

One District One Product (ODOP) Scheme: A step towards all round development

This initiative, a manifestation of PM's vision for all round development (Atmanirbhar Bharat) was launched by the Government of India, aims to promote the unique and indigenous products and crafts from each district across the country, fostering balanced regional development, empowering local artisans, and boosting exports.

Introduction to ODOP

The One District One Product (ODOP) scheme is a flagship programme under the Ministry of Commerce and Industry, Government of India, anchored by the Department for Promotion of Industry and Internal Trade (DPIIT) and implemented with support from Invest India.

Inspired by successful models like Japan's "One Village One Product", ODOP identifies, brands, and promotes one key product from each district in India. As of 2025, the initiative covers 1,102 products from 761 districts, spanning agricultural goods, handicrafts, textiles, food items, and more.

The goal is to transform local specialties into global brands, supporting artisans, farmers, and small enterprises while preserving India's rich cultural heritage.

ODOP also aligns with India's broader vision of Atmanirbhar Bharat (Self-Reliant India) and "Vocal for Local", encouraging sustainable production, innovation, and market access. Many ODOP products are eco-friendly, handcrafted, and rooted in traditional knowledge, making them ideal for international promotion.

Objectives of ODOP

- **Balanced Regional Development:** By focusing on one product per district, ODOP ensures equitable growth across rural and urban areas, reducing migration and promoting local employment.
- **Empowerment of Artisans and Producers:** Training, financial support, and marketing platforms empower small-scale producers, women, and marginalized communities.
- **Export Promotion:** ODOP products are promoted globally through trade fairs, exhibitions, e-commerce, and diplomatic outreach, enhancing India's export potential.
- **Preservation of Heritage:** Safeguards traditional crafts and agricultural practices by blending them with modern packaging and branding.
- **Integration with Other Schemes:** Works in synergy with PM Formalization of Micro Food Processing Enterprises (PMFME), Skill India, and Make in India for holistic development.

Benefits of ODOP

- **Economic Impact:** Boost in incomes for artisans and farmers; many districts have reported up to 20–30% growth in sales.
- **Job Creation:** Value addition through packaging, branding, and design has created jobs in logistics, e-commerce, and allied industries.
- **Global Recognition:** Products like Kashmiri saffron, Darjeeling tea, Kolhapuri footwear, and Banarasi silk are now exported worldwide.

- Sustainability: Emphasis on organic, eco-friendly products supports India's net-zero and green growth agenda.
- Cultural Exchange: In platforms like Cyprus, ODOP fosters people-to-people connections by showcasing India's diversity.

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For more details please visit: <https://www.investindia.gov.in/one-district-one-product>

If you have queries, please write to: com.athens@mea.gov.in