

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

**UNSTARRED QUESTION NO. 4193.
TO BE ANSWERED ON TUESDAY, THE 19TH AUGUST, 2025.**

ONE DISTRICT ONE PRODUCT AWARD CEREMONY

**4193. SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:
SHRI SUDHEER GUPTA:
SHRI MANISH JAISWAL:
SHRI CHAVAN RAVINDRA VASANTRAO:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has organized One District One Product (ODOP) Award ceremony recently and if so, the details thereof;
- (b) whether the Government has issued new guidelines aimed at promoting exports in new markets and supporting first-time exporters;
- (c) if so, the details thereof and the manner in which it will facilitate the entry of new exporters into international markets;
- (d) the role of the One District One Product (ODOP) initiative in leveraging to promote district-specific products in new markets;
- (e) the names of the State Governments who have approved the setting up of PM Ekta Mall to promote products from their respective States as well as other States; and
- (f) whether the Government has identified the total number of unique products from various districts across the country from different sectors and if so, the details thereof including steps taken to promote their marketing and connect local products with global markets?

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 Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, organized the second edition of the One District One Product (ODOP) Awards to recognize and celebrate the efforts of States/UTs, Districts, and Indian Missions Abroad in advancing the vision of Aatmanirbhar Bharat through the ODOP initiative. The Awards Distribution Ceremony for ODOP Awards 2024 was held on 14th July, 2025 at Bharat

Mandapam, New Delhi. During the ceremony, the winners of the National ODOP Awards 2024 were felicitated, the Handbook for the 3rd Edition of the ODOP Awards was launched and the ODOP Best Practices Compendium, a curated collection of successful interventions by States, UTs, Districts, and Indian Missions, was unveiled. The compendium serves as a repository of replicable practices and reflects the resilience, innovation, and visionary governance of the awardees. The event also featured Presentations by selected States/UTs and Missions on ODOP best practices and a session on the Way Forward with participation from States, Districts, Missions, aggregators, and brand partners.

A total of 34 awards were given across 3 categories — for Districts, States and Union Territories and Indian Missions Abroad. Indian Missions Abroad joined the ceremony virtually. List of Awardees is mentioned in **Annexure-1**.

(b) & (c): The One District One Product (ODOP) is an initiative without any financial component for export promotion. However, the Niryat Bandhu Scheme outlined in the Foreign Trade Policy 2023, aims to mentor new and aspiring exporters on the intricacies of foreign trade through counselling, training, and outreach programs, in collaboration with industry partners, knowledge partners, and other stakeholders. These include sensitizing exporters about international standards.

Additionally, the Developing Districts as Export Hubs (DEH) initiative taken under the Foreign Trade Policy, is implemented in coordination with state governments, district level authorities, export promotion councils, industry bodies, institutional stakeholders, and others, focusing on issues pertaining to enhancing export potential of identified products. As part of the DEH initiative, outreach events are being organised under NBS across various districts nationwide. These events aim to facilitate e-commerce and logistics onboarding, thereby equipping exporters and MSMEs with the essential support required to effectively engage in international trade.

Moreover, the Export Promotion Mission (EPM), announced in the Union Budget 2025-26, proposes to address key bottlenecks faced by Indian exporters, especially MSMEs. It aims to strengthen access to affordable and inclusive trade finance, addressing non-financial barriers that enhance export quality and compliance with global standards, as well as provide logistics support and institutional export support. Currently, the draft EFC note of the EPM has been prepared and circulated to the relevant Ministries for their comments.

(d) & (f): The One District One Product (ODOP) initiative has identified 1241 products from 773 districts across 6 sectors, each reflecting the unique heritage and economic strengths of its district. ODOP 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 relevant departments of the States/UTs. The details of unique

products identified (district wise) under the ODOP initiative as on date is available on DPIIT's website under the link –

https://dpiit.gov.in/sites/default/files/Annexure_LS_4193_18August2025.pdf

ODOP initiative plays a pivotal role in promoting district-specific products in new markets by combining product identification, branding, capacity building, and strategic market linkages. Some of the activities undertaken to promote district-specific products are as below:

Market Access & Linkages: The ODOP GeM Bazaar was launched on the Government e-Marketplace (GeM) on 29th August 2022 with the aim of promoting nationwide sales and procurement of One District One Product (ODOP) items. The platform has more than 500 categories to directly connect producers with institutional buyers. Artisans and producers are also being onboarded to domestic and global e-commerce platforms such as Amazon Karigar, Flipkart Samarth, and ONDC, opening new sales channels. Buyer-Seller Meets are organized both domestically and internationally to link producers with retailers, exporters, and corporate buyers.

