

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

**UNSTARRED QUESTION NO. 241.
TO BE ANSWERED ON TUESDAY, THE 04TH FEBRUARY, 2025.**

INITIATIVE OF ONE DISTRICT ONE PRODUCT

241. SHRI S JAGATHRATCHAKAN:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the total number of districts identified under the One District One Product (ODOP) initiative since the inception of scheme in the country State-wise including Tamil Nadu, year-wise;
- (b) the financial assistance provided by the Government under the ODOP initiative since inception, State and year-wise;
- (c) whether the Government has data for any measurable impact of the scheme, including export growth and employment generation in States, if so, the details thereof State-wise particularly in Tamil Nadu; and
- (d) the steps taken by the Government to address challenges faced by States, including Tamil Nadu, in the implementation of the ODOP initiative?

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):** Products from 782 districts across the country have been covered under the ODOP Initiative. The ODOP products are from various sectors such as textiles, agriculture, food processing, handicrafts, and more. Number of districts covered under One District One Product (ODOP) since inception year-wise is as under:

Financial Year	New Districts Covered	Cumulative Districts Covered
FY 2020-21	103	103
FY 2021-22	647	750
FY 2022-23	10	760
FY 2023-24	22	782

The details of unique products identified (district and state-wise, including Tamil Nadu) under the ODOP initiative as of 19th December 2024 is available on DPIIT's website under the links –

https://dpiit.gov.in/sites/default/files/odop_product_list_december.pdf

- (b): ODOP is an initiative; thus, there is no provision for financial assistance thereof.
- (c): Such data is not available with DPIIT. However, the Government of India has launched the Districts as Export Hubs (DEH) Initiative under the Directorate General of Foreign Trade (DGFT) to boost export activities including for ODOP products across various districts. In Tamil Nadu, 38 districts have been identified with potential export products and services (refer Annexure 1) and District Export Action Plans (DEAPs) have been prepared for 20 of these districts (refer Annexure 2)
- (d): There are several steps taken by the Government to address challenges faced by States, including Tamil Nadu, in the implementation of the ODOP initiative, as below:
1. **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 38 product categories from Tamil Nadu.
 2. **Product Showcase at National and International platforms:** ODOP Products including from State of Tamil Nadu were exhibited at various national and international events and exhibitions.
 3. **Market Access and Promotion:** Establishing ODOP (One District One Product) corners in Indian missions, embassies, and international exhibitions to showcase regional products globally, including those from Tamil Nadu. Additionally, partnering with online platforms such as GeM, ONDC, Amazon, Flipkart, and other e-commerce platforms to enhance the reach of ODOP products.
 4. **Skill Development and Capacity Building:** Conducting training and certification programs in collaboration with NIDs, NIFT, and NPOP to upskill artisans and entrepreneurs. A workshop on export procedures, organized by the Directorate General of Foreign Trade (DGFT), Ministry of Commerce & Industry, was held on 14th November 2024 at the Madurai Export Summit.

