

Commerce Ministry to issue new guidelines to promote first-time exporters and new markets under ODOP: Union Minister of Commerce and Industry Shri Piyush Goyal

India is like an oasis in a turbulent world, powered by 773 districts and strong leadership: Shri Piyush Goyal

One District, One Product a unique initiative reflecting India's legacy and global potential: Shri Piyush Goyal

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Union Minister of Commerce and Industry, Shri Piyush Goyal, addressed the National One District One Product (ODOP) 2024 Award ceremony in New Delhi today. He said that the Commerce Ministry will work with districts to promote first time exporters to newer markets. He mentioned that the Ministry will soon be coming out with more guidelines on how new markets, new products, and new exporters can be promoted. He said that the Commerce Ministry and the districts can partner to promote ODOP products to newer markets and support first time exporters.

Shri Goyal highlighted that 773 districts across various states have contributed to the success story of India. He said that India is like an oasis in a desert in a tumultuous world and is the fastest growing large economy in the world today. He said India will become the third largest economy in 2027. He added that the states, the population, and the Prime Minister Shri Narendra Modi together have made this growth story possible.

He said that we have so many diverse products that can take India globally. He cited examples such as Wayanad's coffee, Ratnagiri mangoes, and saffron from Pulwama, stating that these represent the wide range of products that can take India's name to the world. He said that One District, One Product is a unique initiative, and no other country has something like this. Each district brings a different kind of legacy. He also mentioned that sometimes two products have to be recognised under ODOP. He added that local is now going global.

Shri Goyal said that 64 out of 87 products are covered under the Industrial Investment Promotion Policy. He informed that all 38 districts of Bihar have achieved 100 percent coverage of products under ODOP, and Bihar has given importance to the initiative. He stated that all the products are covered in the state economic system and are included in the industrial policy. Bihar has been categorised as Category A in this regard.

He said that the 'Panch-Pran' or commitments of Prime Minister Shri Narendra Modi, announced at the start of the Amrit Kaal 2022–2047, are being taken forward. These commitments are working towards making India a developed nation. He added that we should all protect the sovereignty of the country and uphold the

unity and integrity of the nation.

He informed that 27 states have been approved for setting up PM Ekta Mall, which will promote products from their own states as well as other states. He said these malls will also showcase GI-tagged products, handlooms etc.

He said that ODOP products need to be sustainable. He emphasised the need to work on the branding and quality of the products. He said the packaging and branding need to be improved so that the products are respected in the world for their high quality. He also said that ODOP will help boost tourism.

He stated that a best practices compendium has been prepared to help emulate and learn how to promote ODOP products forward.

He urged everyone to take a pledge to make ODOP a driving force of prosperity in their districts through their products. He encouraged all stakeholders to take their ODOP globally.

The event also marked the second edition of the One District One Product (ODOP) Awards, organised by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry. The awards were instituted to recognise and celebrate the efforts of States and Union Territories, Districts, and Indian Missions Abroad in advancing the vision of Aatmanirbhar Bharat through the ODOP initiative.

Under this initiative, the Government has identified over 1,200 unique products from more than 750 districts across the country, spanning sectors such as agriculture, food processing, handloom, handicrafts, and others. These efforts are aimed at promoting value addition, marketing, and connecting local products with global markets.

The initiative has seen growing momentum, with States and UTs integrating ODOP products into existing schemes and several of them setting up dedicated ODOP Cells. Over 15 States/UTs have launched dedicated platforms and some have created ODOP-specific e-commerce solutions. ODOP products are also listed on the Government e-Marketplace (GeM) and other e-commerce portals to enable easier procurement and wider reach.

ODOP's international footprint is expanding. ODOP Walls have been established in Singapore, New York, Vancouver, Milan, Kuwait, Bahrain, and Japan. ODOP products are now available at retail outlets like Mustafa Centre and Centre Point Mall in Singapore. More than 15 Indian Missions abroad have actively participated in promoting ODOP through exhibitions, roadshows, and gifting campaigns.

