

## **One District One Product (ODOP)**

### **1. Introduction**

India is one of the mega biodiverse country with 3,287,263 sq km geographical area. There are different kinds of terrains, crops, foods, climate, etc., with diverse community traditions and economic pursuits. People in various regions of the country possess unique skills and expertise in agriculture, handicrafts, jewellerys, textiles and other related products evolved through several generations. These skills are often connected with traditions, practices and culture, which employ traditional methods, practices and knowledge to produce the goods associated with particular geographic area.

### **2. One District One Product (ODOP)**

The focusing of one product in each district will help to preserve and develop unique local agri produce, local crafts, traditional art with increased income and local employment, which, in turn, will result in decline in migration, improve product quality and develop local skills, transform local products through branding and marketing. It will also connect production with tourism through live demos and sales outlets for gifts and souvenirs. This will also resolve issues of economic difference and regional imbalances. One District One Product (ODOP) initiative is operationally merged with 'Districts as Export Hub' initiative and is being implemented by Directorate General of Foreign Trade (DGFT), Department of Commerce, with Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder. The scheme envisages strengthening backward and forward linkages through provision of common facilities, incubation centres, training, research and development (R&D), branding and marketing. The identified products have potential for both domestic and export markets and will be promoted in a cluster approach through convergence of resources. The enhanced capacity of processing and value addition in agriculture and allied sector products will lead to a better price realization for the farmers. It is an initiative that is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship.

### **3. Support and Convergence**

The Ministry of Agriculture and Farmers Welfare has identified several products under 15 broad categories, allotting one agri product for each of the country's 728 districts through convergence of resources under different schemes of various ministries. The products identified include agricultural, horticultural, poultry, milk, aquaculture, marine sectors and value added agri products across the country. Resources convergence is envisaged from ongoing centrally sponsored schemes of Ministry of Agriculture and Farmers Welfare, such as Mission for Integrated Development of Horticulture (MIDH), National Food Security Mission (NFSM), Rashtriya Krishi Vikas Yojana (RKVY), Paramparagat Krishi Vikas Yojana (PKVY) and also schemes of Ministry of Fisheries, Animal Husbandry and Dairying.

Ministry of Food Processing Industries has identified 135 unique products in 707 districts in 35 States/ UTs in One District One Product (ODOP) approach under Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme, which provides incentives to two lakh micro-enterprises with credit-linked subsidy over a five-year period from 2020-21 to 2024-25 with an outlay of Rs. 10,000 crores and helps create infrastructure and marketing of these One District One Focus Produce (ODOFP). The DGFT has also identified 106 Products (including Agricultural & Toy clusters and GI products) from 103 districts under Districts as Export Hub' initiative. State Level Up-gradation Plan (SLUP) enables the States to identify its product clusters, market linkages, stakeholders, skill development of beneficiaries, infrastructure support, financial linkages, etc.

#### **4. Role of NABARD in promotion of One District One Product**

- a. A separate chapter/content on the identified crop may be incorporated in the PLPs by DDMs, indicating profile of the crop, area and production, backward and forward linkages, market potential, gaps in development of value chain, infrastructure support required, details of scale of finance/ unit cost, credit potential, scope for formation of FPO, etc. The 50 districts proposed by APEDA for promotion of agri export clusters may be prioritized for planning specific actions.
- b. Need-based support in identifying specific investment requirement for infrastructure, marketing linkages, procurement operations, cold chain development, storages, e-marketing, cargo facilities at airport etc., and suggest to state government department for developing infrastructure.
- c. Need- based area development plans/ banking plans may be prepared by the nodal department with support of DDM, LDM and other stakeholders and the same may be implemented and monitored through DCC/ DLRC.
- d. Awareness creation and skill building of farmers in the identified clusters may be supported under various programmes of the State Government/ NABARD and farmers may be organized into suitable collectives.

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