

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE

LOK SABHA

**STARRED QUESTION NO. 352
TO BE ANSWERED ON TUESDAY THE 25TH OF MARCH 2025**

**ONE DISTRICT, ONE PRODUCT AND DISTRICTS AS EXPORT HUBS
INITIATIVE**

***352. SHRI G LAKSHMINARAYANA**

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the details of the products identified under the One District, One Product and Districts as Export Hubs (ODOP-DEH) initiative for Andhra Pradesh along with the criteria used for their selection;
- (b) the details of funds allocated and utilized for capacity building, infrastructure development and promotional activities under the ODOP-DEH initiative in Andhra Pradesh, district-wise;
- (c) whether any district from Andhra Pradesh has been selected by the Exim Bank under the Grassroot Initiatives for Development (GRID) program in collaboration with the Directorate General of Foreign Trade (DGFT);
- (d) if so, the details of the proposals submitted by Andhra Pradesh for districts under the GRID program;
- (e) the details of proposals approved under the GRID program along with the funds allocated, released and utilized for the said proposals; and
- (f) the details of infrastructure facilities created under the GRID program and the number of beneficiaries impacted by the program?

ANSWER

THE MINISTER OF COMMERCE AND INDUSTRY

(SHRI PIYUSH GOYAL)

(a) to (f): A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY OF PART (a) to (f) OF LOK SABHA
STARRED QUESTION NO. 352 FOR ANSWER ON 25TH MARCH, 2025**

**“ONE DISTRICT, ONE PRODUCT AND DISTRICTS AS EXPORT HUBS
INITIATIVE”**

(a) The Districts as Export Hubs (DEH) initiative, launched in August 2019, is aimed at identifying, branding, and promoting products and services from each district in India that possess unique economic potential. The core objective of the initiative is to boost exports by leveraging the inherent strengths and competitive advantages of each district, while also promoting decentralized and inclusive export growth.

Under the DEH framework, products and services have been identified through a consultative process with the respective State Governments and Union Territories, taking into account factors such as existing production clusters, export potential, local specialization, employment generation, and historical or cultural significance of the product.

In the case of Andhra Pradesh, a detailed list of products and services identified under the DEH initiatives, district-wise, is provided at Annexure - A.

One District One Product (ODOP) initiative aims to select, brand, and promote at least One Product from each District (One District – One Product) of the country for enabling holistic growth across all regions.

The selection of products for the ODOP is as per recommendations of the concerned State/UT authorities. Under the ODOP initiative, States/UTs select the products for the ODOP List by taking into consideration the existing ecosystem on the ground, potential for exports, and GI-tagged products. The finalized list is communicated to DPIIT by the relevant Department of States/UTs.

Details of unique products identified (District-wise) under the ODOP initiative as on date from the State of Andhra Pradesh is at Annexure - B.

(b) The ODOP-DEH initiative is presently an ongoing initiative which leverages existing funds under various schemes and does not have separate outlay under the said initiative. The promotional activities are undertaken with existing funds of Department of Commerce, DPIIT and the concerned state government.

(c) to (f) As part of the Pilot Project under the Grassroots Initiatives for Development (GRID) program of Exim Bank, in collaboration with the DGFT, no district from Andhra Pradesh has been included at the Pilot stage.