To build grassroots capacity, the initiative has collaborated with premier institutions like NID and IITs to deliver targeted skilling and training programmes for artisans and producers.

As part of wider public outreach, the PM Gati Shakti – ODOP Experiential Centre has also been launched at Bharat Mandapam. This centre offers an immersive experience into India's district-level products using technologies such as Augmented Reality, Virtual Reality, RFID mapping, and audiovisual storytelling.

Reflecting the scale of national and international engagement, the ODOP Awards received a total of 641 applications via the Rashtriya Puraskar Portal between 1st April and 11th June 2024. These included 587 entries from districts, 31 from States/UTs, and 23 from Indian Missions abroad.

The awards ceremony was held in the august presence of Union Minister of Commerce and Industry Shri Piyush Goyal; Chief Minister of Delhi Smt. Rekha Gupta; and Minister of State for Commerce and Industry Shri Jitin Prasada. The dignitaries felicitated the winners of the National ODOP Awards 2024 and acknowledged their contributions in innovation, public service delivery, and economic development.

On the occasion, the Ministers also digitally launched the Handbook for the upcoming 3rd edition of the ODOP Awards and released the ODOP Best Practices Compendium.

The event included presentations by selected States, UTs and Indian Missions on successful ODOP models, followed by a session on the Way Forward with participation from district officials, industry associations, aggregators, e-commerce platforms, logistics providers, and technology institutions.

A total of 34 awards were conferred across three categories – Districts, States and Union Territories, and Indian Missions Abroad – and were received by the respective representatives. Indian Missions Abroad

participated in the ceremony virtually.

1. List of Awardees for ODOP Awards 2024:

I. Indian Missions Abroad:

Mission Abroad	Award
High Commission of India Singapore	Gold
Consulate General of India, New York	Silver
Consulate General of India, Vancouver	Bronze

II. States/UTs:

a. Category A:

Rank	State/UT	Award
1	Andhra Pradesh	Gold
	Maharashtra	
	Punjab	
	Uttar Pradesh	
2	Madhya Pradesh	Silver
3	Gujarat	Bronze
	Rajasthan	
	West Bengal	

b. Category B:

Rank	State/UT	Award
1	Jammu and Kashmir	Gold
2	Sikkim	Silver
3	Meghalaya	Bronze
	Ladakh	

III. Districts:

a. Category A – Agriculture:

Rank	District	State/UT	Product	Award
1	Guntur	Andhra Pradesh	Chillies	Gold
	Ratnagiri	Maharashtra	Alphonso Mangoes	
2	Nagpur	Maharashtra	Nagpur Orange	Silver
	Pulwama	Jammu and Kashmir	Saffron	
3	Siddharthnagar	Uttar Pradesh	Kala namak rice	Bronze
	Amravati	Maharashtra	Mandarin Orange	
	Srikakulam	Andhra Pradesh	Cashew	
4	Nalbari	Assam	Rice & rice products	S p e c i a l

	Wayanad	Kerala	Coffee	Mention
	Nashik	Maharashtra	Grapes/Raisins	

b. Category B – Non-Agriculture:

Rank	District	State/UT	Product	Award
1	Bapatla	Andhra Pradesh	Chirala Silk Sarees (Kuppadam)	Gold
	Vizianagaram	Andhra Pradesh	Bobilli Veena	
	Tirupati	Andhra Pradesh	Venkatagiri Cotton Sarees	
2	Sri Sathya Sai	Andhra Pradesh	Dharmavaram Silk Sarees	Silver
	Ganderbal	J a m m u a n d Kashmir	Willow Wicker	
3	Anakapalli	Andhra Pradesh	Etikoppaka Toys	Bronze
	Kakinada	Andhra Pradesh	Peddapuram Silks	
4	Akola	Maharashtra	Cotton Ginning and pressing	Special Mention
	West Godavari	Andhra Pradesh	Narspur Crochet Laces	

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