ANNEXURE-1

**ANNEXURE REFERRED TO IN REPLY TO PART (c) OF THE LOK SABHA
UNSTARRED QUESTION 241 FOR ANSWER ON 04.02.2025.**

List of Districts and Products/ Services Identified under DEH

S No.	District	Identified Products and Services
1.	Ariyalur	Readymade Garments, Corrugated Sheets & Boxes, Cashew
2.	Chengalpattu	Leather goods, Shrimp, Automobile products, Granite
3.	Chennai	Biotechnology, Food processing, Marine products, Jewellery products, Apparels, Software services
4.	Coimbatore (Pollachi)	Automobile & Engineering Products, Poultry Products, Coconut & Coir Products, Kovai Kora Cotton Sarees, Coimbatore Wet Grinder
5.	Cuddalore	Chemical, Marine, Cashew Nuts
6.	Dharmapuri	Auto Components, Engineering, Horticulture, Agro Products, Plastics
7.	Dindigul	East India Leather, Dindigul Locks, Sirumalai Hill Banana, Virupakshi Hill Banana, Kodaikanal Malai Poonducts
8.	Erode	Handloom & Powerloom Products, Egg Powder, Motor Vehicle Parts, Tapioca & Starch, Erode Manjal (Erode Turmeric)
9.	Kallakurichi	Rice, Sago, Turmeric, Jaggery powder, Cattle feed
10.	Kanchipuram	Engineering and Auto components, Software Food Processing, Tourism, Kancheepuram Silk
11.	Kanyakumari	Cashew, Fish Nets, Sea Shells, Temple Jewellery of Nagarcoil, Eathomozhy tall coconut
12.	Karur	Home Textiles, HDPE Products, Gems
13.	Krishnagiri	Food Processing, Cut flowers, Diamond Jewellery
14.	Madurai	Madurai Sungudi, Madurai Malli, Granite
15.	Mayiladuthurai	Coconut, Mango pulp, Coir
16.	Nagapattinam	Food Processing, Coir, Artificial Jewellery
17.	Namakkal	Poultry Products, Cotton Yarn & Fabric, Granite
18.	Perambalur	Agriculture Products, Cashew
19.	Pudukkottai	Food Processing, Coir, Cashew, Granite
20.	Ramanathapuram	Dry Fish
21.	Ranipet	Leather products, Pharmaceuticals, Automobile components
22.	Salem	Salem Venpattu, Engineering, Food Processing, Diamond Jewellery, Poultry Products
23.	Sivaganga	Gherjubs (Miniature Cucumber), Chettubad Jittab
24.	Tenkasi	Coir pith block
25.	Thanjavur	Thanjavur Paintings, Thanjavur Art Plate, Thanjavur Doll, Thanjavur Veenai, Thanjavur Pith Works, Coir, Silk, Brass Works
26.	Theni	Banana, Spices, Made ups
27.	Nilgiris	Horticulture Crops, Tea, Floriculture products
28.	Tiruvallur	Garments, Engineering, Chemicals
29.	Tiruvarur	Coir Industries, Agriculture Products, Marine Products
30.	Tiruchirappalli	Agro Food Processing, Defence Equipments, Artificial Jewellery, Windmil Components, Banana
31.	Tirunelveli	Tirunelveli Halwa, Pattamadai Pai, Readymade garments
32.	Tirupathur	Leather products, Coir products, Sandalwood products
33.	Tiruppur	Hosiery Garments & Apparels
34.	Tiruvannamalai	Silk, Manufacturing Products, Automobile Products, Edible oil
35.	Thoothukudi (Tuticorin)	Marine Products
36.	Vellore	Leather Industry, Readymade Garments, Chemicals
37.	Viluppuram	Agriculture Products, Marine Products
38.	Virudhunagar	Spices, Yarn, Coir pith, Crackers, Printed books

ANNEXURE-2

ANNEXURE REFERRED TO IN REPLY TO PART (c) OF THE LOK SABHA UNSTARRED QUESTION 241 FOR ANSWER ON 04.02.2025.

Details of DEPC meetings and District Export Action Plans for all districts of Tamil Nadu.

Districts	Products/Services Identified	Details of District Export Action Plan
Ariyalur	Readymade Garments, Corrugated Sheets & Boxes, Corn, Drumstick, Moringa leaf products	Prepared
Chengalpattu	Software exports, shrimp, engineering - Automobile components, granites, mamallapuram rock statues, Tourism -Cultural & Heritage, Pharmaceutical products, Vegetable oil, Non -Basmati rice, Watermelon, Mango & Mangopulp, Chillies	Prepared
Chennai	Biotechnology, Food processing, Marine products, Jewellery products, Apparels, Software and software services, Bio- Tech based Diagnostic production of vaccines, Engineering -Automobile componenets, Stevia (Natural Sweetener), Millets, Herbal Components used for Ayurveda, Organic Products	Prepared
Coimbatore	Engineering products such as motors & pumps, automobile engineering components, iron castings, aluminium castings, Wet grinders & home appliances, Textiles, Poultry products, Coconut & coir products, Kovai kora cotton sarees.	To be Formulated
Cuddalore	Chemical, Marine, Agro & Processed Food Products - Cashew Nuts, Jackfruit, Non- Basmati Rice, Ceramics, Handi Crafts Toys, Industrial Chemicals	Prepared
Dharmapuri	Auto Components, Engineering, Horticulture, Plastics, Sago / Tapiaco, Mango & Mango pulp, Skimmed Milk Powder , Green Chillies, Tomato Pulp, Millets(except maize products)	Prepared
Dindigul	Textile, Dindigul Locks, Sirumalai Hill banana	To be Formulated
Erode	Handloom & Powerloom products, processed fabrics, Egg powder, Motor vehicle parts, Agricultural products such as Tapioca & starch, Poultry products & egg, Erode Manjal (Turmeric)	To be Formulated
Kallakurichi	Food products – Rice, Sago, Turmeric, Tamarind, Guava, Water melon, Cashew Nut, Jaggery powder, Cattle feed – Briquette, Edible oil - Ground nut, Gingelly Oil	Prepared
Kancheepuram	Engineering and Auto components, Silk weaving, Textile garments, Software, Food Processing, Tourism - Heritage and medical, Kancheepuram Silk, Non - BasmatiRice,Watermelon, Mango & Mango pulp, Chillies	Prepared
Kanniyakumari	Cashew, Fish nets, Sea shells, Temple jewellery of Nagarkoil, Earthomozhy tall coconut	To be Formulated
Karur	Home textiles such as bedsheets, Placemats, Table runners, curtains, etc. HDPE products, Gems such as Ruby & Beryl	To be Formulated
Krishnagiri	Engineering, Food Processing (Mango Pulp), Cut flowers, Diamond Jewellery	Prepared
Madurai	Handlooms, Granite products, Readymade Garments, Madurai Sungudi, Madurai Malli (Jasmine)	To be Formulated
Mayiladuthurai	Agro food processing, Marine food processing, Coir,Non-basmati rice, coconut products, millets and maize, mango pulp	To be Formulated
Nagapattinam	Poultry Products such as Hatching Eggs, Parent Eggs, Broiler Chickens, Table Eggs, etc., Raw Granite, Yarn, Cotton Fabrics, Towels, Bed Spreads & Rigs.	Prepared

