

One District One Product (ODOP) initiative

Prelims: Current events of national and international importance | Economy

Why in News?

The Union Government in Lok Sabha highlighted the progress of the ODOP initiative, and detailed steps taken to promote them domestically and internationally.

- **Aim** - To ***select, brand, and promote*** at least One Product from each District of the country for enabling holistic growth across all regions.
- **Under-** The Department for Promotion of Industry and Internal Trade (DPIIT).
- **Nodal Ministry** - Ministry of Commerce & Industry.
- **Merged with** - It is ***operationally merged*** with '[Districts as Export Hub \(DEH\)](#)' initiative of Directorate General of Foreign Trade (DGFT).
- **Objective** -
 - For enabling holistic socioeconomic growth across all regions.
 - To attract investment in the district to boost manufacturing and exports.
 - To generate employment in the district.
 - To provide ecosystem for Innovation use of Technology at District level to make them competitive with domestic as well as International market.
- **Coverage & Achievements** - So far, 1,243 products have been identified from 775 districts across the country.
- **Sectoral Diversity of Products** - These products span ***textiles, agriculture, food processing, handicrafts, and other sectors***, reflecting India's rich cultural and economic diversity.
- **Institutional Mechanism** - State Export Promotion Committees (SEPCs) & District Export Promotion Committees (DEPCs) constituted in 36 States/UTs provide support for export promotion and address bottlenecks.

Measures taken for promotion & exports of ODOP products

- **Domestic Promotion**

- Participation in domestic exhibitions to showcase ODOP items.
- Capacity building initiatives in collaboration with various agencies.
- E-commerce onboarding drives for Government e-Marketplace (GeM)
 - ODOP Bazaar, which stocks India's best ODOP products.

- **International Promotion**

- Engagement with Indian Missions abroad.
- Virtual buyer-seller meets to connect producers with global markets.
- Participation in international exhibitions.
- Inclusion of ODOP products as gifts during G-20 meetings in India, popularizing them globally.

References

1. [PIB | One Product, One District](#)
2. [Invest India | One District, One Product](#)
3. [PIB | One Product, One District](#)

