UTs.

2. The ODOP Initiative has been collaborating with States/UTs to conduct NPOP (National Programme for Organic Production) Organic Certification Drives. These drives provide training to farmers on organic certification and assist in facilitating the certification for eligible farmers. A total of 18 NPOP workshops have been held across 9 States/UTs, contributing to the formal recognition of organic farming for various ODOP products.

3. Five Export awareness meetings/ stakeholders' meeting have been conducted recently with a participation of more than 700 persons in the districts of Andhra Pradesh as part of the outreach programs conducted under Districts as Export Hubs initiative.
