



MP Wins Silver Medal for 'One District-One Product' Scheme

Why in News?

The Central government awarded **Madhya Pradesh the Silver Medal in the 2024 ODOP Awards** under the States and Union Territories category for its unique products and effective implementation of the **'One District-One Product' (ODOP) initiative**.

- This achievement reflects the state's commitment to realising the vision of 'Local Hands to Global Platforms', aligning with the goals of 'Atmanirbhar Bharat'.

Key Points

About MP's ODOP Products

- **Wide Product Coverage:** The ODOP scheme in Madhya Pradesh includes products selected for their geographical, biological, natural, or production-specific uniqueness.
 - The scheme is being **implemented in all districts**, supporting a variety of products such as green vegetables, millets, handicrafts, handlooms, and local tools, with special focus on encouraging local artisans.
 - **Madhya Pradesh is expanding its ODOP products globally.** The state has developed a grassroots exporter base, and several local products are now reaching international markets. **Key examples** include:
 - Bananas from Burhanpur
 - Basmati rice from Raisen
 - Chinor rice from Balaghat
 - The ODOP initiative has evolved into a people-driven movement involving **Artisans, SHGs, FPOs, startups, and local entrepreneurs.**
- **Geographical Indication (GI) tag Recognition:** Nineteen products from MP have received **GI tags**, with seven of them included in the ODOP scheme. Major Products include:
 - Chanderi Saree, Bagh Print, **Maheshwari Saree**
 - Kadaknath Chicken, Ratlami Sev, Morena Gajak
 - **Gond Painting**, Wrought Iron Craft, Bell Metal Ware, and more.

About One District One Product Scheme

- The ODOP initiative aims to **promote balanced regional development** by identifying and **nurturing unique products** from each district across India.
- The initiative seeks to **select, brand, and promote at least one distinctive product** from **every district** to drive inclusive socio-economic growth and create opportunities for local communities.
- So far, the ODOP initiative has **identified 1,102 products from 761 districts**, highlighting the rich diversity of crafts, produce, and industries across the country.
- The state government provides **financial assistance, group marketing facilities, and other resources to the entrepreneurs** to get these products recognized in the national and international markets.

Geographical Indication (GI) Tag

- A Geographical Indication (GI) tag is a **name or mark used on special products** that belong to a specific geographical location or origin.
- The GI tag ensures that only **authorised users or people residing in the geographical region** are allowed to use the name of a popular product.
- It also protects the product from being copied or imitated by others.
 - A registered GI tag is **valid for 10 years**.
- GI registration is overseen by the [Department for Promotion of Industry and Internal Trade under the Ministry of Commerce and Industry](#).
- **Legal Framework:**
 - It is regulated and guided by the WTO Agreement on [Trade-Related Aspects of Intellectual Property Rights \(TRIPS\)](#).

PDF Reference URL: <https://www.drishtiias.com/printpdf/mp-wins-silver-medal-for-one-district-one-product-scheme>

