

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

**UNSTARRED QUESTION NO. 3780.
TO BE ANSWERED ON TUESDAY, THE 12TH AUGUST, 2025.**

PROMOTION OF ODOP PRODUCTS FROM ANDHRA PRADESH

**3780. SHRI PUTTA MAHESH KUMAR:
SHRI MAGUNTA SREENIVASULU REDDY:
SHRI KRISHNA PRASAD TENNETI:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has undertaken any study/survey regarding the One District One Product (ODOP) initiative and its implementation in Andhra Pradesh query during the last five years, district-wise;
- (b) if so, the details thereof including the total export (quantity and valuation) of ODOP products from each district of Andhra Pradesh during the last five years district-wise, date-wise especially from Eluru, Prakasam and Bapatla Lok Sabha Constituencies;
- (c) the details regarding the infrastructure developments proposed, under development and presently functioning for boosting sale of ODOP products in Andhra Pradesh, district-wise and especially in Eluru, Prakasam and Bapatla Lok Sabha Constituencies; and
- (d) whether the Government has undertaken any initiatives to train Government Offices, MSME and entrepreneurs (especially youth and women) to boost the sales of their ODOP based products in Andhra Pradesh, if so, the details thereof and if not, the reasons therefor?

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): The One District One Product (ODOP) is not a scheme, but an initiative by Department for Promotion of Industry and Internal Trade (DPIIT) without any financial component therefore no formal study or district-wise survey has been undertaken by the Government regarding its implementation in Andhra Pradesh over the last five years. The State has identified 99 products (23 Primary, 19 Secondary, 13 tertiary and 18 other category products from 26 districts of Andhra Pradesh and undertaken multiple activities for the promotion and empowerment of ODOP stakeholders within the State.

The sector-wise bifurcation of 99 ODOP products from Andhra Pradesh is mentioned below:

Product Category	No. of Products
Agriculture	7
Food Processing	05
Handicraft	29
Handloom	32
Manufacturing	6
Marine	03
Others	02
Textile	15
Total	99

The State has built a strong ODOP ecosystem through several key enablers. All 99 identified products have been brought under the ambit of the Andhra Pradesh MSME & Entrepreneur Development Policy 4.0 (2024–2029) and the Handloom Policy, ensuring policy-level support. Financial assistance and incentives have been made available to stakeholders to facilitate product development and market access. An ODOP Cell has been established, along with designated nodal officers and a comprehensive seller database, all of which are accessible in the public domain. The State has been conducting regular Government e-Marketplace (GeM) drives, buyer-seller meets, and trade fair participations to strengthen market linkages. There is also a strong emphasis on upskilling stakeholders and fostering partnerships with academia, e-commerce platforms, and financial institutions. Additionally, the ODOP portal is live and fully operational, offering essential information along with a grievance redressal mechanism, and includes dedicated pages for each district. To further enhance market reach, ODOP products have also been made available for online sale through Leepakshi and APCO platforms.

The details of unique products identified (district wise) for Andhra Pradesh is available on DPIIT's website under the link –

https://dpiit.gov.in/sites/default/files/ODOP_Annexure_11August2025.pdf

- (b):** The specific district-wise data in terms of total export (quantity and valuation) in Andhra Pradesh is not available with DPIIT
- (c):** As announced in the Union Budget 2023–24, States were encouraged to establish PM Ekta Malls in their capital cities or prominent tourism centers to promote ODOP products, Geographical Indications (GI), and make in India initiatives. In line with this, the State of Andhra Pradesh is actively working towards the construction of PM Ekta Mall. A budget of ₹172 crore has been allocated for the construction and operation of the Mall under the Department of Expenditure's "Scheme for Special Assistance to States for Capital Investment (SASCI) 2023- 24". A five-acre site has been identified in Visakhapatnam for the project, and the Department of Handloom & Textiles is the designated nodal department responsible for implementation. The Detailed

Project Report (DPR) submitted by the State was approved by DPIIT, and **the sanction order to release the fund was issued by the Department of Expenditure on 30th January 2024**. Construction activities have been initiated at the site, with completion expected to be completed by May 2026.

The Ekta Mall design features dedicated retail spaces for 36 States and Union Territories as well as 26 districts of Andhra Pradesh. It also includes recreational and cultural zones, conference rooms, technology-integrated experiences, essential conveniences, inclusive facilities, and a feedback mechanism to enhance visitor engagement.

- (d): Under the ODOP initiative, several steps have been undertaken to train and support MSMEs, entrepreneurs, artisans, weavers, farmers, and other stakeholders in Andhra Pradesh to enhance the sales and visibility of ODOP-based products. A digital ODOP Gift Catalogue has been launched, featuring over 1000 products from across India, including notable items such as Etikoppaka toys and Dharmavaram silk sarees from Andhra Pradesh. Efforts have also been made to onboard ODOP products onto the Government e-Marketplace (GeM), with 49 products from the State—including handlooms, handicrafts, textiles, seafood, processed foods, and agricultural goods—currently listed.

In terms of capacity building, ODOP collaborated with the National Institute of Design (NID) to conduct a series of Design Sensitization Workshops across various districts of Andhra Pradesh. These workshops focused on enhancing design innovation and awareness among traditional artisans, covering crafts such as Kalamkari Block Printing, Etikoppaka and Kondapalli Toys, and Pen Kalamkari, with sessions held between September 2024 and January 2025. Additionally, Andhra Pradesh's ODOP products have been prominently showcased at major national and international events such as the India International Trade Fair (IITF) 2024, World Food India 2024, and global platforms in collaboration with Indian Missions abroad—including the ODOP Business Roundtable in Kazakhstan and the Incredible India Fest in Maldives. These initiatives reflect the Government's sustained efforts toward promoting ODOP entrepreneurship and capacity building, with a strong focus on youth, women, and grassroots producers.
