

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

**UNSTARRED QUESTION NO. 2612.  
TO BE ANSWERED ON TUESDAY, THE 16<sup>TH</sup> DECEMBER, 2025.**

**ONE DISTRICT ONE PRODUCT IN UTTAR PRADESH**

**2612. SHRI TANUJ PUNIA:**

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

**वाणिज्य एवं उद्योग मंत्री**

- (a) the details of districts in Uttar Pradesh in which One District One Product (ODOP) is being implemented and products that have been identified;
- (b) the details of the steps taken by Government in providing support to the producers in a particular district including monetary, technical and skill support; and
- (c) the details of the number of entrepreneurs/producers and their products who were successful after this initiative, district-wise in the State of Uttar Pradesh?

**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 by the Department for Promotion of Industry and Internal Trade (DPIIT) with the aim to select, brand, and promote at least one product from each district of the country for enabling holistic growth across all regions.

ODOP initiative has been implemented in the 75 districts of Uttar Pradesh and 110 Products have been identified. The finalized list was duly communicated to the Department for Promotion of Industry and Internal Trade (DPIIT) by the relevant departments of the State. **The list of ODOP products from Uttar Pradesh is attached as Annexure-1.**

- (b) & (c):** ODOP is an initiative by Department for Promotion of Industry and Internal Trade (DPIIT) to promote the unique products from each district of the country, without any financial component.

To provide technical and skill support, DPIIT in collaboration with the National Institute of Design (NID), has conducted design sensitization workshops across several districts in Uttar Pradesh to strengthen product innovation, diversification, and contemporary design capabilities. Workshops have been organized for Black Pottery (Azamgarh), Glassware (Firozabad), Jute Wall Hangings (Ghazipur), Handmade Paper Art (Jalaun), Banana Fibre and

Banana Products (Kushinagar), Chikankari & Zari-Zardozi (Lucknow), and Tarkashi Art (Mainpuri).

Further, under the Scheme for Special Assistance for Capital Investment and in line with the Budget Announcement 2023–24, provision has been made for establishing PM Ekta Malls (Unity Malls) in all States to promote ODOP, GI and local handicraft products. Under this framework, an amount of ₹370.247 crore has been sanctioned for the construction and operation of three PM Ekta Malls at Lucknow, Varanasi and Agra in Uttar Pradesh.

As per the information received from Government of Uttar Pradesh, four schemes have been formulated under UP ODOP Programme to provide monetary, market-linked, and skill support to ODOP stakeholders across districts.

Under the **Market Development Assistance (MDA) Scheme**, ODOP artisans/units are supported in participating in local, national and international fairs by way of reimbursement of lodging, travel and stall charges. Support is also provided for onboarding on e-commerce platforms and establishing showrooms in major urban centres. A total of **7,639 artisans** have participated in exhibitions under this scheme, and subsidies amounting to ₹71.48 crore have been disbursed. ODOP products are being promoted on e-commerce platforms such as ODOP Mart, Amazon, and Flipkart.

Under the **Common Facility Centre (CFC) Scheme**, shared facilities are created for clusters to address issues related to design, raw material, packaging and other common requirements. Financial assistance of 60%–90% of the project cost is provided by the State Government. A total of 15 CFCs (project cost ₹112.29 crore) have been completed, and 15 additional CFCs (project cost ₹105.82 crore) have received final approval and are under implementation.

Under the **Skill Development & Toolkit Distribution Scheme**, free 10-day bridge courses are conducted to address the current and future workforce requirements in the ODOP value chain, along with free distribution of modern toolkits. **A total of 1,33,472 artisans has been trained, and 1,28,672 artisans** have been provided toolkits under this programme.

Under the ODOP **Margin Money Scheme**, credit taken from banks for setting up manufacturing or business enterprises is subsidized up to 25% (subject to a ceiling of ₹20 lakh), with own contribution of 10% for General category applicants and 5% for Special category applicants. Training after loan sanction is provided through institutions such as RSETI, ITI, Polytechnic and IED. Under this scheme, 19,224 projects amounting to ₹6,393 crore have been sanctioned so far.

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**ANNEXURE-1****ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA  
UNSTARRED QUESTION NO. 2612 FOR ANSWER ON 16.12.2025.**

