

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

**UNSTARRED QUESTION NO. 4025.
TO BE ANSWERED ON TUESDAY, THE 17TH MARCH, 2026.**

DEVELOPMENT OF ODOP INDUSTRY

**4025. SHRI PRABHAKAR REDDY VEMIREDDY:
SHRI MAGUNTA SREENIVASULU REDDY:
SHRI PUTTA MAHESH KUMAR:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) the details regarding the list of One District One Product (ODOP) items identified and promoted in Andhra Pradesh, district-wise and especially from Prakasam, Eluru and Nellore districts;
- (b) the details regarding the total revenue generated and employment created through production, marketing and sale of ODOP products in Andhra Pradesh during the last five years, district-wise and especially from Prakasam, Eluru and Nellore districts;
- (c) the details regarding the support extended to entrepreneurs engaged in ODOP activities in Andhra Pradesh, particularly women entrepreneurs in Andhra Pradesh, district-wise and especially from Prakasam, Eluru and Nellore districts; and
- (d) the details regarding the total funds allocated, sanctioned, released and utilised for implementation of ODOP-related business development across Andhra Pradesh during the last five years, district-wise and especially in Prakasam, Eluru and Nellore districts?

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) to (d):** 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. The selection of ODOP products is undertaken by the respective State/Union Territory (UT) Governments. Andhra Pradesh State Government has identified 99 products from 26 districts. A detailed list of products identified from Andhra Pradesh including the districts of Prakasam, Eluru and Nellore districts has been attached in Annexure-I.

As per the information received from the Government of Andhra Pradesh, revenue generated and employment created through the production, marketing and sale of ODOP products in Andhra Pradesh district-wise are at Annexure-II.

For the handlooms & textiles products, the State is extending support to promote and provide marketing facilities to ODOP products with a special focus on Uppada Jamdani, Venkatagiri Cotton Sarees, Ponduru Dhoti & Shirtings, Mandanapalle Silk Sarees, by conducting exhibitions, e-commerce & Digital platforms, Export wholesalers, social media & Boutique partnership. Approximately 30% Women Entrepreneurs covered under this activity with an amount of Rs.35.52 crs. District-wise details for support extended for ODOP activities in Andhra Pradesh are at Annexure-III.

As per the information received from the Government of Andhra Pradesh, as of now there is no funds allocated in respect of ODOP products in Andhra Pradesh. However, separate stall allocations are given by Handloom & Textiles Department, Government of Andhra Pradesh for all ODOP Handloom Products to promote and expand the business exhibitions.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE LOK SABHA UNSTARRED QUESTION NO. 4025 FOR ANSWER ON 17.03.2026.

