

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

**UNSTARRED QUESTION NO. 4333.
TO BE ANSWERED ON TUESDAY, THE 19TH AUGUST, 2025.**

ODOP PROJECTS

4333. SHRI SUNIL BOSE:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the details of One District One Product (ODOP) projects in the country, State/Union Territory/region and district-wise especially in the State of Karnataka;
- (b) the number of persons benefitted from ODOP in Karnataka;
- (c) the details of funds allocated/released and utilized under ODOP projects in the country, State/Union Territory/region-wise, especially in Karnataka; and
- (d) the initiatives taken under ODOP projects especially in Karnataka?

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): One District One Product (ODOP) is an initiative to promote the products from each district of the country. The idea is to select, brand, and promote at least one Product from each District (One District — One Product) of the country for enabling holistic socioeconomic growth across all regions. The range of the chosen products varies across the length and breadth of the country while also touching upon multiple sectors with existing clusters and traditional communities that have already created a niche identity for themselves through their products.

Under the ODOP Initiative, 1241 products have been identified from 773 districts of the country. 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 State of Karnataka has identified 60 products (31 Primary, 26 Secondary, 3 Tertiary category products) from 31 districts of Karnataka and undertaken multiple activities for the promotion and empowerment of ODOP stakeholders within the State. 12 of these ODOP products are also GI (Geographical Indication) products.

The sector-wise bifurcation of 60 ODOP products from Karnataka is mentioned below:

Category	No. of Products
Agriculture	13
Food Processing	3
Handicraft	8
Handloom	5
Manufacturing	17
Marine	2
Textile	8
Others	4
Grand Total	60

The details of unique products identified State and district wise including Karnataka 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_4333_18August2025.pdf

- (b) & (c):** One District One Product (ODOP) is an initiative by Department for Promotion of Industry and Internal Trade (DPIIT) without any financial component therefore number of persons benefitted from ODOP in Karnataka or details of funds allocated/released and utilized under ODOP is not available.
- (d):** Some of the initiatives undertaken to promote ODOP products including that of from Karnataka is as below:

Capacity Building Initiatives: ODOP collaborates with institutions such as NID, IITs, NIFTs, Agricultural Institutes, and others to conduct capacity-building workshops aimed at artisans, weavers, and farmers, enhancing their skills and market access. ODOP, in collaboration with the National Institute of Design, conducted design sensitization workshops in 2023 for the following districts: Koppal, focusing on toys under the Kinnhal Craft tradition; Ramnagara, specializing in Channapatna Toys; and Mysore, known for its wood craft inlay work.

The ODOP GeM Bazaar: ODOP in collaboration with GeM launched ODOP GeM Bazaar on the Government e-Marketplace (GeM) on 29th August 2022 with over 210 product categories created on the platform to promote sales and procurement of ODOP products across the country. Currently, 500+ categories have been created on the Government e-Marketplace (GeM) to streamline procurement and enhance the visibility and accessibility of ODOP products in the market. The ODOP GeM Bazaar has 11 categories live from Karnataka.

Events/Exhibitions (Domestic/International): ODOP participated at the Maldives Expo 2025, held from May 23–31 in Hulhumalé, Maldives. The Indian pavilion stood out with iconic ODOP products, such as Channapatna toys from Karnataka. ODOP's presence projected India's cultural and economic narrative to Maldives, positioned Indian handicrafts and artisanal products with global appeal, reinforcing the ODOP brand internationally.

National ODOP Awards: To recognize and acknowledge the exceptional efforts made by the States/UTs, Districts, and Missions abroad in achieving economic development through the ODOP approach the “One District One Product (ODOP) Awards” has been instituted by DPIIT in 2023. 13 Districts have submitted applications along with the State application for ODOP Awards 2024.

ODOP Catalogue: ODOP has launched a digital ODOP Gift Catalogue featuring over 1000 products from across India, with also includes Karnataka’s ODOP products such as Ilkal Saree, Arabica Coffee, Molakalmuru Saree etc.

PM Ekta Mall: Announced in 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. Karnataka has identified a 6.5 -acre site in Karnataka Exhibition Authority Grounds (KEA), also known as Dasara Exhibition Grounds Mysuru near the Mysore Palace for the project with a Budget of 192.99 Cr approved by the Department of Expenditure under the SASCI-2023-24.
