



ODOP Sampark Event in Nagaland

For Prelims: [Department for the Promotion of Industry and Internal Trade](#), [One District One Product](#), [PM Gati Shakti](#), [Krishi UDAN scheme](#), [Krishi UDAN scheme](#), [World Economic Forum](#), [Bharatmala](#), [Sagarmala](#), [Inland waterways](#)

For Mains: Features of ODOP Initiative and PM Gati Shakti

Why in News?

Recently, the [Department for the Promotion of Industry and Internal Trade \(DPIIT\)](#) and Invest India, in collaboration with the **Department of Industries and Commerce, Nagaland** organised the ODOP Sampark Event in Nagaland.

- The event aimed to create awareness about the [One District One Product \(ODOP\)](#) and [PM Gati Shakti \(Logistics\)](#) initiatives.

What are the Major Highlights of the Event?

- **Enhancing Market Access:** One of the primary objectives of the event was to improve market access for Indian products, particularly from **Nagaland**, in foreign markets like the [European Union \(EU\)](#), **Switzerland**, and others.
 - **Infrastructure Development:** To support the **ODOP products from Nagaland**, various measures to **improve logistics facilities** were highlighted such as:
 - Leveraging [Krishi UDAN scheme](#) for better transportation
 - Expanding railway connectivity
 - The [Union Budget 2023-24](#) has allocated **INR 5000 crores for the construction of Unity Malls across the country**, which will act as centralised marketplaces for ODOP products.
- **ODOP Exhibition:** The event showcased various ODOP products from Nagaland, including **chili, fish, coffee, and turmeric**.

What is One District One Product Initiative?

- **About:**
 - **ODOP is an initiative to boost economic growth at the district level by promoting and branding one product from each district of the country.**
 - The idea is to **leverage the local potential, resources, skills, and culture of each district and create a unique identity for them** in the domestic and international markets.
 - **Over 1000 products have been selected from all 761 districts in the country.** The initiative covers a wide range of sectors, **including textiles, agriculture, processed goods, pharmaceuticals, and industrial items.**
 - **Also**, multiple ODOP products were displayed at the [World Economic Forum](#) in January 2023 in the **Indian Pavilion at Davos in Switzerland**.

▪ Background:

- The **concept of ODOP** was first launched by the **Uttar Pradesh government** in **January 2018**.
 - The scheme was successful in reviving the traditional industries and crafts of the state, such as **chikankari embroidery, brassware, pottery, carpets, leather goods, etc.**
 - Inspired by it, the **central government** adopted the concept and launched it as a **national initiative**.

▪ Implementation:

- The **Ministry of Food Processing Industries (MoFPI)** implements the scheme for the food processing sector.
- The Ministry of Textile inaugurated the **'Lota Shop' at National Crafts Museum, New Delhi** under the Central Cottage Industries Corporation of India Limited (CCIC) to showcase and sell the products of ODOP scheme.
- The **Directorate General of Foreign Trade (DGFT)** also aligned its Districts as an **Export Hub initiative with ODOP to boost exports**.

▪ Significance:

- **Economic Development:** ODOP aims to strengthen the local economy by identifying a unique product or craft for each district and developing it as a specialty.
 - This approach helps in creating a **diversified and sustainable economic base at the grassroots level**, leading to increased income generation, employment opportunities, and overall economic growth.
- **Entrepreneurship and Skill Development:** The initiative encourages local entrepreneurship by focusing on specific products and crafts.
 - It aims to **provide skill development, capacity building, and technical support to artisans and entrepreneurs**, enabling them to enhance their production capabilities, product quality, and market reach.
 - This, in turn, empowers individuals and communities by promoting self-employment and fostering a culture of innovation.
- **Preserving Traditional Knowledge and Heritage:** India has a **rich heritage of traditional crafts and products** that are deeply rooted in the cultural fabric of each district.
 - The ODOP initiative aims to preserve and promote these traditional arts, crafts, and industries, which **often face challenges due to globalization and changing consumer preferences**.
- **Market Linkages and Branding:** ODOP focuses on providing market linkages and creating a robust marketing ecosystem for local products.
 - By leveraging the unique characteristics of each district's product, the initiative helps in creating **niche markets, attracting buyers, and increasing exports, thereby boosting the local economy**.

▪ One District One Product Awards:

- Recognizing the efforts of various stakeholders in promoting economic development and realising the vision of **Atmanirbhar Bharat**, **DPIIT** has instituted the **One District One Product Awards**.
 - These awards will acknowledge the outstanding work done by States/UTs, Districts, and Indian Missions Abroad.
 - The awards will be launched on the **Rashtriya Puraskar Portal**.

What is PM Gati Shakti?

▪ About:

- **PM Gati Shakti** is a **National Master Plan for Multi-modal Connectivity**, a digital platform to bring **16 Ministries, including Railways, Civil Aviation, MEITY, Shipping, and Road Transport, together** for integrated planning and coordinated implementation of infrastructure connectivity projects.

▪ Features:

- The plan **incorporate the infrastructure schemes of various Ministries and State Governments** like **Bharatmala, Sagarmala, inland waterways, dry/land ports, UDAN etc.** and **cover economic zones** like **textile clusters, pharmaceutical**

- clusters, defence corridors, electronic parks, industrial corridors, fishing clusters, agri zones etc.** to improve connectivity and make Indian businesses more competitive.
- The plan also **leverage technology extensively including spatial planning tools with ISRO imagery developed by [BiSAG-N](#) (Bhaskaracharya National Institute for Space Applications and Geoinformatics)** and enable transparency in monitoring current projects.

[Source: PIB](#)

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