ODOP Products from Andhra Pradesh

Sl. No.	District	Product	Category	Sector
1	Alluri Sitarama Raju	Coffee (Araku)	Primary	Agriculture
2	Alluri Sitarama Raju	Bamboo Craft	Secondary	Handicraft
3	Alluri Sitarama Raju	Rock Bee Honey	Tertiary	Food Processing
4	Anakapalli	Etikoppaka Lacquerware/ Wooden Toys	Primary	Handicraft
5	Anakapalli	Palm Leaf	Secondary	Agriculture
6	Anakapalli	Payakaraopet Silk Sarees	Tertiary	Handloom
7	Ananthpuram (Anantapur)	Cotton/Jean Pants	Primary	Textile
8	Ananthpuram (Anantapur)	Dharmavaram Silk Sarees	Secondary	Handloom
9	Annamayya (Rayachoty)	Cotton / Jean Pants	Primary	Textile
10	Annamayya (Rayachoty)	Red Sander & Wood Carvings	Secondary	Handicraft
11	Annamayya (Rayachoty)	Raja Rani Dolls	Tertiary	Handicraft
12	Annamayya (Rayachoty)	Applique Work	Others	Handloom
13	Annamayya (Rayachoty)	Mandanapalle Silk Sarees	Others	Handloom
14	Bapatla	Granite Cutting and Polishing	Primary	Manufacturing
15	Bapatla	Cotton Bags	Secondary	Handicraft
16	Bapatla	Chirala Silk Sarees	Tertiary	Handloom
17	Chittoor	Venkatagiri Sarees	Primary	Handloom
18	Chittoor	Mango Pulp	Secondary	Food Processing
19	Chittoor	The Glass Beads	Tertiary	Manufacturing
20	Chittoor	Kollangantu Tie & Dye Check Lungies	Others	Textile
21	Chittoor	Teracotta	Others	Handicraft
22	Dr BR Ambedkar Konaseema	Natural banana fibres	Others	Manufacturing
23	Dr BR Ambedkar Konaseema	Bandaru Lanka Sarees	Others	Handloom
24	Dr BR Ambedkar Konaseema	Angara Sarees	Others	Handloom
25	Dr BR Ambedkar Konaseema	Coconut & Coir	Primary	Handicraft
26	Dr BR Ambedkar Konaseema	Shrimp	Secondary	Marine
27	Dr BR Ambedkar Konaseema	Oil & Natural Gas	Tertiary	Others
28	Dr BR Ambedkar Konaseema	Pasalapudi Sarees	Others	Handloom
29	East Godavari	Fruit Based Food Products (Pickles, Mango Jelly, Fruit Pulp, Cashew nuts, Lemon extracts)	Primary	Food Processing
30	East Godavari	Ratnam pens	Secondary	Manufacturing
31	East Godavari	White Wood Birds	Tertiary	Handicraft
32	East Godavari	Pulagurta Clothing Shirting & Sarees	Others	Textile

33	East Godavari	Muramunda Cotton Shirting & Sarees	Others	Textile
34	East Godavari	Veeravaram Silk Sarees	Others	Handloom
35	East Godavari	Dulla Sarees	Others	Handloom
36	Eluru	Gold Jewellery	Primary	Handicraft
37	Eluru	Hand Knotted Carpet weaving	Secondary	Handicraft
38	Eluru	Walking Sticks	Tertiary	Handicraft
39	Eluru	Nuziveedu veena	Others	Handicraft
40	Eluru	Eluru Cotton Sarees	Others	Handloom
41	Guntur	Chillies	Primary	Agriculture
42	Guntur	Bronze Casting	Secondary	Manufacturing
43	Guntur	Mangalagiri Sarees and Fabric	Tertiary	Handloom
44	Kakinada	Uppada Jamdani Sarees	Primary	Handloom
45	Kakinada	Peddapuram Silk Dhotis, Upper and shirtings	Secondary	Textile
46	Kakinada	Kalamkari Block Printing	Tertiary	Handloom
47	Kakinada	Cashew Kernel	Others	Agriculture
48	Krishna	Machilipatnam Kalamkari	Primary	Handloom
49	Krishna	Kalamkari Block Printing	Secondary	Handloom
50	Krishna	Pedana kalamkari Fabrics	Tertiary	Textile
51	Krishna	Bandar / Polavaram Sarees	Others	Handloom
52	Krishna	Gold Jewellery	Others	Handicraft
53	Kurnool	Stone carved products	Primary	Handicraft
54	Kurnool	Kodumuru Gadwal Sarees	Secondary	Handloom
55	Kurnool	Yemmiganuru Bedsheets	Tertiary	Textile
56	Nandyal	Allagadda Stone Carving	Tertiary	Handicraft
57	Nandyala	Banganapalli Mangoes	Primary	Food Processing
58	Nandyala	Nandivargam plain towels & plain lungis	Secondary	Textile
59	NTR (Vijaywada)	Kondapalli Toys	Primary	Handicraft
60	NTR (Vijaywada)	Bandar type Resham (Art Silk) Sarees	Secondary	Handloom
61	Palnadu (Narasaraopeta)	Durgi Stone Carving	Primary	Handicraft
62	Palnadu (Narasaraopeta)	Sattenapalli Bedsheets	Secondary	Textile
63	Palnadu (Narasaraopeta)	Leather Puppets	Tertiary	Handicraft
64	Palnadu (Narasaraopeta)	Spice Products	Others	Agriculture
65	Parvathipuram Manyam	Bobilli Veena	Primary	Handicraft
66	Parvathipuram Manyam	Bobilli Sarees	Secondary	Handloom

