

ONE DISTRICT ONE PRODUCT

Connecting Districts to the World



**AGGREGATION
TRANSFORMATION
AND DIVERSIFICATION**



ONE DISTRICT ONE PRODUCT

INTRODUCTION

In India, each district is known for some speciality and carries the potential to scale. In this regard, the One District One Product (ODOP) Initiative is a transformational step aimed at manifesting the vision of the Hon'ble Prime Minister of India to convert every district in India, into an export hub through the promotion of the product in which the district specialises in. It will help districts reach their full potential, foster economic and socio-cultural growth, and create employment opportunities. The initiative plans to accomplish this by scaling manufacturing, supporting local businesses, investors and so on, thus helping achieve the 'Aatmanirbhar Bharat' vision.

750+

PRODUCTS
FROM ALL DISTRICTS

100+

GI
PRODUCTS

ODOP INTERVENTIONS: *The Win-Win Approach*

	PRODUCT DEVELOPMENT Diversification Packaging & Branding Technology Upskilling Quality Standardisation
	SALES IMPROVEMENT Domestic and International Market E2E E-commerce onboarding and fulfilment assistance International Expos
	AWARENESS Market Opportunities Buyer Needs Certifications (organic/as per export standards)
	SCHEME Scheme awareness Scheme facilitation support Funding facilitation, Marketing, Technology upgradation

SECTORAL CLASSIFICATION

- MANUFACTURING & MINERALS (16%)
- HANDICRAFTS (10%)
- OTHER (5%)
- AGRICULTURE (45%)
- FOOD PROCESSING (9%)
- TEXTILE & HANDLOOM (15%)

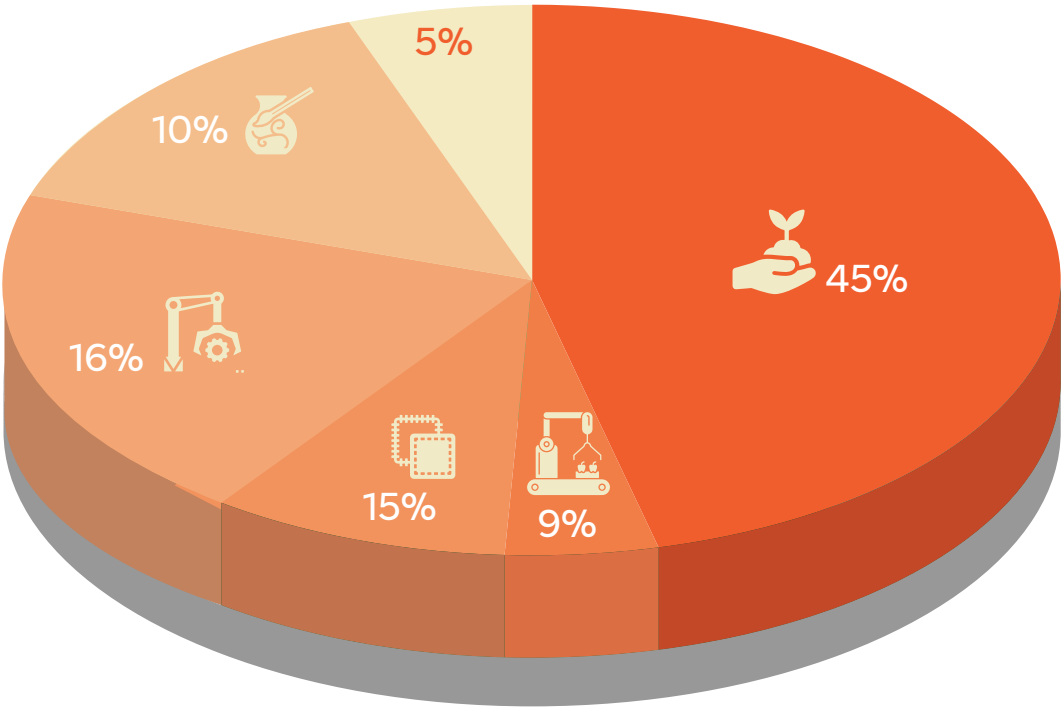


Figure 1 : Sector wise
Product Categorisation

AGRICULTURE

Agriculture plays a vital role in India's economy. About 54.6% of the population is engaged in agriculture and allied activities (Census 2011) and contributed 17.8% to the country's Gross Value Added for the year 2019-20 (current prices). Given its importance, almost 45% of products under the ODOP initiative are agricultural and agro-based.



