

Government of India
Ministry of Development of North Eastern Region

LOK SABHA
Unstarred Question No. †1700

To be answered on
Wednesday, December 10, 2025/Agrahayana 19, 1947 (Saka)

QUESTION
One Product, One District

†1700. Shri Sanatan Pandey:

Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

- (a) whether any regional initiative like "One product, One District" has been launched by the Government;
- (b) if so, the products identified under the said initiatives; and
- (c) whether the said products have been linked to national and international markets and if so, the details thereof?

ANSWER
The Minister of State for Development of North Eastern Region
(Dr. Sukanta Majumdar)

(a) to (c) One District One Product (ODOP) initiative aims to select, brand, and promote at least One Product from each District (One District – One Product) of the country for enabling holistic growth across all regions. The ODOP initiative has so far identified 1243 products from 775 districts across the country encompassing various sectors such as textiles, agriculture, food processing, handicrafts and more. The details of unique products identified (District-wise) from States under the ODOP initiative as of 19th August 2025 is available under the link: https://static.investindia.gov.in/s3fs-public/2025-08/20250819_v32_odop_product_list.pdf.

Several steps have been undertaken for promotion and exports of all ODOP products. These include, facilitating participation in domestic exhibitions, regular capacity building initiatives in collaboration with various agencies; e-commerce onboarding 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 were included as part of gifting during G-20 meetings in India to popularize these products internationally.

Further, under the District as Export Hub (DEH) initiative of Directorate General of Foreign Trade (DGFT), identification of the products and services with export potential in all the districts of the country is done in consultation with all stakeholders including the States/UTs. Further, under DEH, institutional mechanism has been set up in all States/UTs by forming the State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) at the district level.
