



Civil Services Day
21ST APRIL, 2022

ODOP
ONE DISTRICT ONE PRODUCT

One District
One Product scheme

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COMPOSITION OF THE SESSION

Breakaway Session

Chair

- **Shri Amitabh Kant, CEO, NITI Aayog**

Rapporteur

- **Smt Sumita Dawra, Additional Secretary, Department for Promotion of Industry, and Internal Trade**

Panellists

- **Shri Umang Narula, Advisor to LG Ladakh**
- **Shri Anurag Jain, Secretary DPIIT**
- **Smt. Anita Praveen, Secretary, Ministry of Food Processing Industries**
- **Shri Navneet Singh Chahal, Collector, Mathura**
- **Shri Rajiv Raushan, Collector, Darbhanga**

INTRODUCTION

Holistic development through “One District One product” Initiative

“One District One Product” (ODOP) initiative strives to bring the vision of balanced regional development of the Hon’ble Prime Minister of India to life in all districts of India. In Independence Day speech in 2019, Hon’ble PM had highlighted the need to channelize the potential and diverse identity in each District of our country to develop into export hubs and give impetus to holistic economic development. There are 700+ products under ODOP from a wide range of industries, from textiles and handicrafts to manufactured goods, and so on.

ODOP is an initiative which is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship, taking us towards the goal of Atmanirbhar Bharat. ODOP initiative is operationally merged with ‘Districts as Export Hub’ initiative being implemented by DGFT, Department of Commerce with Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder. Districts as Export Hubs is the first such initiative of Government of India which tries to target export promotion, manufacturing and employment generation at the grass roots level, and is an inclusive approach for export growth from the districts in India.

It may be further noted that under the Ministry of Food Processing Industries’ flagship scheme, PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME Scheme) – One District One Product (ODOP) is adopted as an approach to reap the benefits of scale in terms of procurement of inputs, availing common services and marketing of products. One product is identified per district, keeping in perspective the focus of the Scheme on perishables, and on the basis of a baseline study carried out by the State Governments.

Success Stories

Siddharthnagar (Kalanamak Rice)-Uttar Pradesh

Kalanamak rice is an ODOP of district Siddharthnagar, an aspirational district located in Terai belt of Uttar Pradesh. Kalanamak rice was featured in Speciality Rices of the World by Food and Agriculture Organization, (FAO), UN. It is known for its unique aroma and nutritional qualities.

Since the start of ODOP scheme in 2018, its farming area has rapidly increased from 2,700 hectares in 2018 to 6000 hectares in 2020 to 12,000 hectares in 2021. Farmer's income has increased manifold as wholesale selling price has increased from Rs 40/kg in 2018 to Rs 90/kg in 2020 and Rs 135/kg in 2021. The following interventions have been done to achieve the above results:

1. **A District Task Force and District Action Plan** on Kalanamak rice was formed to review and promote production, timely availability of quality inputs, processing, marketing and branding.
2. **The Geographical Indicators (GI) were renewed**
3. **Scientific research and field trials** - Through KVK, research is being done in area of 40 acres of 46 farmers on 10 varieties of kalanamak rice. Through International Rice Research Institute (IRRI), detailed nutritional profiling of Kalanamak Rice has been done. A proposal to establish a 5-acre IRRI Research Center at a cost of Rs 14 crores has been sent to MSME Department.
4. **Certified Seed production** - Timely availability of certified seeds has been a major issue for the farmers in the area. For the first time in the district certified seed production of 80 quintal seeds has been done in 4 hectares of area.

The following training programs were conducted for kalanamak rice:

1. A training program for around 400 farmers was conducted through KVK and ODOP on latest agricultural and business practices
2. During Kalanamak Mahotsava 2020-21 & 2021-22 training of around 10,000 farmers through 3-day conference and workshop by KVK, ODOP Cell, IRRI, APEDA and NABARD was conducted.
3. A training program for 23,040 farmers for scientific farming through Kisan Pathshalas was held in 152 nyaya panchayats and 256-gram panchayats.

