

State governments have a major role in success of ODOP scheme

State governments have a major role in the success of the One District One Product (ODOP) scheme, which was announced by Government of India in the Union Budget 2020-21 in February 2020. The scheme aims to promote production and exports of traditional arts, crafts and products which are unique to a particular district in India. If implemented effectively, the scheme will be a key driver of entrepreneurship, employment and economic growth in every district of the country. It will also transform every District into an export hub by identifying products with export potential in the District and prepare a comprehensive action plan to realize this potential.

Government of India adopted this scheme following the implementation of a similar scheme in Uttar Pradesh in 2018. Under this scheme, the state government supported large scale manufacturing of indigenous and specialized products, including handicrafts, many of which have geographical indications (GI), which marks its unique association with a geographical area. The scheme promoted zari-zardozi and chikankari products of Lucknow, Wheat Stalk Handicraft of Bahraich district, wood craft of Basti, carpets of Bhadohi, Shazar stone craft of Banda, wooden toys of chitrakoot etc. The state government supports craftsmen and small enterprise engaged in producing these goods with common facility centre, marketing development assistance, financial assistance and skill development. The scheme also aims to revive traditional handicrafts and products through modernization, mechanization and technology upgradation of enterprises producing these products.

Role of State governments

In order to implement this scheme across all states, Government of India announced its nation-wide launch in the Union Budget 2020-21. For its successful implementation, all state governments should work closely with DGFT, which will soon launch a portal to map potential exportable products in every district. All state governments should furnish district-wise information on exportable products to be uploaded on this portal.

Also, the state governments should ensure effective functioning of the District Export Promotion Committees (DEPCs), which will be formed in every district to identify and promote unique products of the district. The Committee will be headed by the District Magistrate or Collector or District Development Officer and co-chaired by the designated Regional Authority of DGFT. The Committee will formulate District specific Export Action Plan and ensure its effective implementation along with relevant stakeholders.

Local chambers of commerce in every district should work closely with this committee and the state government to address challenges in large scale production and export of the identified products. Also, small scale producers of these products need to be guided on finding potential buyers for their products in the global market.

A coordinated action between industry and government agencies can ensure effective implementation and success of this scheme.

Notifications

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Parliament passes The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Bill

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656929>

Hindustan Organic Chemicals Limited (HOCL) get BIS Certification for all its products

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656679>

Performance of NCLTs

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656753>

Start-ups in Defence sector

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656664>

Three Codes introduced for Labour welfare reforms

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656672>

Schemes to bridge demand-supply gap of skilled workers

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656681>

Steps to boost competitiveness in steel sector

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656690>

One District One Product Concept

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656130>

Shifting of base to India by MNCs

<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1656127>

Implementation of Customs Rules 2020

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