

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

**UNSTARRED QUESTION NO. 2281.
TO BE ANSWERED ON FRIDAY, THE 17TH DECEMBER, 2021.**

STRENGTHS AND OPPORTUNITIES UNDER ODOP

2281. SHRI SANJAY RAUT:

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) the manner in which Ministry is planning to make every district through One District One Product (ODOP) scheme becoming self-reliant and providing employment opportunities by taking local products to global level;
- (b) whether Ministry has identified strengths and opportunities under ODOP and, if so, how Ministry is going to address those gaps; and
- (c) the efforts being made to encourage investment to boost manufacturing and push exports, State-wise?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

- (a) & (b):** The Central Government has initiated the One District One Product (ODOP) in different States/UTs of the country. ODOP is seen 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. 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.

The Department is engaging with State and Central Government agencies to promote the initiative of ODOP in a phased manner. The objective is to convert each District of the country into an Export Hub by identifying products with export potential in the District. Towards this end, products/ services (including GI products, agricultural clusters, toy clusters etc.) with export potential in each District have been identified in all the Districts. Institutional mechanism in the form of State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) have been constituted in all the 36 States/UTs to provide support for export promotion and address the bottlenecks for export growth in the districts.

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. The plans also focus on the interventions required to provide ecosystem for innovation/ use of technology at the district level to make them export competitive. 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.

- (c): The Government has taken various steps to boost domestic and foreign investments in India. These include reduction in Corporate Tax Rates, easing liquidity problems of NBFCs and Banks, improving Ease of Doing Business, FDI Policy reforms, Reduction in Compliance Burden, policy measures to boost domestic manufacturing through Public Procurement Orders, Phased Manufacturing Programme (PMP), Schemes for Production Linked Incentives (PLI) of various Ministries. To facilitate investments, measures such as India Industrial Land Bank (IILB), Industrial Park Rating System (IPRS), soft launch of the National Single Window System (NSWS), National Infrastructure Pipeline (NIP), National Monetization Pipeline (NMP), etc, have also been put in place.
