

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

**UNSTARRED QUESTION NO. 673.  
TO BE ANSWERED ON TUESDAY, THE 03<sup>RD</sup> FEBRUARY, 2026.**

**ONE DISTRICT ONE PRODUCT**

**673. SHRI HARISH CHANDRA MEENA:**

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

**वाणिज्य एवं उद्योग मंत्री**

- (a) the details of products selected under the "One District One Product" (ODOP) scheme for Tonk and Sawai Madhopur districts of Rajasthan;
- (b) the details of financial assistance, training and marketing support provided to small and micro-entrepreneurs associated with the said products since the inception of the scheme, district-wise;
- (c) whether the production units have been established under ODOP in the said Lok Sabha constituency, if so, the number of established units so far along with the number of products linked to GI tags, e-commerce or exports and the details of direct and indirect employment generated therefrom;
- (d) the reasons for not getting the expected market and prices to handloom, stone craft, embroidery and agri-based products of Tonk and Sawai Madhopur; and
- (e) the steps taken by the Government to link the above products to clusters, export promotion and special packages?

**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 (e):** The One District One Product (ODOP) is an initiative by the Department for Promotion of Industry and Internal Trade (DPIIT) without any financial component. The initiative aims to select, brand, and promote at least one product from each district of the country for enabling holistic growth across all regions. The products selected under the ODOP initiative for Tonk and Sawai Madhopur districts of Rajasthan are "Slate Stone Products (Tiles)" and "Marble Products" respectively.

Several steps have been undertaken to promote and enhance the visibility of ODOP products including products identified from Rajasthan. These include, facilitating participation in domestic and international exhibitions, capacity building initiatives in collaboration with various agencies; e-commerce on-

boarding 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 Products have been included as part of gifting during G-20 meetings in India to popularize these products internationally.

Further, the Government of Rajasthan has announced a dedicated One District One Product (ODOP) Policy in December 2024, operative till 31<sup>st</sup> March 2029. The policy supports margin money assistance for the creation of new ODOP enterprises; scheme for technology/software acquisition; marketing assistance; e-commerce promotion; and assistance for quality certification and standards. Further, ODOP has also been identified as one of the "Panch Gaurav" (Five Pride Elements), the key focus area in each district. A dedicated online registration platform has also been launched by Govt. of Rajasthan to provide ODOP Enterprises with a unique ODOP ID, enabling easier application for various state programs.

The details of financial assistance, training and marketing support provided to small and micro entrepreneurs by the Government of Rajasthan associated with the said products of Tonk and Sawai Madhpur districts are at **Annexure-I**.

To strengthen linkages between products and clusters, enhance export promotion, and provide targeted support through special packages, the Government of Rajasthan has formulated the Rajasthan One District One Product (ODOP) Policy, 2024 and the Rajasthan Export Promotion Policy, 2024.

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**ANNEXURE-I****ANNEXURE REFERRED IN REPLY TO PARTS (a) to (e) OF THE LOK SABHA UNSTARRED QUESTION NO. 673 FOR ANSWER ON 03.02.2026 REGARDING “ONE DISTRICT ONE PRODUCT”**

Tonk district	Sawai Madhopur
<ul style="list-style-type: none"><li>- 3 ODOP Units has been benefited with amount of Rs. 33,30,000/- under the scheme of Margin Money assistance under Rajasthan ODOP Policy 2024.</li><li>- 3 ODOP Units have been benefited under the scheme of website development assistance under Rajasthan ODOP Policy.</li><li>- One district level workshop organized wherein 80 entrepreneurs participated.</li></ul>	<ul style="list-style-type: none"><li>- Under the ODOP (One District One Product) policy, a district-level workshop was organized on 26.05.2025 in which 105 participants took part.</li><li>- A training for One District One Product programme was organized from 8<sup>th</sup> January 2026 to 12<sup>th</sup> January 2026 in which 15 artisans were trained.</li></ul>

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