Assam Tea : 'The Morning Wonder'

Grown on the rolling plains by the Brahmaputra River and crafted by the region's rich loamy soil, unique climate and liberal rainfall, Assam Tea is known for its rich, deep-amber colour and smooth malty flavour, making it a perfect tea to wake up to.

Tea has been identified as a product under ODOP from Dibrugarh in Assam, Kangra in Himachal Pradesh, South Sikkim in Sikkim, Nilgiris in Tamil Nadu and Darjeeling in West Bengal



FOOD PROCESSING

The food processing sector is expected to grow at a healthy pace given the rapid changes in food habits and consumerist culture developing globally. The Indian food processing sector is growing steadily fuelled by strong domestic demand. The most promising areas of growth are fruit and vegetable processing, meat, poultry, dairy and seafood, packaged/convenience food, oils, beverages and grain processing.



Dairy : 'Continuing the White Revolution'

Dairy is the single largest agricultural commodity contributing to nearly 5% of the national economy and employing more than 8 crore farmers directly. Globally, India is ranked 1st in milk production contributing to 23% of the global milk production.

Under the ODOP initiative, Dairy and Milk products have been identified from Begusarai in Bihar, Mahasamund in Chhattisgarh, Mahesana in Gujarat, Hisar, Kaithal and Bhiwani in Haryana, Rajouri in Jammu and Kashmir and Dholpur in Rajasthan.



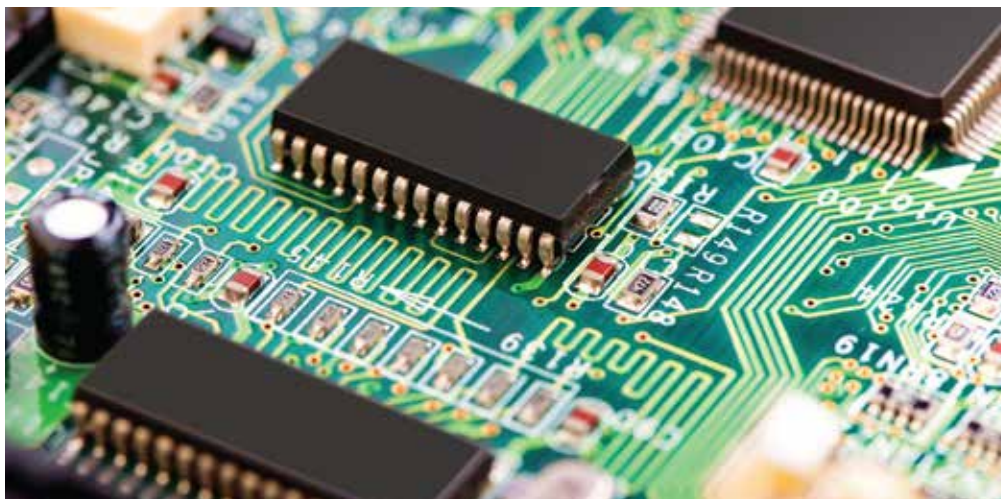
MANUFACTURING & MINERALS

Manufacturing is becoming a high growth sector in India, especially after the 'Make in India' program. Together with the ODOP initiative, India is poised to become a dominant manufacturing hub in Asia as it has begun receiving investments from established domestic and international businesses.



Engineering Goods and Electronics : 'Powering & Empowering'

A diverse industry with distinct sectors, from castings and forgings industry to highly sophisticated microprocessor-based equipment. Products under the engineering industry are largely used as input to the capital goods industry.



TEXTILE & HANDLOOM

The Indian textiles industry is amongst the largest in the world with a large raw material base and manufacturing strength across the value chain in both the hand-woven sector and capital-intensive mill sector. The textile industry is inherently linked with the agriculture, culture and traditions of India which contributes to its versatile product range, capable of catering to domestic and international markets.



Silk : 'Queen of Textiles'

India has a rich history in silk production and silk trade, making it a part of the life and culture of Indians. India is the 2nd largest producer of silk in the world. It has the unique distinction of producing all five commercially known silks- Mulberry, Tropical Tasar, Oak Tasar, Eri and Muga.

