

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

**UNSTARRED QUESTION NO. 408.
TO BE ANSWERED ON TUESDAY, THE 21ST JULY, 2026.**

ONE DISTRICT ONE PRODUCT FOR KARBI ANGLONG

408. SHRI AMARSING TISSO:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether Karbi Anglong and Dima Hasao districts of Assam have been identified under the One District One Product (ODOP) initiative and, if so, the details thereof;
- (b) the products identified under the initiative in the said districts;
- (c) the details of financial, technical and marketing assistance, including support for branding and exports, provided under the initiative in the said districts; and
- (d) whether the Government proposes to establish dedicated ODOP export hubs or common facilitation centres in Karbi Anglong and Dima Hasao and, if so, the details thereof?

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 of selecting, branding, and promoting at least one product from each district of the country to enable holistic growth across all regions. The selection of ODOP products is undertaken by the respective State/UT Governments. The Government of Assam has identified Ginger as an ODOP product for Karbi Anglong and Dima Hasao districts.

The implementation of ODOP is primarily through convergence with the schemes/programmes of the Central Ministries/Departments and the State Governments. No district-specific financial allocation is made under the ODOP initiative.

Several steps have been undertaken to promote and enhance the visibility of products identified under the ODOP initiative, including those identified from Assam. These steps include facilitating participation in domestic and international exhibitions; capacity-building initiatives in collaboration with

various agencies; and e-commerce onboarding drives for the Government e-Marketplace (GeM)-ODOP Bazaar, which showcases and stocks India's best ODOP products.

The ODOP initiative has previously collaborated with key institutions such as the Indian Institutes of Technology (IIT Bombay, Roorkee, Kharagpur, and Bhubaneswar), and National Institute of Design (NID Ahmedabad), along with the Directorate General of Foreign Trade (DGFT) and Press Information Bureau (PIB), to undertake capacity-building initiatives focused on product innovation, diversification, quality enhancement, and market readiness, thereby supporting local industries including agriculture-based products from Assam.

For promoting ODOP at the international level, engagement with MEA and Indian Missions abroad, virtual buyer-seller meets, and participation in international exhibitions have been undertaken. Also, various ODOP Products have been included in gifting at multilateral and bilateral meetings in India to popularize them internationally.

Further, the Government of Assam has informed that the PM Formalization of Micro Food Processing Enterprises (PMFME) Scheme provides financial assistance for setting up ODOP units, along with branding and marketing support for food processing units. Under the Scheme, financial assistance has been extended to 7 ODOP units in Karbi Anglong and 8 ODOP units in Dima Hasao. District Export Promotion Committees have been constituted in all districts to promote ODOP products. The State Government has constructed the Unity Mall in Guwahati, which has stalls showcasing ODOP products, including those from Karbi Anglong and Dima Hasao.
