

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

**UNSTARRED QUESTION NO. 4078.
TO BE ANSWERED ON TUESDAY, THE 25TH MARCH, 2025.**

ODOP INITIATIVE

4078. SHRI MOHMAD HANEEFA:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has identified products such as Pashmina and Apricot in the UT of Ladakh under the 'One-District One-Product' (ODOP) initiative;
- (b) if so, the details of steps taken by the Government for the promotion and export of the identified products;
- (c) the extent to which identifying district-specific products has been beneficial to farmers and small entrepreneurs;
- (d) whether the Government has data for any measurable impact of the initiative, including export growth and employment generation in the region, if so, the details thereof; and
- (e) whether the Government proposes to provide direct financial benefit to the farmers and small entrepreneurs engaged in the production of the said products under the ODOP initiative, and if so, the details thereof?

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): Yes, the One District, One Product (ODOP) Initiative, under the Department for Promotion of Industry and Internal Trade, Government of India, has identified Apricot from Kargil, and Pashmina from Leh under the Union Territory of Ladakh as ODOP products.
- (b): Several steps have been undertaken for promotion and exports of all ODOP products including products identified from Ladakh. These include, facilitating participation in domestic and international 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 Districts as Export Hubs (DEH) initiative of Directorate General of Foreign Trade (DGFT), Department of Commerce, the Government has taken various steps to promote export of identified products such as Pashmina and Apricot. An institutional mechanism has been established through the formation of a State Export Promotion Committee (SEPC) at the Union Territory level and District Export Promotion Committees (DEPCs) at the district level. Additionally, District Export Action Plans (DEAP) have been prepared for both Leh and Kargil, which outlines the existing challenges in the supply chain and identifies targeted interventions to improve export readiness. These plans focus on addressing supply chain bottlenecks, enhancing branding efforts, and facilitating access to domestic and international markets for these products.

- (c):** 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.
- (d):** One District One Product (ODOP) is only an initiative, not a scheme with any financial component, and therefore such data is not available.
- (e):** At present, there is no such proposal.