Global Promotion & Export Readiness: Collaboration with over 50 Indian Missions abroad is enabling the showcasing of products, facilitating procurement, and setting up ODOP walls in embassies and high-traffic locations. Participation in more than 15 international exhibitions, including in Japan, Hong Kong, Maldives, and Russia, along with the establishment of international stores like Singapore's Kashmir Heritage Centre, is expanding the global presence. Design workshops with NID/NIFT, product development support via IITs, and export sensitization with DGFT are helping prepare products to meet global market standards.

Capacity Building & Quality Enhancement: Over 50 design sensitisation workshops and organic certification drives have been conducted to improve product appeal and meet export requirements. Collaborations with IITs, industry associations, and financial institutions are enhancing artisan skills, improving production processes, and providing digital and financial literacy.

Policy & Infrastructure Support: States are being encouraged and facilitated to adopt ODOP-specific policies or integrate ODOP into existing trade, MSME, or export policies to ensure local institutional support. PM Ekta Malls are being developed across states to serve as permanent retail and display hubs for ODOP products, boosting domestic and tourist-driven sales. It emerges as a beacon of economic empowerment and cultural celebration under the One District One Product (ODOP) initiative. This ambitious venture aims to strengthen the symbiotic relationship between artisans and consumers, presenting a sweeping panorama of indigenous products from every nook and cranny of the country. With an unwavering commitment to promoting local craftsmanship and preserving cultural heritage, the PM-Ekta Mall stands as a testament to India's diverse tapestry, creating a vibrant marketplace that transcends geographical boundaries.

Strategic Branding & Consumer Engagement: Storytelling campaigns, influencer collaborations, and thematic promotions such as ODOP gifting campaigns and Diwali Bazaars are building aspirational appeal in new markets. Platforms like the World Economic Forum and IITF are being leveraged to position ODOP as a local-global brand.

- (e): All States are encouraged to establish PM Ekta Mall (Unity Mall), announced in the Union Budget 2023-24, for the promotion and sale of ODOP products (One District, One Product), Geographical Indication (GI) products, and other handicrafts from across the country. The Mall has provisions for dedicated space for each Union Territory and State to display their ODOP products. In the fiscal year 2023- 24, under Part- VI (Unity Mall) of the 'Scheme for Special Assistance to States for Capital Investment 2023-24 (SASCI)' of Department of Expenditure, Ministry of Finance Rs.5000 Cr was allocated for construction of PM Ekta Malls in all States. Under which upon recommendation of Department for Promotion of Industry and Internal Trade (DPIIT), Department of Expenditure has approved Detailed Project Reports' (DPRs) of 27 States. Each mall is planned to have at least 36 shops representing all the states and union territories.

ANNEXURE-I**ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA UNSTARRED QUESTION 4193 FOR ANSWER ON 19.08.2025.****List of Awardees for ODOP Awards 2024 held on 14th July 2025****I. Indian Missions Abroad:**

Mission Abroad	Award
High Commission of India Singapore	Gold
Consulate General of India, New York	Silver
Consulate General of India, Vancouver	Bronze

II. States/UTs:**a. Category A:**

Rank	State/UT	Award
1	Andhra Pradesh	Gold
	Maharashtra	
	Punjab	
	Uttar Pradesh	
2	Madhya Pradesh	Silver
3	Gujarat	Bronze
	Rajasthan	
	West Bengal	

b. Category B:

Rank	State/UT	Award
1	Jammu and Kashmir	Gold
2	Sikkim	Silver
3	Meghalaya	Bronze
	Ladakh	

III. Districts:

a. Category A – Agriculture:

Rank	District	State/UT	Product	Award
1	Guntur	Andhra Pradesh	Chillies	Gold
	Ratnagiri	Maharashtra	Alphonso Mangoes	
2	Nagpur	Maharashtra	Nagpur Orange	Silver
	Pulwama	Jammu and Kashmir	Saffron	
3	Siddharthnagar	Uttar Pradesh	Kala namak rice	Bronze
	Amravati	Maharashtra	Mandarin Orange	
	Srikakulam	Andhra Pradesh	Cashew	
4	Nalbari	Assam	Rice & rice products	Special Mention
	Wayanad	Kerala	Coffee	
	Nashik	Maharashtra	Grapes/Raisins	

b. Category B – Non-Agriculture:

Rank	District	State/UT	Product	Award
1	Bapatla	Andhra Pradesh	Chirala Silk Sarees (Kuppadam)	Gold
	Vizianagaram	Andhra Pradesh	Bobilli Veena	
	Tirupati	Andhra Pradesh	Venkatagiri Cotton Sarees	
2	Sri Sathya Sai	Andhra Pradesh	Dharmavaram Silk Sarees	Silver
	Ganderbal	Jammu and Kashmir	Willow Wicker	
3	Anakapalli	Andhra Pradesh	Etikoppaka Toys	Bronze
	Kakinada	Andhra Pradesh	Peddapuram Silks	
4	Akola	Maharashtra	Cotton Ginning and pressing	Special Mention
	West Godavari	Andhra Pradesh	Narspur Crochet Laces	
