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

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