67	Parvathipuram Manyam	Severa Adivasi Paintings	Tertiary	Handicraft
68	Parvathipuram Manyam	Rice	Others	Agriculture
69	Prakasam	Granite (Black Galaxy)	Primary	Manufacturing
70	Prakasam	Ethamukkala Check Lungis	Secondary	Textile
71	SPSR Nellore	Udayagiri Wooden Cutlery	Primary	Handicraft
72	SPSR Nellore	Patturu Cotton Silk Sarees	Secondary	Handloom
73	Sri Sathya Sai (Puttaparthi)	Silk Sarees	Primary	Handloom
74	Sri Sathya Sai (Puttaparthi)	Leather Puppets	Secondary	Handicraft
75	Sri Sathya Sai (Puttaparthi)	Dharmavaram Silk Sarees	Tertiary	Handloom
76	Srikakulam	Ponduru Cotton Sarees	Primary	Textile
77	Srikakulam	Budithi Brassware	Secondary	Handicraft
78	Srikakulam	Ponduru Dhoti & Shirtings	Others	Textile
79	Srikakulam	Jute Works	Others	Handicraft
80	Srikakulam	Cashew Kernels	Tertiary	Agriculture
81	Tirupati	Srikalahasti Kalamkari Fabrics/ Handicrafts	Primary	Handloom
82	Tirupati	Venkatagiri Cotton Sarees	Secondary	Handloom
83	Tirupati	Pen kalamkari	Tertiary	Handloom
84	Tirupati	Wood Carvings	Others	Handicraft
85	Tirupati	Lord Venkateswara Swamy Photo	Others	Handicraft
86	Tirupati	Chennuru Silk Sarees	Others	Handloom
87	Visakhapatnam	Seafood Cluster	Primary	Marine
88	Visakhapatnam	Basket Weaving	Secondary	Handicraft
89	Vizianagaram	Mango Jelly	Primary	Food Processing
90	Vizianagaram	Bobilli Veena	Secondary	Handicraft
91	Vizianagaram	Design Bedsheets	Tertiary	Textile
92	West Godavari District	Processed Prawn & Shrimp	Primary	Marine
93	West Godavari District	Veemavaram Light Weight Sarees	Secondary	Handloom
94	West Godavari District	Crochet Lace	Tertiary	Handloom
95	West Godavari District	Narspur Crochet Laces	Others	Handloom
96	YSR Kadapa	Vonipenta Brass	Secondary	Handicraft
97	YSR Kadapa	Madhavaram Sarees	Tertiary	Handloom
98	YSR Kadapa	Prodattur Raw (Kora) Silk Shirting	Others	Textile
99	YSR Kadapa	Barytes & Barium Compounds	Primary	Others

ANNEXURE-II

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE LOK SABHA UNSTARRED QUESTION NO. 4025 FOR ANSWER ON 17.03.2026.

Details of revenue generated and employment created through the production, marketing and sale of ODOP products in Andhra Pradesh

(Rs. In Crore)