Impact:

There was a significant increase in the farming area from 2700 hectares in 2018 to 6000 in 2020 to 12,000 hectares in 2021. Not only this the farmers income has increased manifold as the wholesale price has increased from Rs40/kg in 2018 to Rs 90/kg in 2020 and Rs 135/kg in 2021

Darbhanga (Makhana)- Bihar

Bihar is one the largest producer of Makhana in the country and accounts for more than 80 % of the total production. Despite that, the area under makhana cultivation is reported to have declined by about 35% in past few decades from 20,000 ha to 13,000 ha. Darbhanga, Sitamarhi, Madhubani, Saharsa, Supaul, Araria, Kishanganj, Purnia and Katihar are the major makhana growing districts of Bihar. ICAR National Research Centre for Makhana Research, Darbhanga has reported that total area under Makhana cultivation in India is about 15000 hectares. The production of Makhana seeds is about 120000 MT which after processing yield 40,000 MT of Makhana pop.

The district of Darbhanga produces 4000 tons of Makhana yearly through 875 Ponds. Around 1.25 lakh families are involved in cultivation, harvesting, processing. JEEVIKA (female SHG groups) have trained 5,000 women in popping and processing. ATMA has trained 550 farmers in field and 300 in Makhana Research Centre.

NABARD has trained 350 producer families. 550 labourers who came back during Covid 19 lockdown were trained and employed through industries department. Trainings were imparted to approx. 100 producers. There were guided and motivated for formation and promotion of FPO/ FPC/ FPCs which are engaged in production, processing and marketing of makhana. Financial support was provided by NABARD for meeting recurring expenditure of FPCs for 05 years. The farmers are doing makhana cultivation and processing at their own place. Approx 500 shareholders of both the FPOs are undertaking makhana activity.

The following training programs were conducted for Makhana:

1. About 2000 fisher men were trained in better techniques of cultivation through Agriculture department. Cooperative department trained 25 FPOS in Procurement and cultivation. Fisheries department trained 500 producer groups in Pond maintenance and management. JEEVIKA and industries department trained 7000 families in finance management and audit, advertisement and marketing. 30 companies have been trained in flavouring and processing, use of better machines and techniques through big marketing groups involved in trade.
2. District Innovation Fund- INR 10 lakh each were given to 2 Makhana cultivation and processing-based groups for boosting production, processing and marketing named- Shri Mithila farmers organic innovation LLP.
3. CM Udyami Yojana- INR 10 lakh each were provided to 18 groups for boosting product, process and marketing.
4. PRADHAN MANTRI FORMALISATION OF MICRO FOOD PROCESSING ENTERPRISES SCHEME - INR 40,000 each were given for working capital & small tools for enterprises. Brand enhancement, flavouring, packages is boosted through the scheme. Total 97 enterprises entered in NRLM portal and 158.8 lakh transferred. (mainly JEEVIKA SHG groups)

Impact:

About 550 labourers who came back during Covid 19 lockdown were not only trained but also employed through industries department. Apart from this 2000 fisher men were trained in better techniques of cultivation through agriculture department. The Co-operative department also trained 25 FPOS in procurement and cultivation.

Jorhat (Chilies)- Assam

Bhut jolokia (King Chilli) is “One District One Product” product of Jorhat. Jorhat district enjoys the most favorable environmental conditions for Bhut Jolokia cultivation and hence Govt of Assam assigned Bhut Jolokia as the prime product under the project “One District One Product”.

To give boost to chilli production the Department of Agriculture, Jorhat intervened and provided technical training to farmers. More than 30 numbers of technical trainings were provided to 450 numbers of farmers. The department also led many awareness programs related to Prime Minister Formalization of Micro food processing enterprises (PMFME) scheme. 150 participants attended the awareness programme. An Exporters Conclave as a part of Vanijya Saptah was conducted on 25.11.2021 in collaboration with district administration and DGFT. There was also a three-day seminar which was conducted on Business delivery services (BDS) and Joint Marketing & Branding by DI&CC in collaboration with JAAPIA (the industry association under APART). Apart from the above activities the registered food processing units under UDYAM interacted at regular intervals of time and were made aware about the ODOP (King Chili) and related schemes where they could avail the benefits.

Impact:

A group of 25 farmers cultivated Bhut Jolokia during the year 2020. They had cultivated on an area of 25 hectares leading to employment generation. Total production was 200 Quintals, and this was marketed to Dimapur market on an average price of Rs 300/Kg.