<b>District</b>	<b>Product</b>	<b>Sector</b>
Agra	Leather Products	Handicraft
Agra	Handicrafts- Stone & Marble	Handicraft
Aligarh	Lock & Hardware	Manufacturing
Aligarh	Metal Handicraft	Handicraft
Ambedkar Nagar	Textile Products	Textile
Amethi	Moonj products	Handicraft
Amethi	Food Processing	Food Processing
Amroha	Musical Instruments (Dholak)	Manufacturing
Amroha	Readymade Garments	Textile
Auraiya	Milk Processing (Desi Ghee) and Milk Products	Dairy
Ayodhya (Faizabad)	Jaggery Products	Food Processing
Azamgarh	Black Pottery Artefacts	Handicraft
Azamgarh	Textile Products (Reshmi Sari)	Handloom
Baghpat	Home Decorative Goods	Manufacturing
Bahraich	(Wheat Stalk) Handicrafts	Handicraft
Bahraich	Food Processing	Food Processing
Ballia	Bindi (Tikuli)	Handicraft
Balrampur	Food Processing (Pulses)	Food Processing
Banda	Shazar Stone Craft	Handicraft
Barabanki	Handloom Products and Textile Products	Textile
Bareilly	Zari and Zardozi	Handicraft
Bareilly	Bamboo Products	Handicraft
Bareilly	Goldsmith Industry	Handicraft
Basti	Wooden Crafts	Handicraft
Basti	Vinegar Products	Food Processing
Bhadohi (Sant Ravidas Nagar)	Carpet (Dari)	Handicraft
Bijnor	Wood Craft	Manufacturing
Budaun	Zari and Zardozi	Handicraft
Bulandshahar	Ceramic Products	Manufacturing
Chandauli	Zari-Zardozi	Handicraft
Chandauli	Black Rice	Agriculture
Chitrakoot	Wooden Toys and Wood Art Products	Handicraft
Deoria	Decorative Products	Handicraft
Deoria	Embroidery and Weaving (Knitting) Products	Handloom
Deoria	Readymade Garments	Textile
Etah	Ankle Bells (Ghungroo), Bells and Brass Products	Manufacturing
Etawah	Textile Products, Tailoring and Garment Embroidery	Textile

Farrukhabad	Textile Printing	Textile
Farrukhabad	Zari Zardozi	Handicraft
Fatehpur	Bedsheets	Textile
Fatehpur	Iron Fabrication Work	Manufacturing
Firozabad	Glassware	Manufacturing
Gautam Buddh Nagar	Readymade Garments and Textile Products	Textile
Ghaziabad	Engineering goods	Manufacturing
Ghazipur	Jute Wall hangings	Handicraft
Gonda	Food Processing	Food Processing
Gorakhpur	Terracotta	Handicraft
Gorakhpur	Readymade Garments	Textile
Hamirpur	Shoes	Manufacturing
Hapur	Home Decorative Goods	Manufacturing
Hardoi	Handloom Products and Textile Products	Handloom
Hathras	Hing (Asafoetida) Processing	Agriculture
Hathras	Ready Made Garments	Textile
Jalaun	Handmade Paper Art	Handicraft
Jalaun	Peas Processing	Food Processing
Jaunpur	Woollen Carpets (Dari)	Textile
Jhansi	Soft Toys	Manufacturing
Jhansi	Textile Products	Manufacturing
Kannauj	Perfume (Attar), Incense Sticks and Products	Manufacturing
Kanpur Dehat	Zinc Utensils	Manufacturing
Kanpur Dehat	Plastic Products	Manufacturing
Kanpur Nagar	Leather Products	Handicraft
Kanpur Nagar	Hosiery and Textile Products	Textile
Kasganj	Zari Zardozi	Handicraft
Kaushambi	Food Processing (Banana and Guava)	Food Processing
Kushinagar	Banana Fiber Products and Banana Products	Agriculture
Lakhimpur Kheri	Tribal craft	Handicraft
Lakhimpur Kheri	Jaggery Products	Food Processing
Lalitpur	Zari Silk Sarees	Handloom
Lalitpur	Food Processing	Food Processing
Lalitpur	School Dress (Readymade Garments/Hosiery)	Textile
Lucknow	Chikankari & Zari Zardozi	Textile
Maharajganj	Furniture	Manufacturing
Mahoba	Gaura Stone Craft and Metal Crafts	Handicraft
Mainpuri	Tarkashi Art	Handicraft
Mainpuri	Textile Sewing	Manufacturing
Mainpuri	Zari Zardozi	Handicraft
Mathura	Sanitary Fittings	Manufacturing
Mathura	Costume of Thakurji	Handicraft

Mathura	Shrinagar Sculpture and Kanthi Mala	Handicraft
Mau	Powerloom Textile	Textile
Meerut	Sports Goods	Manufacturing
Mirzapur	Carpets	Textile
Mirzapur	Metal Industry (Brass)	Handicraft
Moradabad	Metal Craft	Manufacturing
Muzaffarnagar	Jaggery Products	Food Processing
Pilibhit	Flute and Wooden Products	Manufacturing
Pratapgarh	Food Processing (Aamla Products)	Food Processing
Prayagraj	Moonj products	Handicraft
Prayagraj	Food Processing	Food Processing
Raebareli	Wood Work	Handicraft
Rampur	Applique Work along with Patch Work, Zari Patch work, and Mentha	Handicraft
Saharanpur	Wood Carving	Handicraft
Sambhal	Handicraft (Horn-Bone Products)	Handicraft
Sant Kabir Nagar	Brass Utensils	Manufacturing
Sant Kabir Nagar	Hosiery Products	Manufacturing
Shahjahanpur	Zari and Zardozi	Handicraft
Shamli	Rim and Axle and Iron Work	Handicraft
Shravasti	Tribal craft and Furniture	Handicraft
Siddharthnagar	Kala namak Rice	Food Processing
Sitapur	Carpets (Dari)	Textile
Sonbhadra	Carpets	Textile
Sultanpur	Moonj Products	Handicraft
Sultanpur	Iron and Steel Fabrication	Manufacturing
Unnao	Zari Zardozi	Handicraft
Unnao	Leather Products	Manufacturing
Varanasi	Silk Products	Textile
Varanasi	Pink Enamel (Gulaabi Minakari)	Handicraft
Varanasi	Wooden Lacquer Ware	Handicraft
Varanasi	Toys	Handicraft

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