

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

**STARRED QUESTION NO. 31.
TO BE ANSWERED ON TUESDAY, THE 04TH FEBURARY, 2025.**

ASSISTANCE UNDER ODOP SCHEME

***31. DR. C M RAMESH:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has identified Etikoppaka Lacquerware Toys from Anakapalli district of Andhra Pradesh under One District One Product (ODOP) Scheme with an objective of branding, promoting, efficient supply chain management, marketing, etc., if so, the details thereof;
- (b) the details of assistance, financial and other help that the Government has provided to artisans and units of Etikoppaka toys since inclusion under ODOP scheme;
- (c) the details of funds approved, sanctioned, released and spent on the above since inclusion of Etikoppaka toys under ODOP scheme, year-wise; and
- (d) whether any special help/assistance is provided to Geographical Indication (GI) tagged products such as Etikoppaka toys by the Government and if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

**THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF LOK SABHA STARRED QUESTION DY. NO. 31 FOR ANSWER ON 04th February 2025.

(a): ODOP is not a scheme but an initiative to promote the products from each district of the country. Under ODOP initiative, products are identified by the respective States/Union Territories (UTs), and the finalized list is communicated to the Department for Promotion of Industry and Internal Trade (DPIIT) by the concerned departments of the States/UTs.

In the case of Anakapalli district, Andhra Pradesh, Etikoppaka Lacquerware Toys have been designated as the primary product under the ODOP initiative.

Under ODOP initiative, efforts to enhance branding, promoting, efficient supply chain management, marketing focus on:

1. Establishing recognition via exhibitions and trade fairs for district specific products domestically and internationally.
2. Developing a unique identity that highlights the cultural and traditional value of products.
3. Facilitating links between producers, buyers, and retailers.
4. Utilizing digital platforms, e-commerce, and trade fairs to maximize visibility and sale of ODOP products.

(b) & (c): ODOP is not a scheme but an initiative only. There is no financial assistance provided by DPIIT under the initiative. The details of other assistance provided to the artisans and units of Etikoppaka toys by DPIIT is mentioned below:

1. **Design Sensitization Workshop:** The ODOP Initiative in collaboration with NID (National Institute of Design) is conducting design workshops on product development, product diversification and market trends to bridge the skill gap amongst the artisans and producers. 30+ design sensitization workshops have been conducted across different States/UTs.
- 2-days design sensitization workshop has also been conducted for the artisans of Etikoppaka Toys at Anakapalli enabling them to explore new designs and market trends.
2. **GeM Onboarding:** A dedicated storefront has been created on Government e-Market place (GeM) for ODOP. The purpose of the storefront is to enable direct procurement of ODOP products for gifting/ office use by various line ministries, government bodies, and foreign missions abroad. 500+ ODOP categories are currently live on the marketplace including 52 product category from Andhra Pradesh and 12 live products for Etikoppaka toys from Anakapalli.
3. The **ODOP catalogue** is a collection of 1000+ products that are indigenous to India. The catalogue covers a wide range of products such as Fragrances and Essential Oils, Spirits, Tea and Coffee, Gems and Jewellery, Silk and Shawls. The catalogue includes the Etikoppaka Toys from Anakapalli as well which helps in promoting these indigenous products and increasing their visibility.

4. **Product Showcase at National and International platforms:** ODOP Products including Etikoppaka Toys were exhibited at various national and international events and exhibitions including India International Trade Fair, New Delhi from 14th -27th Nov, 2024, Aatmanirbhar Bharat Utsav, New Delhi from 3rd Jan 2024, Bharat Tex, New Delhi from 26th – 29th February, 2024, ASEAN-India Millet Festival (22-26 November 2023) in Jakarta, Indonesia and many more.
5. **ODOP Awards:** ODOP Awards have been constituted under DPIIT, Ministry of Commerce and Industries to recognize the extraordinary efforts of Districts, States, and the Indian Mission in the promotion of ODOP products. This encourages state government and district administration to support ODOP artisans through various state and central schemes and promote their products across multiple platforms.
6. **E- Commerce Platform:** Etikoppaka Toys are also available on online platforms such as Amazon- ODOP Bazar, Flipkart and on state developed e-commerce website under the brand name of 'LEPAKSHI'.

Additionally, Government of Andhra Pradesh under APHDC Ltd. (Andhra Pradesh Handicrafts Development Corporation Limited) has also taken steps for marketing of Etikoppaka Toys through its 19 Lepakshi showrooms under the brand name of 'LEPAKSHI'. State has also ensured participation of Etikoppaka Toys in 34 Thematic Exhibitions and 4 Gandhi Shilp Bazars for promotion and marketing of Toys.

- (d): All the measures taken to promote the One District One Product (ODOP) initiative such as Capacity Building Trainings, Promotional events and exhibitions, e-commerce onboarding, buyer seller meets etc. also include the promotion of Geographical Indication (GI) tagged products listed under ODOP. There are 658 GI tagged products in India, out of which 262 products are ODOP products. Several initiatives have been taken by Government of India for promotion of GI tagged products such as awareness workshop on Geographical Indications, advertising and publicity campaigns, engagement with States & UTs for capacity building and hand holding of GI producers, participation in national and international trade fairs. ODOP initiative is also actively engaged with Indian missions abroad for outreach of ODOP products including GI products.
