

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

**UNSTARRED QUESTION NO. 1427.
TO BE ANSWERED ON TUESDAY, THE 28TH JULY, 2026.**

STATUS OF ODOP SCHEME

1427. SHRI AKSHAY YADAV:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) the current status of the One District One Product (ODOP) scheme for Firozabad's glassware and bangle industry, including funds sanctioned, beneficiaries supported, and infrastructure created;
- (b) whether Firozabad's glassware exporters have reported a decline in shipments and a rise in freight costs since March 2026, on account of disruptions to shipping routes through the Strait of Hormuz and the Red Sea and whether any relief has been extended;
- (c) the details of the data on the overall decline, if any, in India's glassware and handicraft exports on account of global disruptions during the current financial year; and
- (d) whether the Government proposes any freight-subsidy, export-credit, or alternate-route facilitation measures for exporters affected by the ongoing West Asia conflict, if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a):** One District One Product (ODOP) is an initiative by the Department for Promotion of Industry and Internal Trade (DPIIT) with the aim of selecting, branding, and promoting at least one product from each district of the country to enable holistic growth across all regions. The Government of Uttar Pradesh has identified 110 products from 75 districts, including Glassware product for Firozabad district.

The Government of Uttar Pradesh has informed that for supporting Firozabad's Glassware and Bangle Industry financial assistance amounting to ₹3,676.27 lakh has been provided to 622 beneficiaries under the ODOP Margin Money Scheme, while 415 beneficiaries have received assistance amounting to ₹491.66 lakh under the ODOP Marketing Development Assistance (MDA) Scheme. Furthermore, under the One District One Product (ODOP) Training

Scheme, 1,775 beneficiaries have been trained to enhance their skills and industrial capacity. Upon successful completion of the training programme, each beneficiary has been provided with an advanced toolkit worth up to ₹20,000.

Under the Scheme for Special Assistance to States for Capital Investment (SASCI), financial assistance of up to ₹200 crore per State/UT with legislatures - Delhi, Jammu & Kashmir, and Puducherry is provided through a 50-year interest-free loan for establishment of PM Ekta Malls (Unity Malls) to promote the sale of ODOP, GI, and local handicraft products.

- (b) & (c):** The Government of Uttar Pradesh has informed that no official district-specific information has been received from Firozabad's glassware exporters indicating any decline in the shipments and a rise in freight costs since March 2026.

Further, no overall decline has been observed in the exports of Glassware and Handicraft during the current financial year compared to previous financial year.

- (d):** The Government constituted an Inter-Ministerial Group (IMG) on 02.03.2026 under the Department of Commerce which meets regularly and coordinate measures, including freight subsidy, export credit, duty relief on critical imports, implementation of necessary export regulations, and facilitation of alternate trade routes, to minimise disruptions to trade and ensure business continuity during the ongoing West Asia conflict.

For freight and insurance support Export Credit Guarantee Corporation of India (ECGC) has launched the 'Resilience and Logistics Intervention for Export Facilitation (RELIEF)' intervention on 19.03.2026 with covering exports to the West Asia region or sailing through the region. Freight and insurance costs of already-sailed exports of Micro, Small and Medium Enterprises (MSME) are reimbursed up to 50 lakhs per MSME in respect of non-ECGC covered claims; in addition, 100% cover is provided for ECGC-covered exports which had already sailed and 95% cover for upcoming exports utilizing ECGC cover.
