

DPIIT organizes nationwide 'One District One Product Sampark' events to spur local e-commerce growth, promote artisans and farmers

'ODOP Sampark' workshops conducted in 15 states to facilitate collaboration between Centre and local sellers, revive indigenous industries

DPIIT promotes ODOP initiative to foster regional development

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Department for Promotion of Industry and Internal Trade (DPIIT) is conducting nationwide events under its 'One District One Product Sampark' initiative. These events create awareness about the initiative and showcase success stories emerging from various districts across the nation. In alignment with the goals of the Prime Minister Shri Narendra Modi, these narratives illustrate instances of '*atmanirbharta*' or self-reliance, and the revival of indigenous industries. The workshops highlight collaborative efforts between districts, states, and centre, emphasizing a commitment to fostering balanced regional development.

The workshops, held in 15 states so far such as Uttar Pradesh, Uttarakhand, Rajasthan, Gujarat, Punjab, West Bengal, Bihar, Jharkhand, Jammu & Kashmir, Chhattisgarh, Sikkim, Nagaland, Goa, Maharashtra, and Meghalaya, have successfully showcased ODOP success stories through local and national newspapers in multiple languages, including English, Hindi, and regional languages. The tangible impact of ODOP Sampark becomes apparent through live interactions with sellers in workshops, where identified gaps in market linkages have spurred proactive initiatives by DPIIT. These initiatives encompass providing support for e-commerce onboarding, collaborating with states to formulate ODOP policies, enhancing packaging strategies, and facilitating connections between sellers at the central level to boost domestic and global promotions.

Many artisans and farmers have been sensitized about the Government's ODOP initiative as part of these events. At these events, attendees are immersed in a cultural showcase, experiencing the richness of each State's renowned products through a live display that highlights a diverse range of local offerings. The workshops serve multiple objectives, providing a platform to discuss state and central schemes, address doubts and challenges, showcase products, and raise awareness around initiatives benefiting artisans and farmers.

ODOP Sampark, initiated by DPIIT in collaboration with the Press Information Bureau (PIB) and State Governments, has emerged as a distinctive platform fostering collaboration among various stakeholders, including government officials, ODOP sellers, media representatives, and key stakeholders. These events provide a dynamic space for real-time insights, addressing challenges, and exploring opportunities faced by local industries, contributing to immediate growth and development.



States have one product from each district as the primary product. Districts having more than one product identified have categorized them as secondary or tertiary products. These products are covered under various sectors including Agriculture, Manufacturing, Handloom and Textiles, Handicraft, Food Processing, Marine, and services.



As ODOP Sampark continues to evolve, the workshops remain instrumental in not only highlighting success stories but also in addressing challenges and paving the way for a more inclusive and thriving ecosystem for ODOP initiatives nationwide.

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