Namakkal	Poultry products such as hatching eggs, Parent eggs, broiler chickens, Table eggs, etc. Raw Granite, Yarn, cotton fabrics, towels, Bed spreads & Rigs	To be Formulated
Perambalur	Marine food products, Granite, Coir, Engineering -Auto mobile Components, Cashew Nut, Ground Nut	Prepared
Pudukkottai	Dry Fish	Prepared
Ramanathapuram	Dry Fish	To be Formulated
Ranipet	Engineering, Food Processing (mango Pulp), cut flowers, Diamond Jewellery, Poultry Products & Eggs, Salem Fabric, Salem Silk known as Salem Venpattu,	Prepared
Salem	Engineering, Food processing (mango pulp), Cut flowers, Diamond jewellery, Poultry products & eggs, Salem fabric, Salem Venpattu(Silk)	To be Formulated
Sivaganga	Handicrafts	To be Formulated
Tenkasi	Coir pith block	To be Formulated
Thanjavur	Agro food processing, Marine food processing, Coir,Non-basmati rice, coconut products, millets and maize, mango pulp	Prepared
The Nilgiris	Horticulture crops like potato, Cabbage, Carrot, Tea, Coffee, Ginger, Fruits, Timber, Eucalyptus oil, Garlic & pepper, Floriculture products, Home made chocolates, Ooty varkey, Nilgiri logo	To be Formulated
Theni	Banana, Spices, Made ups	To be Formulated
Thiruvallur	Readymade Garments,Handloom products, Engineering-tools and Automobile components, Chemical Products - Industrial polymer, Bulk Containers, Non -Basmati Rice, Vegetable oil, Dhal Products	Prepared
Thiruvarur	Coir Industries, Marine Products, Non-Basmati Rice,Onion Powder ,Organic Vegetable,Rice Bran Oil	Prepared
Thoothukkudi	Agro Food Processing, Heavy Electricals and Engineering, Artifical Jewellery, Readymade garments, Software, Banana, Banana Products,	To be Formulated
Tiruchirappalli	Yarn,Tirunelveli Halwa, Pattamadai Pai	Prepared
Tirunelveli	Yarn,Tirunelveli Halwa, Pattamadai Pai	To be Formulated
Tirupathur	Hosiery Garments & Apparels	Prepared
Tiruppur	Hosiery Garments & apparels	To be Formulated
Tiruvannamalai	Marine Products	Prepared
Vellore	Leather Industry, Readymade Garments, Industrial Chemicals, Edible Oil -Ground Nut , Mango Pulp,Dairy Products,Elamvambadi Brinjal,Odungathur Guava	Prepared
Viluppuram	Marine Products, Edible Oil- Ground Nut and Gingelly oil,Tamarind,Guava, Water Melon,Cashew Nut	Prepared
Virudhunagar	Spices, Yarn, Coir pith, Crackers, Safety matches, Printed books, Grey cloth, Gauze cloth	To be Formulated
