

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION NO. 2640
ANSWERED ON 04/08/2026

ONE DISTRICT ONE PRODUCT

2640. MRS. RUCHI VIRA

Will the Minister of **COMMERCE AND INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) the total number of trade delegations sent during the last six months to the 40 new alternative countries, country-wise including Argentina, Israel, Saudi Arabia and Australia where the Government has planned to promote Indian handicrafts along with the details of the total trade agreements achieved through such delegations;
- (b) the details of the funds allocated during the current financial year for developing modern infrastructure in other handicraft and One District One Product (ODOP) clusters in Uttar Pradesh on the lines of the newly established B2B Cash and Carry Centre and 3D Design Studio in Moradabad district in Uttar Pradesh; and
- (c) whether the Government has any proposals to formulate any special Central Scheme to impart training to traditional artisans in international quality standards, packaging requirements and digital 3D prototyping and if so, the financial outlay proposed for the next three years along with the total number of targeted beneficiaries?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्यमंत्री (श्री जितिन प्रसाद)
THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) The Government promotes Indian products including handicrafts and one district one products through engagement with Indian Missions abroad and numerous participations in international exhibitions, Buyer-Seller Meets (BSMs), trade fairs under the Market Access Support intervention of Export Promotion Mission. The objective of Market Access Support intervention is to develop, expand, and sustain international markets, allowing for market diversification and international visibility.

During the last six months, approval for 132 promotional activities (with financial support of ₹ 133.43 Cr) have been accorded to facilitate business linkages and enhance export opportunities in several countries. The details of events approved for Saudi Arabia and Australia are as below:

Sl. No	Country	Number of events	Budget (in ₹ Cr)
1	Saudi Arabia	6	1.98
2	Australia	2	0.69

(b) The implementation of One District One Product (ODOP) is primarily done through convergence with the schemes/programmes of the Central Ministries/Departments and the State Governments. No district-specific financial allocation is made under the ODOP initiative. However, several steps have been undertaken to promote and enhance the visibility of the ODOP products, which includes facilitating participation in domestic and international exhibitions, capacity building initiatives in collaboration with various agencies; e-commerce onboarding drives for Government e-Marketplace (GeM) - ODOP Bazaar. ODOP products have also been included as official gifts during various bilateral/multilateral meetings, thereby enhancing their visibility in international markets.

Under the Scheme of Department of Expenditure for Special Assistance to States for Capital Investment (SASCI), States/UTs with legislatures are provided financial assistance of up to ₹200 crores in the form of a 50-year interest-free loan for establishing PM Ekta Malls (Unity Malls) to promote the sale of ODOP products, Geographical Indication (GI) products and other handicrafts across the country.

Ministry of Textiles has sanctioned an amount of ₹6.27 crore during FY 2025–26 for infrastructure development projects in Uttar Pradesh State.

(c) The ODOP initiative has previously collaborated with key institutions such as the Indian Institutes of Technology (IIT Bombay, Roorkee, Kharagpur, and Bhubaneswar), and National Institute of Design (NID Ahmedabad), along with the Directorate General of Foreign Trade (DGFT) and Press Information Bureau (PIB), to undertake capacity-building initiatives focused on product innovation, diversification, quality enhancement, and market readiness.

Ministry of Textiles provides training support to traditional artisans under the existing schemes of the Office of Development Commissioner (Handicrafts).

Under the Export Promotion Mission, the Government has also launched Trade Regulations, Accreditation & Compliance Enablement intervention to extend financial support to the exporters to meet International Testing, Inspection, Certification and other conformity requirements.

The Export Promotion Mission also provides support to activities like Training / Capacity Building, District & Cluster Facilitation, Research, Innovation & Pilots with an objective to strengthen exporter preparedness and develop institutional support systems by addressing information asymmetries and capacity gaps.