One of the farmers, cultivated Bhut Jolokia on an area of 5 Bighas. He was provided various technical trainings by Department of Agriculture on cultivation of Bhut Jolokia. His production was 42 Quintals in the year 2020-2021. He also marketed his first produce to Guwahati and Lower Assam @ Rs 450/kg and second produce to Dimapur @Rs 300/kg in the year 2020-2021. He was awarded 2nd best farmer of Assam in the year 2018 by Assam Agricultural University (AAU), Jorhat.

Kargil (Apricot)- Ladakh

Under One district One Product initiative, Apricot fruit has been identified as the main product from Kargil. India produces 16145 tonnes of Apricot out of which the Union Territory of Ladakh comprising of Kargil and Leh district produces 15,789 tonnes and majority of it i.e 13112.67 tonnes comes from Kargil District. Kargil apricots are famed for their uniqueness and premium quality. The unique taste and sweetness of Ladakhi apricots can find ready consumers in national and international markets. Ladakhs apricot industry is set apart because of the large variety of apricot products that are manufactured locally in Ladakh.

Considering the immense potential, it has been given preference as ODOP both under PMFME and District as export Hub scheme for Kargil District. Kargil produces the best apricot in the country yet this product was ignored and not a single fruit was shipped outside the district till recently. After the formation of Ladakh UT this product has been given a special category status and emphasis is made for developing every stage of its value chain. This product will be the game changer for the farmers of Kargil in particular and Ladakh in general.

District Administration is providing support and assistance to farmers and entrepreneurs for large scale production.

Institutional Support, Branding and Marketing.

The entrepreneurs and farmers involved in production and processing apricot have been given various support by the Administration. Two flagship programmes like the Prime Minister Employment generation programme PMEGP and Prime Minister Formalization of Micro food processing enterprises PMFME are being implemented in the District. Besides, support is also being provided to tribal enterprises under Van Dhan Vikas Kendra (Trifed) scheme where at present around 60 SHGs have been given support in the form of trainings and funds to purchase small equipment. Packaging training was also provided with the collaboration of Indian Institute of Packaging. National Institute of Food Technology Entrepreneurship and Management is also being roped in to give technical guidance for packaging, processing and Testing. CSIR CFTRI, Mysore (Central food technological research institute) and IIT Mumbai is also helping in food gradation and testing.

The apricot and other niche products from Kargil are being marketed under Brand Ladakh initiative and the branding is also being supported by IBEF (Indian Brand Equity Foundation). The District Export Promotion Plan has been notified which is mandated under the District as Export Hub Scheme. UT Ladakh also supported two entrepreneurs from Kargil who participated in the Dubai Expo 2020 from 22nd October to 4th November. The department of Posts and Customs has established Sub-Foreign Post Office at Leh which will help products from Kargil to export directly from Ladakh UT. In September this year Exporters Conclave was organized in which resource persons from DGFT conducted training to entrepreneurs.

Impact:

Around 13700 apricots fruits were supplied by the district. A total of 1184kgs of mulching sheet for retention of soil moisture was provided. Apart from this around 225 farmers were supported for development of orchards. Not only this around 225 farmers benefitted from drip irrigation scheme and 206 are benefitted under vermicompost scheme. A total of 172 units of Solar Apricot Drier were also provided.

Conclusion

The ODOP initiative has significant potential given its aim to achieve a district's true potential by utilising economies of scale, product specialisation through identification and promotion through marketing, MSME growth and creation of employment opportunities. Furthermore, ODOP is raising awareness of the importance of GI. The training provided to entrepreneurs is helping them conduct operations efficiently, resulting in several success stories, especially among MSMEs. The broader trend can be seen through the growing share of Gross Value Added (GVA) by MSMEs to Indian GDP. The ODOP initiative is trying to raise awareness of ODOP products as well as their benefits of buying them, in domestic and international markets. Thus, the initiative offers an opportunity to strengthen local products having health, environmental or other benefits. This will help enable India to become a stronger economy and fulfil the Prime Minister's Atmanirbhar Bharat vision.

One District One Product (ODOP) is an initiative which is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship, taking us to the goal of AtmaNirbhar Bharat. One District One Product (ODOP) initiative is operationally merged with 'Districts as Export Hub' initiative being implemented by DGFT, Department of Commerce, with Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder.

The Department of Commerce through DGFT is engaging with State and Central government agencies to promote the initiative of One District One Product. 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 find potential buyers outside India with the aim of promoting exports, promoting manufacturing & services industry in the District and generate employment in the District.

