

Ministry of Commerce & Industry



DPIIT's One District One Product Initiative Promotes 1,244 Unique Products Across 773 Districts

PM Ekta Malls and PMFME Scheme Strengthen Market Access for ODOP Products

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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. As of date, 1,244 products have been identified across 773 districts in the country under the ODOP framework.

Several steps have been undertaken to promote and enhance the visibility of the ODOP products includes facilitating participation in domestic and international exhibitions, capacity building initiatives in collaboration with various agencies; e-commerce onboarding drives for Government e-Marketplace (GeM) - ODOP Bazaar.

Under the Scheme for Special Assistance to States for Capital Investment (SASCI), financial assistance of up to ₹200 crore per State/ Union Territories with legislatures - Delhi, Jammu & Kashmir, and Puducherry is provided through a 50-year interest-free loan for establishment of PM Ekta Malls (Unity Malls) to promote the sale of ODOP, GI, and local handicraft products.

The Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) Scheme implemented by the Ministry of Food Processing Industries (MoFPI) adopts ODOP approach in food processing sector. It provides 35% credit-linked capital subsidy with maximum for ₹10 lakhs for eligible projects, Seed Capital support to SHG members, Capacity Building through Entrepreneurship Development Programme (EDP) and product-specific training, assistance for Common Infrastructure and Common Incubation Centres, and Branding & Marketing support, including common branding, packaging, quality standardisation and food safety compliance for all the products including ODOP. PMFME Scheme provides support under the Branding & Marketing component @ 50% grant for common branding, packaging, quality standardisation and food safety compliance.

No district-specific financial allocation is made under the ODOP initiative. States/UTs are encouraged to leverage the benefits available under various Central and State Government schemes for the development of ODOP products. These include schemes relating to MSMEs, food processing, skill development, exports, handicrafts, handloom, agriculture, and allied sectors, which provide support for infrastructure development, credit, skill upgradation, quality improvement, branding, market access, and exports.

The PMFME Scheme promotes convergence with other Central initiatives to strengthen both backward and forward linkages. For backward linkages, the Ministry works with the Ministry of Agriculture & Farmers' Welfare to facilitate clustering of Farmers with food processing clusters. For forward linkages, Convergence Committees have been constituted with APEDA and the Department of Fisheries to promote export-oriented value chains. Under this convergence, 24 common ODOP product clusters have been identified with APEDA and 7 fish and marine product clusters with MPEDA, to facilitate branding, market access and export promotion.

Under the 'Districts as Export Hubs' initiative, the Government aims to promote grassroots export growth by identifying potential products and services across districts in consultation with all stakeholders, including States/UTs. Through this framework, export-potential products and services have been identified in 734 districts. Further, State Export Promotion Committees (SEPCs) and District Export Promotion Committees (DEPCs) has been established across all 36 States/UTs to facilitate implementation and resolve supply chain bottlenecks and 249 District Export Action Plans (DEAPs) have been adopted by their respective DEPCs to streamline the value chain from production to export.

To facilitate market access for ODOP products, a dedicated ODOP Storefront has been established on the Government e-Marketplace (GeM). More than 500 ODOP product categories covering over 1,300 products are available on GeM for procurement. In addition, more than 10 States have developed dedicated e-commerce platforms for marketing and sale of ODOP products. ODOP products are featured at national exhibitions, trade fairs and other promotional events, helping artisans showcase goods and connect with buyers.

For promoting ODOP at international level, collaborated with MEA and Indian Missions abroad to organize promotional events, including exhibitions, buyer-seller meets, and participated in international exhibitions. ODOP Walls have been setup at Indian Missions to showcase ODOP products from various States/Districts. Three international retail stores (two in Singapore and one in Kuwait) are selling ODOP Products. ODOP products have also been included as official gifts during various bilateral/multilateral meetings, thereby enhancing their visibility in international markets.

The initiatives under ODOP have contributed to promotion of local products, improving market access, encouraging entrepreneurship and supporting employment generation. Specific details regarding exports under ODOP is not maintained centrally.

This information was given by Minister of State for Ministry of Commerce and Industry, Shri Jitin Prasada in a written reply in Rajya Sabha today.

Abhishek Dayal/ Abhijith Narayanan/ Ishita Biswas

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