

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

**STARRED QUESTION NO. 155.
TO BE ANSWERED ON TUESDAY, THE 10TH FEBRUARY, 2026.**

ODOP CLUSTERS IN UTTAR PRADESH

***155. ADV PRIYA SAROJ:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) the number of ODOP-identified districts in Uttar Pradesh whose products have not entered formal export channels as reflected in DGFT, APEDA or Ministry review data, despite Central promotional support;
- (b) the employment generated by ODOP clusters, classified by artisan, MSME and support staff roles, district-wise;
- (c) the specific constraints identified in such districts, including quality compliance, certification, scale limitations or logistics barriers;
- (d) whether cluster-specific export readiness assessments were undertaken prior to promotional interventions and the outcomes thereof; and
- (e) the measures taken to convert ODOP identification into actual export realisation and market access in Uttar Pradesh?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

**THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO. 155 FOR ANSWER ON 10th FEBRUARY, 2026 REGARDING “ODOP CLUSTERS IN UTTAR PRADESH”

- (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.

As of date, more than 1,200 products have been identified across 773 districts in the country under the ODOP framework. The selection of ODOP products is undertaken by the respective State/Union Territory (UT) Governments.

The Government of Uttar Pradesh has identified 110 products (75 Primary, 28 Secondary, 7 Tertiary category products) from 75 districts (**Annexure-I**) and undertaken multiple activities for the promotion and empowerment of ODOP stakeholders within the State.

As per the information received from Government of Uttar Pradesh, the state has divided ODOP products broadly into 14 categories—carpets and durries, engineering products, food products, glassware, handicrafts, handloom and textiles, leather products, metal crafts and metalware, various musical instruments, sports goods, utensils, and wooden products—and initiatives have been undertaken to increase their exports.

ODOP from the state under all these categories are being exported. However, ODOP from certain districts such as Auraiya (dairy products), Ayodhya (jaggery), Etah (chicory), Ballia (sattu and bindi), Amethi (moonj products), Bahraich (wheat stalk craft), Banda (shazar stone craft), Deoria (decorative products), Jalaun (handmade paper), Jhansi (soft toys), Lakhimpur (tribal craft and jaggery), Mahoba (gaurastone craft), Mainpuri (tarkashi, etc.) have been identified as traditionally challenged products, whose exports are low.

To bring these identified products into the mainstream exports initiatives such as facilitating participation in various international trade fairs and exhibitions, organizing skill development workshops, etc. through DICs to make them export-oriented have been initiated to promote export of these products. Besides, efforts are being made to onboard MSME/ODOP units of the state on various e-commerce platform through dedicated handholding support.

- (b): As per the information received from Government of Uttar Pradesh, four schemes viz ODOP Margin Money Scheme, Skill Development & Toolkit Distribution Scheme, Common Facility Centre (CFC) Scheme and Market Development Assistance Scheme have been formulated under “One District One Product (ODOP)” to provide support to ODOP stakeholders. The details and progress including employment generated under these schemes are at **Annexure-II**.
- (c): As per the information received from Government of Uttar Pradesh, Diagnostic Study Reports were prepared for all districts with support from various consultancy agencies. The study reports identified key gaps such as limited access to credit, quality and standardisation issues, skill gaps, inadequate

packaging, and weak market linkages. Based on these findings, targeted ODOP schemes were designed to address the identified gaps. Further, UP ODOP has partnered with various organisations/institutions such as the Quality Council of India (QCI), Indian Institute of Packaging (IIP), and Flipkart—to strengthen quality, packaging, compliance, and market access. Logistics gaps are addressed through the Common Facility Centre (CFC) Scheme, which includes provision for shared infrastructure such as packaging, warehousing, aggregation, and transportation support.

- (d):** As per the information received from Government of Uttar Pradesh, District Industry Promotion and Entrepreneurship Development Centres have been established and are operational as Export Facilitation Centres in all 75 districts of the State. Further, a District Export Promotion Committee (DEPC) has been constituted in every district under the chairmanship of the District Magistrate, with the Deputy Commissioner (Industries) as Member Secretary and representatives from relevant line departments included as members. These committees serve as institutional platforms for coordinated deliberation to strengthen local export and ODOP cluster-specific ecosystems. District Export Action Plans have also been prepared and approved for all districts by the respective DEPCs.

