

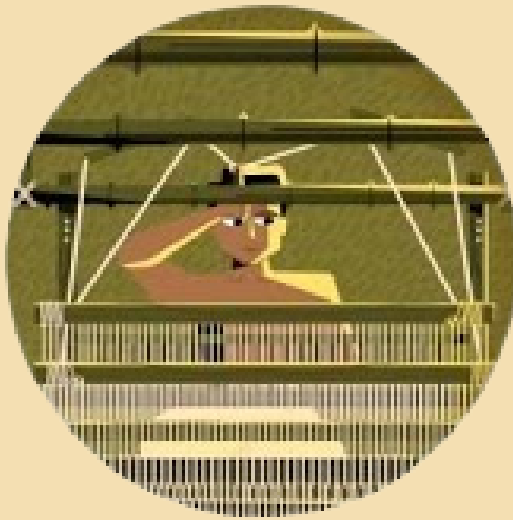


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One District One Product Scheme





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About the scheme



ONE DISTRICT ONE PRODUCT

One District One Product One District One Product (ODOP) scheme was launched by the **Ministry of Commerce and Industry.**



सत्यमेव जयते

Ministry of Commerce and Industry
Government of India



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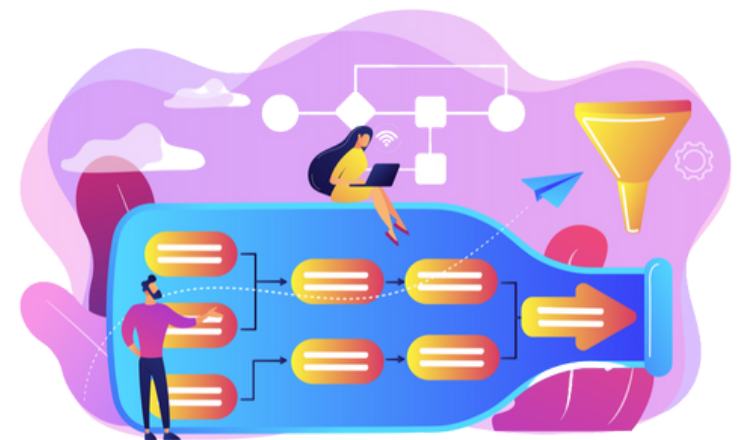
The objective is to **convert each District of the country into an Export Hub** by



Identifying products with export potential in the District,



Addressing bottlenecks for exporting these products,



Supporting local exporters/manufacturers to scale up manufacturing, and





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Find potential buyers outside India with the aim of promoting exports,



Promoting the manufacturing & services industry in the District and generating employment in the District.



The programme aims to promote local indigenous specialised products and the crafts of each district through various development initiatives





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including providing loans to local
production units, artisans, and farmers;
establishing common facility centres;
helping market these products at a global
level; etc.



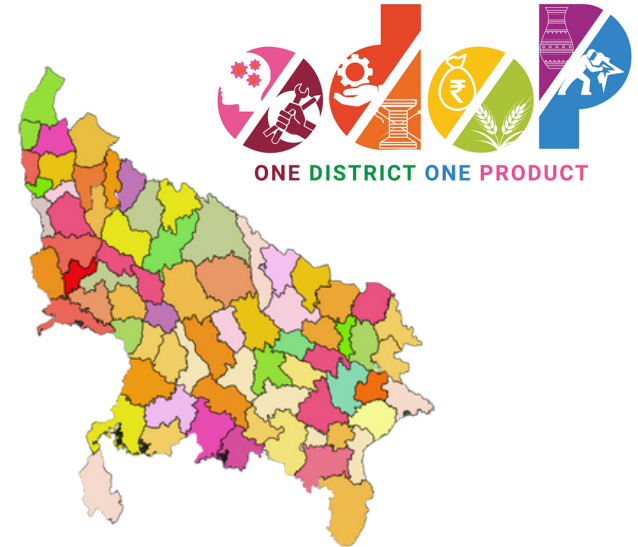
Under the initial phase of the ODOP programme,
106 Products have been identified from 103
districts across 27 States.





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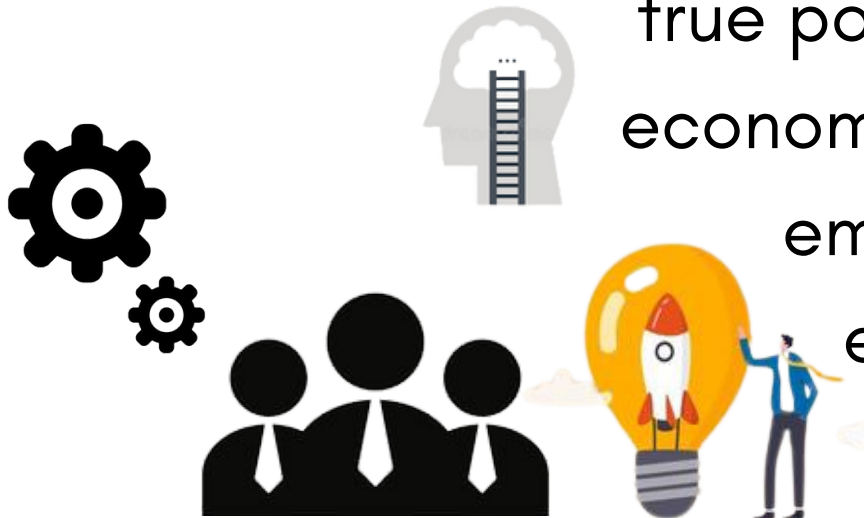
There may be more than one cluster of ODOP products in one district. There may be a cluster of ODOP products consisting of more than one adjacent district in a State.



Significance of the initiative



ODOP is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship,



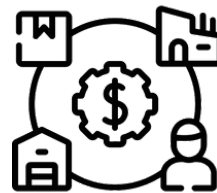


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taking us to the goal of AtmaNirbhar Bharat.



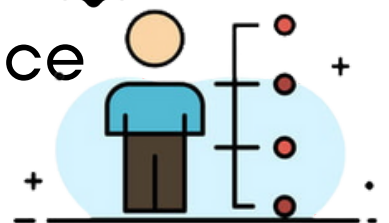
It will increase income and local employment at the bottom of the value



chain



& can empower the craftsmen, artisans, and farmers to improve their product quality and attain newer skills to produce better products.





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Why in News?

As a major boost to Centre and State collaboration in promoting products under the One District One Product (ODOP) Initiative – a State Conference was held recently by the Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry.



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Reference:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1792258>