

07th December 2022

One District One Product (ODOP) initiative operationally merged with 'Districts as Export Hub (DEH)' initiative

ODOP has been identified for the prestigious Prime Minister's Award for Excellence in Public Administration in Holistic Development

13 out of the 26 districts of Andhra Pradesh covered in the 'District as Export Hub' initiative

ODOP Bazaar launched on the Government e-Marketplace

ODOP initiative is operationally merged with 'Districts as Export Hub (DEH)' initiative of the DGFT, Department of Commerce, with the Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder, Minister of State for Commerce and Industry, Shri Som Parkash said in reply to a parliament question on 7th December 2022.

Central Government has initiated One District One Product (ODOP) in all States/UTs of the country, as a transformational step towards realizing the true potential of a district, fueling economic growth, generating employment and rural entrepreneurship, taking us to the goal of Aatmanirbhar Bharat. The ODOP Initiative is aimed at fostering balanced regional development across all districts of the country, enabling holistic socio-economic growth across all regions. The objective is to focus on District of the country as unit for converting into a manufacturing and export hub by identifying products with export potential in the District. The Department is engaging with State and Central Government agencies to promote the initiative of ODOP, which is an on-going process.

In this context, Districts Export Action Plans include specific actions required to support local exporters / manufacturers in producing / manufacturing identified products in adequate quantity and with the requisite quality, for reaching potential buyers outside India, thereby creating economic value. These plans also include identifying and addressing challenges for exports of such identified products/services, improving supply chains, market accessibility and handholding for increasing exports, paving way for employment generation.

The following are some of the achievements of ODOP:-

- i. The ODOP GeM Bazaar was launched on the Government e-Marketplace (GeM) on 29th August 2022 with over 200 product categories created on the platform to promote sales and procurement of ODOP products across the country.

- ii. ODOP products are showcased in various International forums such as World Economic Forum, DAVOS in May 2022, at International Yoga day (IYD) in New York, US in June 2022 etc.
- iii. The ODOP initiative has been identified for the prestigious Prime Minister's Award for Excellence in Public Administration in Holistic Development through One District One Product (ODOP) category in April, 2022.
- iv. Under DEH (a) State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) has been constituted in all the 36, States/UTs. (b) products/services with export potential have been identified in 734 Districts across the country (Including Agricultural & Toy clusters and GI products in these Districts); (c) State Export Strategy has been prepared in 28 States/UTs; (d) Under DEH, State Nodal officers are nominated in 34 States/UTs; (e) DEPC meetings has already been conducted in 681 Districts; (f) Draft District Action Plan has been prepared for 570 Districts; (g) a web portal to monitor the progress of District Export Action Plan in all the Districts has been developed by DGFT, to mention a few.

Andhra Pradesh has a total of 26 districts and about 13 of them have been covered in the DEH initiative. State-wise/district-wise list of products identified under 'District as Export Hub' initiative, including products from various districts of Andhra Pradesh is available on the following link: -

<https://exporthubs.gov.in/images/pdf/Final%20Product%20List.pdf>

(Source: PIB, GoI)