

3. One District One Product – Economy

The One District One Product (ODOP) initiative has completed 8 years of transformative impact by promoting traditional industries.

One District One Product (ODOP) Initiative

About the ODOP Initiative- The One District One Product (ODOP) initiative is spearheaded by the Department for Promotion of Industry and Internal Trade (DPIIT).

Core objective-

1. Unlock the unique economic potential of each district.
2. Promote balanced regional development by reducing over-concentration of industries.
3. Enable local artisans, MSMEs, and producers to compete in national and global markets.

ODOP adopts a place-based development approach, recognising that districts differ in skills, resources, and production traditions.

Genesis and Evolution- ODOP was first launched in 2018 with Moradabad's brassware in Uttar Pradesh as the pilot product. Based on its success, the initiative was scaled up nationwide and integrated into India's broader industrial and export promotion strategy.

At present-

1. 1,243 products have been identified.
2. These products span 775 districts across India.
3. Coverage includes sectors such as
 - a. Textiles and handlooms
 - b. Agriculture and allied activities
 - c. Food processing
 - d. Handicrafts and artisanal goods
 - e. Traditional and indigenous products

Product Selection Framework under ODOP

Decentralised and flexible approach- Products are selected by States and Union Territories, not centrally imposed.

Selection criteria include-

1. Existing production ecosystem and skill base.
2. Availability of raw materials.
3. Historical and cultural significance of the product.
4. Market demand and scalability.

The finalised product list is communicated to DPIIT, ensuring national coordination while preserving state autonomy.

Government Initiatives for Promotion of ODOP

Market Access and Digital Platforms

GeM-ODOP Bazaar- Integrated with the Government e-Marketplace (GeM). Enables ODOP producers to directly access government procurement and wider online markets. Reduces intermediaries and improves price realisation for artisans.

Physical Retail and Branding Infrastructure

PM Ekta Mall (Unity Malls)– Envisaged as dedicated retail and exhibition hubs. Promote ODOP, GI-tagged, and handicraft products under one roof. Aim to create a nationwide brand identity for indigenous products.

Global Outreach of ODOP

Diplomatic Promotion

Over **80 Indian Missions abroad** have promoted ODOP products through–

1. Exhibitions and trade showcases.
2. ODOP display walls.
3. Diplomatic gifting.

G20 Integration– ODOP products were included as official gifts during G20 meetings, providing global visibility.

International Retail Presence

ODOP products are sold through three international stores–

1. Two in Singapore (Mustafa Centre and Kashmir Heritage).
2. One in Kuwait (Hakimi Centre).

These efforts aim to ensure sustained overseas market access, not one-time exposure.

ODOP and District as Export Hub (DEH)

Under the District as Export Hub (DEH) initiative– Each district identifies products and services with export potential.

The process involves–

1. State governments and UTs.
2. Export Promotion Councils.
3. Industry bodies and local stakeholders.

ODOP products form the backbone of DEH, linking grassroots production to global value chains.

Significance of the ODOP Scheme

Balanced Regional Development– Encourages decentralisation of industrial activity. Reduces regional imbalances by promoting growth in backward and aspirational districts.

Empowerment of Artisans and MSMEs

Provides

1. Access to institutional finance.
2. Skill development and technology upgradation.
3. Branding, packaging, and marketing support.

Enhances income levels and employment generation at the local level.

Preservation of Heritage and Culture– Supports traditional crafts and indigenous knowledge systems. Prevents loss of artisanal skills due to migration and industrial homogenisation.

Economic and Structural Impact– Strengthens local value chains and cluster-based development. Encourages formalisation of enterprises. Contributes to inclusive and sustainable grassroots economic growth.

Global Recognition– District-specific products gain international visibility. Positions India as a global hub of diverse, high-quality, culturally rooted products.

Concluding Remarks

The One District One Product initiative has transformed local skills into engines of economic growth.

It represents

1. National recognition of district-level strengths.
2. Global opportunities for artisans and MSMEs.

ODOP today is not merely about products, but about millions of local aspirations finding space in national and international markets.

Source- <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2217539®=3&lang=1>

