

ODOP initiative merged with 'Districts as Export Hub (DEH)' initiative

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In news— One District One Product (ODOP) initiative is operationally merged with DEH initiative of Directorate General of Foreign Trade, the Department of Commerce, with the Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder.

What is ODOP initiative?

- **Central Government has initiated One District One Product (ODOP) in all States/UTs of the country**, as a transformational step towards realizing the true potential of a district, fueling economic growth, generating employment and rural entrepreneurship, taking us to the goal of Aatmanirbhar Bharat.
- The ODOP Initiative is **aimed at fostering balanced regional development across all districts of the country**, enabling holistic socio-economic growth across all regions.
- The objective is to focus on District of the country as unit for converting into a manufacturing and export hub by identifying products with export potential in the District.

Some of the achievements of ODOP-

- The ODOP **GeM Bazaar was launched on the Government e-Marketplace (GeM)** in August 2022 with over 200 product categories created on the platform to promote sales and procurement of ODOP products across the country.
- **ODOP products are showcased in various International forums such as World Economic Forum, DAVOS in May 2022,**

at International Yoga day (IYD) in New York, US in June 2022 etc.

- The ODOP initiative has been identified for the prestigious Prime Minister's Award for Excellence in Public Administration in Holistic Development through One District One Product (ODOP) category in April, 2022.
- Under DEH, State Export Promotion Committee (SEPC) and District Export Promotion Committee (DEPC) has been constituted in all the 36, States/UTs.

What is DEH initiative?

- Under the DEH initiative, a District Export Promotion Committee (DEPC) is formed which is responsible for preparing a district export action plan.
- Under this, Districts Export Action Plans include specific actions required to support local exporters / manufacturers in producing / manufacturing identified products in adequate quantity and with the requisite quality, for reaching potential buyers outside India, thereby creating economic value.
- The Districts as Export Hub (DEH) and the One District One Product (ODOP) initiatives aim to link local producers in rural and remote districts with global supply chains, and bring them into the economic mainstream.