As a result of these sustained efforts, Uttar Pradesh has witnessed consistent growth in exports, increasing from ₹1.21 lakh crore in 2020–21 to ₹1.86 lakh crore in 2024–25.

- (e):** Several steps have been undertaken for promotion and exports of all ODOP products including products from Uttar Pradesh. 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 Products have been included as part of gifting during G-20 meetings in India to popularize these products internationally. Further, APEDA has undertaken a series of initiatives to promote and enhance exports of Agri-commodities falling under the APEDA basket. These initiatives include organization of sensitization programmes, providing technical guidance to FPOs dealing with high-potential produce, facilitating the linkage of FPOs with international markets, facilitating exposure visits of FPO delegations, promotion of key Agri-produce and showcasing them and linkage of commodities to the international market.

As per information received from the Government of Uttar Pradesh, the State has notified the Uttar Pradesh New Export Promotion Policy 2025–30 to strengthen MSMEs, develop the local industrial and export ecosystem, accelerate export growth, and create an export-oriented environment across all districts, including support for ODOP units. Further, with the aim of making exporters, artisans and entrepreneurs of Uttar Pradesh more competitive at the international level and ensuring their access to new global markets, the State Government has been organising the Uttar Pradesh International Trade Show every year since 2023.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE LOK SABHA STARRED QUESTION NO. 155 FOR ANSWER ON 10.02.2026.

UP ODOP Product List

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

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

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

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA STARRED QUESTION NO. 155 FOR ANSWER ON 10.02.2026.

The details and progress including employment generated under these schemes are as below:

I. **ODOP Margin Money Scheme:**

Under the scheme, credit taken from banks for setting up a manufacturing or business enterprise is subsidised to the extent of 25% up to a ceiling of Rs 20 lacs.

Progress –

- Till now, **20,260** projects worth **Rs 6,931.10 Cr** having subsidy of **Rs 897.05 Cr** have been sanctioned under ODOP Margin Money scheme through which **3,16,976** employment generated (Districts wise list is attached)

II. **Skill Development & Toolkit Distribution Scheme:**

This Scheme aims at fulfilling current and future requirements of skilled work force in the entire value chain of ODOP products through free bridge courses of 10 days. Additionally, artisans participating in the training programme are provided modern toolkits, free-of-cost.

Progress –

- Till now total **1,33,472 ODOP** artisans have been trained, and **1,31,372** artisans have been provided with ODOP toolkit, through the scheme. (Districts wise list of artisans is attached)

III. **Common Facility Centre (CFC) Scheme:**

This Scheme aims at developing Common facilities viz. Common Processing/Production Center, Raw Material Bank, Testing Facility, Logistics center, R&D center etc for the clusters which artisans are not able to create on their own. CFCs aims to address common issues of the ODOP artisans/ units including design issues, raw material issues, packaging issues, among others. Under the scheme, the State Government provides financial assistance ranging from 60%-90% of the project cost as grant. Below is the current status of CFC scheme:-

Progress –

- Till now, **15 CFCs** (total project cost **Rs 112.29 Cr**) have been **completed**. in these CFCs Approx 259 no of employment are generated, and around 3620 number of users are utilizing the facilities of these CFCs.

- **15 more CFC proposals** (total project cost **Rs 105.82 Cr**) have been provided with final approval by GoUP, and these projects are **under implementation stage**.

IV. **Market Development Assistance Scheme:**

This Scheme aims at providing market access & thereby creating brand at national and international platforms. Under this scheme participation of ODOP artisans/ units in local, national and international melas/ exhibitions is promoted by offering them lodging, travel and stall fee reimbursement. The department has shortlisted over **450** national and international exhibitions/ melas (fairs) wherein ODOP artisans/ units can participate and claim assistance, under the scheme. Additionally, the scheme provides financial assistance to ODOP artisans/ units for onboarding to E-commerce platforms & creating space in the form of showrooms at major urban centres.

Progress –

- Till now **8435** artisans have participated in various fairs under the scheme and a total subsidy of **Rs 80.48 Crs** have been provided.
- E-commerce platforms like ODOPMART, Amazon.in, Flipkart & YUUKKE have been associated with for marketing of ODOP products.
