

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

RAJYA SABHA

**UNSTARRED QUESTION NO. 686.
TO BE ANSWERED ON FRIDAY, THE 08TH DECEMBER, 2023.**

ONE DISTRICT, ONE PRODUCT SCHEME

686 Smt. Vandana Chavan:

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

- (a) the number of districts that have implemented the One District, One Product scheme, so far;
- (b) whether Government has a set timeline to achieve the implementation of the scheme in each district;
- (c) the steps being taken by Government to create a digital ecosystem to sell district-specific products, particularly art and craft products of the district through the scheme; and
- (d) the number of incubation centres that have been set up across the country for the implementation of this scheme?

ANSWER

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

- (a): The ODOP Initiative has identified over 1000 products from 767 districts across the country encompassing various sectors such as textiles, agriculture, food processing, handicrafts, and more.
- (b): One District One Product (ODOP) initiative is continuously growing and adapting through various interventions and actions taken in collaboration with the States/UTs. These initiatives collectively aim to create a market for ODOP products both domestically and internationally, showcasing the diverse offerings from different regions of India while supporting local artisans and communities.
- (c): Some of the steps undertaken to create the ecosystem for selling of ODOP products are as under:
 - **GeM Onboarding:** A dedicated storefront has been created on Government e-Market place (GeM) for ODOP. The purpose of the storefront is to enable direct procurement of ODOP products for gifting/ office use by various line ministries, government bodies, and foreign missions abroad. This will enable an international audience for India's rich and diverse products. 280+ ODOP categories are currently live on the marketplace.
 - The ODOP catalogue is a collection of 1000+ products that are indigenous to India. The catalogue covers a wide range of products such as Fragrances and Essential Oils, Spirits, Tea and Coffee, Gems and Jewellery, Silk and Shawls. The catalogues includes the products from across the country which helps in promoting these indigenous products and increasing their visibility.
- (d): Since ODOP is not a scheme but an initiative, there is no provision for incubators thereof.
