

CENTRE's NEW INITIATIVE TO CONNECT MSMEs WITH GLOBAL MARKET

Posted On: 28 JUL 2025 5:57PM by PIB Delhi

The Department of Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry Initiative “One District, One Product” (ODOP) aims at fostering balanced regional development across all districts of the country by selection, branding, and promoting one product from each district of the country. The ODOP Initiative aims at attracting investment in the district and boosting manufacturing and exports, thereby generating employment in the district. ODOP is operationally merged with the “Districts as Export Hubs” initiative. The **Developing Districts as Export Hubs (DEH)** initiative is a flagship export promotion initiative of Director General of Foreign Trade (DGFT), with the vision to transform every district into a vibrant contributor to national exports. It builds upon and now incorporates the **One District One Product (ODOP)** initiative to streamline export potential at the grassroots level. Each district identifies one or more products or services with export potential and creates a **District Export Action Plan (DEAP)** to support quality, capacity, market access, and infrastructure. A **District Export Promotion Committee (DEPC)**, led by local administration in partnership with DGFT regional authorities, oversees execution. State-level Export Promotion Committees support coordination across districts and the DGFT implements and monitors via a national portal. ODOP products are promoted at international events through engagement with Indian Missions abroad.

The Government facilitates participation of Micro, Small and Medium Enterprises (MSMEs) in International Trade Fairs through the International Co-operation Scheme of the Ministry. The scheme aims to build Capacity of MSMEs for entering export market by facilitating their participation in international exhibitions/fairs/conferences/ seminar/buyer-seller meets abroad as well as providing them with actionable market-intelligence and reimbursement of various costs involved in export of goods and services. The Scheme provides opportunities to MSMEs to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demand, and emergence of new markets.

The components of training in digital marketing and e-commerce are embedded in schemes like Procurement and Marketing Support and MSME Trade Enablement and Marketing (MSME TEAM) schemes of the Ministry of MSME. Government provides financial incentives/concessions through schemes like Prime Ministers Employment Generation Programme, PM Vishwakarma, Procurement and Marketing Support, International Cooperation, Khadi Gramodyog Vikas Yojana, Coir Vikas Yojana etc, for enterprise creation, capacity building, tool kits, etc. Through the Credit Guarantee Fund Trust (CGTMSE), Government provides guarantee cover for Micro and Small Enterprises (MSEs), with increased cover for women owned enterprises.

This information was given by the Minister of State for Micro, Small and Medium Enterprises, Smt. Sushri Shobha Karandlaje, in a written reply in the Rajya Sabha today.

SK

(Release ID: 2149387)