Silk has been identified as an ODOP from Kamrup in Assam, Banka in Bihar, Patan in Gujarat, Saitual in Mizoram, Kanchipuram and Salem in Tamil Nadu and Narayanpet in Telangana.



HANDICRAFTS

India has a rich diversity in handicrafts primarily due to the varied cultural heritage of the region, materials and work ways. Intricate craftsmanship and artistry go into shaping metals, wood and other base material into exquisite jewellery, decor and utility items. It entails processing materials by hand and mostly manual tools. Under the ODOP initiative, many such unique handicraft products have been identified from different districts in India.



Dhokra : 'Living Bronze Age Craft'

Dhokra art dates back to the times of Indus Valley Civilisation. Named after Dhokra Damar tribe, its artists are metalsmiths who use wax moulds and clay to craft beautiful figurines. The legendary dancing girl of Mohenjo-Daro was sculpted using the lost wax technique or Cire perdue, which dhokra castings still use. Stunning metal figurines fashioned from copper and brass are among the most unique handicrafts of India.



OTHERS - SERVICES

Tourism : 'Discover the Incredible India'

Given the rich cultural and historical heritage of India, its geographical terrain and ecological diversity, tourism becomes an important industry for contributing to foreign exchange in India, adding employment opportunities and promoting brand India. Theme based and medical tourism are important categories within this industry.



SETTING BENCHMARKS

ODOP SUCCESS STORIES

Product Development

Upskilling- Capacity Building Trainings and Workshops: ODOP organizes workshops to enhance manufacturing processes, enable product diversification, improvise packaging and logistics. Such initiatives are aimed at increasing sales and market access for products.



Molela Terracota Training, Rajsamand, Rajasthan

Product diversification design intervention assisted artisans to curate diverse products out of GI-tagged Molela Clay-Work. In international markets, clay and ceramic home and kitchenware products are in high demand, making it a potential market for Indian Molela Clay work products.



Craft & Design Training Workshop, Tripura

Leading experts from the craft and design sector delivered a 360-degree skill development workshop using the 3P approach- Product diversification, Presentation and Packaging.

Sales Improvement

ODOP team conducts field visits and engages extensively with different stakeholders to address issues and resolve gaps in supply chain. Events and campaigns are organized to build buyer-seller contacts, promote domestic sales and enable exports.

Facilitating Domestic Trade: Spreading the Magic of Indian Golden Spice

- Lakadong Turmeric 1.0: 13000+ kg of procurements in 2021
- Lakadong Turmeric 2.0: 25000+ kgs of repeat procurements in 2022
- ~15% increase in price margin for producers
- 1st ever technology demonstration using UAV/Drones as payload delivering devices to enhance 1st mile connectivity in logistics
- Import Substitution with best-in-class highest curcumin content turmeric from Meghalaya
- Driven by demand, sales of Lakadong Turmeric has increased, with access to newer markets
- Socially, it has empowered the women and positively impacted the local community to lead better life



Enabling Exports with Trade Facilitation

1st ever commercial consignment of GI tagged Jardalu Mango from Bihar exported to UK.



Connecting the Dots from Kashmir to Karnataka

- 6000+ kgs of Srinagar Apples flagged off to Bangalore
- Budgam Walnuts substituted imports from USA



Ecommerce Onboarding:

Shrinking Miles, Adding Smiles

- From Kutch to Arunachal Pradesh and from Kashmir to Karnataka, successful onboarding of artisans onto key e-commerce platforms- Government E-Marketplace (GeM), Hunaar Haat, Tribes India, 5+ private domestic and international sites.
- ~400+ Products under ODOP initiative poised to be showcased in phases on India ODOP Bazaar online.
- 15 crafts from Kutch, Gujarat from 150+ artisans onboarded on ecommerce platforms.
- 300+ artisans of Bidriware from Bidar, Karnataka onboarded onto an international ecommerce platform.
- 60+ weavers of Cotton, Muga and Eri silk on international ecommerce platforms.
- 500+ weavers and artisans from Arunachal Pradesh benefited from Ecommerce onboarding.
- Sellers of Walnuts, Saffron, Honey, Papier Mache, etc onboarded from Jammu & Kashmir.



