

What is a Unity mall?

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In news- The Union Finance Minister announced in the Budget of 2023 that **states would be encouraged to set up a Unity Mall.**

About the Unity Malls-

- Unity malls would **focus on the promotion and sale of the state's own "ODOPs (one district, one product), GI products** and other handicraft products, and for providing space for such products of all other States".
- These malls will be set up in **"state capitals,** their most **prominent tourism centres,** or their financial capitals.
- Other handicraft products will also be sold in these malls. The Centre will also request the states to sell such products from other states as well.
- These Unity Malls are likely to be modelled around the Ekta Mall near the Statue of Unity in Gujarat.
- **At present, an Ekta Mall is operational near the Statue of Unity, located about 3.5 km away from the statue at Ekta Nagar in Kevadia.**
- The Ekta Mall – Unity in Handicrafts Diversity is a showroom of handicrafts from different states of India.

What is ODOP?

- One District, One Product is an initiative by the government which aims to make regional products more accessible, while providing capital to those who produce them.
- Under the scheme, the State identifies the chief product for a district, and then offers support for its processing, storage and marketing.
- These products can be perishable agri produce, cereal-based products or food products like mango, potato, meat

and fisheries.

- The scheme also supports traditional and innovative products including waste-to-wealth products, such as honey and herbal edible products.