Sl. No.	Name of the District	Name of the Product	Financial Year (2020-21 to 2024-25)		
			Revenue Generated/production	Employment Generation in Number	Sale of ODOP products
1.	Srikakulam	Ponduru Sarees and Dhoties, Shirtings	2.65	70	3.05
2.	Vizianagaram	Design Bedsheets	0.07	6	0.07
3.	Parvathipuram Manyam	Bobbili Sarees	0.40	21	0.46
4.	Anakapalli	Payakaraopeta Silk Sarees	0.15	16	0.15
5.	Kakinada	Uppada Jamdani Sarees	180.00	1500	150.00
6.	Kakinada	Peddapuram Silk Dhoties, Uppers & Shirtings	12.00	400	10.00
7.	Dr. B. R. Ambedkar Konaseema	Bandarulanka Sarees	4.5	370	4.00
8.	Dr. B. R. Ambedkar Konaseema	Angara Sarees	10.00	650	10.00
9.	Dr. B. R. Ambedkar Konaseema	Pasalapudi Sarees	4.50	190	5.00
10.	East Godavari	Pulagurtha Cotton Shirting & Sarees	7.50	165	6.00
11.	East Godavari	Muramunda Cotton Shirting & Sarees	5.00	150	4.00
12.	East Godavari	Veeravaram Silk Sarees	10.00	400	9.00
13.	East Godavari	Dulla Sarees	8.00	250	7.00
14.	West Godavari	Veemavaram Light Weight Sarees	0.27	30	0.31
15.	Eluru	Eluru Cotton Sarees	0	0	0
16.	Krishna	Pedana Kalamkari Printed Fabrics	546.00	1200	576.00
17.	Krishna	Polavaram/Bandar Sarees	23.28	785	31.73
18.	NTR District	Bandar type Reshma Sarees	0	0	0
19.	Guntur	Mangalagiri Sarees	132.47	5505	90.08
20.	Palnadu	Sattenapalli Bed Sheets	1.92	400	1.27
21.	Bapatla	Chirala Silk Sarees	40.00	520	37.00

Sl. No.	Name of the District	Name of the Product	Financial Year (2020-21 to 2024-25)		
			Revenue Generated/production	Employment Generation in Number	Sale of ODOP products
22.	Prakasam	Ethamukkala Check Lungies	0.25	25	0.26
23.	SPSR Nellore	Paturu Cotton Silk Sarees	52.50	2850	46.50
24.	Tirupati	Venkatagiri Sarees	100	3000	85.00
25.	Tirupati	Srikalahasti Kalamkari Fabric	500	6300	430.00
26.	Tirupati	Chennuru Silk Sarees	33.60	350	31.60
27.	Chittoor	Kollangantu Tie & dye Check lungies	0.25	30	0.23
28.	Annamayya	Madanapalle Silk Sarees	1550.64	9230	1318.04
29.	YSR Kadapa	Madhavaram Sarees	125	1100	110
30.	YSR Kadapa	Proddaturu Raw Silk Shirting	170	1300	140
31.	Kurnool	Yemmiganuru Bedsheets	1.30	32	1.72
32.	Kurnool	Kodumuru Gadwal Sarees	95.73	886	86.16
33.	Nandyala	Nandivargam Plain Towels & Lungies	0.15	20	0.13
34.	Sri Satya Sai	Dharmavarm Silk Sarees	1180.00	10500	1250.00

ANNEXURE-III

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE LOK SABHA UNSTARRED QUESTION NO. 4025 FOR ANSWER ON 17.03.2026.

District-wise details for support extended for ODOP activities in Andhra Pradesh

Sl. No.	Name of the District	Financial Year (2020-21 to 2024-25)	
		No. of Beneficiaries	Financial Assistance (Rs. In crores)
1.	Srikakulam	912	6.13
2.	Vizianagaram	419	2.23
3.	Parvathipuram Manyam	37	0.28
4.	Anakapalli	61	0.42
5.	Kakinada	180	1
6.	Dr. B. R. Ambedkar Konaseema	471	3.07
7.	East Godavari	517	2.7
8.	West Godavari	307	1.64
9.	Eluru	25	0.13
10.	Krishna	1330	8.13
11.	NTR	0	0
12.	Guntur	863	4.75
13.	Palnadu	84	0.42
14.	Bapatla	572	3.55
15.	Prakasam	902	5.62
16.	SPSR Nellore	762	6.25
17.	Tirupati	549	4.95
18.	Chittoor	1177	12.01
19.	Annamayya	1055	10.68
20.	YSR Kadapa	2679	18.94
21.	Kurnool	912	5.28
22.	Nandyala	281	1.92
23.	Sri Satya Sai	1746	18.3
Grand Total		15,841	118.40