International Marketing: Spreading Sweetness in the World

- 2 Editions of Mango Festival of India in Japan.
- Mega India-Japan Mango Buyer Seller Meet across 25 locations in Tokyo participation of 46 districts from 8 states of India



Awareness

- Regular interactions for exploring areas of collaboration
- Round Table Conferences/Interactions with Indian and International associations
- All India Wine Producer Association (AIWPA) Seabuckthorn Association of India (SAI)
- Industry Associations- ASSOCHAM, CII, FICCI, etc
- 200+ Action Reports created for planned targeted interventions



● ODOP Experiential Zone at ITPO

- To build scheme awareness among domestic and international stakeholders, DPIIT themed pavilion was organised by ITPO as part of Aatmanirbhar Bharat campaign.
- Products under ODOP initiative from different sectors and regions in India were displayed.
- The display garnered much interest from visitors and business stakeholders.



Scheme

- Enable access to Central and State level schemes
- Facilitate collaboration between various line ministries and industry associations for promotion of product and better market access

ODOP: The Next Leap More Ambitious, More Determined

ODOP selected for prestigious PM Awards for Excellence in Administration

- Ministry of Personnel, Public Grievances & Pensions, Government of India recognized the contribution of civil servants in Holistic Development through One District One Product (ODOP) initiative
- For FY 2021-22, Darbhanga district from Bihar for Makhana and Sidharnagar district from Uttar Pradesh for Kalanamak Rice received awards under ODOP category.

70 + Capacity Building Trainings/Workshops planned at national level in FY 2022-23

- To introduce Design-led innovation in the products
- To brand products to highlight their unique value propositions
- To improve quality of products through best practices
- To identify new markets and customers for the products
- To train/upskill producers, craftsman and manufacturers

Ecommerce Onboarding to enable access to Indian and International Markets

- Building Synergies for long term collaboration with
- Industry Associations
- Commodity Boards
- Embassies and Line Ministries Startups

50+ Buyer Seller Meets planned in FY 2022-23

- To cover different Sectors, Districts and States in India
- To build newer and stronger buyer seller connects
- To promote products and improve sales

International Roadshows planned for FY 2022-23

- To promote and showcase Products under ODOP initiative
- To explore potential areas of collaboration with Governments and businesses for new opportunities

One Dream, One Passion



Launch of ODOP Gift Catalogue

Union Minister of Commerce and Industry Shri. Piyush Goyal unveiled the digital version of the ODOP gift catalogue with 75 Products. The digital launch took place during the meeting with Export Promotion Councils and Industry Associations at Vanijya Bhawan on 5th August 2022.

The ODOP gift catalogue includes a wide range of products like Fragrances and Oils, Indian Spirits, Home Décor products, Fabrics, and Silks and Shawls. ODOP gift catalogue is a step towards realizing the potential of all districts in India and will give global recognition to the country's diverse indigenous products. The catalogue is intended to promote the brand image of local products in the international market, consequently boosting the Prime Minister's vision of "Make in India" and "Make for World".

The ODOP catalogue was expanded to cover more products and the unabridged version of the ODOP gift catalogue covering 300+ products was unveiled by Hon'ble Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Shri Piyush Goyal at the **ODOP Sampark** on 29th August 2022. ODOP Directory with details of 5000+ sellers was also launched on the occasion.

One Dream, One Passion



Launch of ODOP Storefront on Government e-Marketplace (GeM) portal

During **ODOP Sampark**, the ODOP storefront, with 75 categories covering products across States and UTs was launched on GeM portal by Hon'ble Union Minister of Commerce and Industry, Shri Piyush Goyal Secretary, in the presence of Additional Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), several Secretaries to the Government of India, senior State and UT government officials, several Industry Associations and other dignitaries.

The purpose of the storefront is to enable direct procurement of Products under ODOP 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. Various Ministries, Departments and other government bodies are keen to consider Products under ODOP exclusively for gifting purposes both within and outside India and for the G20 summit.

One Dream, One Passion

Artisan ID Drive in Assam to empower artisans



Workshop on ODOP initiatives and success stories at Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie

One Dream, One Passion

Engaging with FPO and Artisans during State-District Field Visits



'One District One Product' float in Manhattan, New York during India Day Parade



ODOP Showcase during USA Strategic Roadshow hosted by Consulate General of India, New York