Annexure – A

S. No.	District	Products/Services Identified under DEH
1	Alluri Sitharama Raju	Araku Coffee
2	Anakapalli	Jaggery, Coir Products & Etikoppaka Wooden Toys
3	Ananthapuramu	Fresh Fruits & Vegetables, Readymade Garments, Groundnut Products & Millet Products
4	Annamayya	Barytes Lumps and Powder, Fresh Fruits and Vegetables, Granite Blocks and Polished Slabs, Hand Loom Silk Sarees
5	Bapatla	Processed Shrimp, Granite and Cotton Yarn /Oleoresins
6	Chittoor	Mango Pulp, Polished Granite and Raw Granite Blocks
7	Dr. B.R. Ambedkar Konaseema	Coir Products, Frozen Shrimp
8	East Godavari	Cashew and Cashew Kernel, Nursery Plants & Coir-based Products
9	Eluru	Shrimp, Aqua Feed, and Human Hair Products
10	Guntur	Cotton Yarn, Chillies & Turmeric
11	Kakinada	Frozen Shrimp, Cashew Kernels, Rice (non-basmati)
12	Krishna	Frozen Shrimp, Imitation Jewellery, Kalamkari Products, Textiles & Bed Sheets
13	Kurnool	Cotton, Chillies, Caustic Soda Flakes, Hydrogenated Castor Oil, and Foxtail Millets
14	Nandyal	Stone Idols and Slab Polishing
15	NTR	Textiles, Mango, Pharmaceuticals and API, and Casting (auto components)
16	Palnadu	Spices and Textiles
17	Parvathipuram Manyam	Rice
18	Prakasam	Granite & Marine Food Products, Spices
19	Sri Potti Sriramulu Nellore	Processed Sea Foods, Rice, Lemon-based Products, Wooden Cutlery, and Mineral-based Products
20	Sri Sathya Sai	Silk Saris and Silk Fabrics, Leather Puppets, Wall Hangings and Lamp Shades, Readymade Garments and Apparels
21	Srikakulam	Pharmaceutical Products, Granite, Cashew and Marine Food Products
22	Tirupati	Automobile Components, Textile Products, Electronic Products, and Pharma Products
23	Visakhapatnam	Sea/Marine Food Products, Engineering Goods & Health Services
24	Vizianagaram	Mango, Mango Jelly, and Cashew Kernel
25	West Godavari	Processed Shrimp, Coir and Allied Products, and Crochet Lace Products
26	YSR Kadapa	Barium Chloride, Barium Nitrate, Barium Carbonate, Sodium Sulphide Flakes

Annexure - B

S. No.	District	Product	Category	Sector	GI
1	Alluri Sitarama Raju	Coffee (Araku)	Primary	Agriculture	Yes
2	Alluri Sitarama Raju	Bamboo Craft	Secondary	Handicraft	
3	Alluri Sitarama Raju	Rock Bee Honey	Tertiary	Food Processing	
4	Anakapalli	Etikoppaka Lacquerware/ Wooden Toys	Primary	Handicraft	Yes
5	Anakapalli	Palm Leaf	Secondary	Agriculture	
6	Anakapalli	Payakaraopet Silk Sarees	Tertiary	Handloom	
7	Ananthpuram (Anantapur)	Cotton/Jean Pants	Primary	Textile	
8	Ananthpuram (Anantapur)	Dharmavaram Silk Sarees	Secondary	Handloom	Yes
9	Annamayya (Rayachoty)	Cotton / Jean Pants	Primary	Textile	
10	Annamayya (Rayachoty)	Red Sander & Wood Carvings	Secondary	Handicraft	
11	Annamayya (Rayachoty)	Raja Rani Dolls	Tertiary	Handicraft	
12	Annamayya (Rayachoty)	Applique Work	Others	Handloom	
13	Annamayya (Rayachoty)	Mandanapalle Silk Sarees	Others	Handloom	
14	Bapatla	Granite Cutting and Polishing	Primary	Manufacturing	
15	Bapatla	Cotton Bags	Secondary	Handicraft	
16	Bapatla	Chirala Silk Sarees	Tertiary	Handloom	
17	Chittoor	Venkatagiri Sarees	Primary	Handloom	Yes
18	Chittoor	Mango Pulp	Secondary	Food Processing	
19	Chittoor	The Glass Beads	Tertiary	Manufacturing	
20	Chittoor	Kollangantu Tie & Dye Check Lungies	Others	Textile	
21	Chittoor	Teracotta	Others	Handicraft	

22	Dr BR Ambedkar Konaseema	Natural banana fibres	Others	Manufacturing	
23	Dr BR Ambedkar Konaseema	Bandaru Lanka Sarees	Others	Handloom	
24	Dr BR Ambedkar Konaseema	Angara Sarees	Others	Handloom	
25	Dr BR Ambedkar Konaseema	Coconut & Coir	Primary	Handicraft	
26	Dr BR Ambedkar Konaseema	Shrimp	Secondary	Marine	
27	Dr BR Ambedkar Konaseema	Oil & Natural Gas	Tertiary	Others	
28	Dr BR Ambedkar Konaseema	Pasalapudi Sarees	Others	Handloom	
29	East Godavari	Fruit Based Food Products (Pickles, Mango Jelly, Fruit Pulp, Cashew nuts, Lemon extracts)	Primary	Food Processing	
30	East Godavari	Ratnam pens	Secondary	Manufacturing	
31	East Godavari	White Wood Birds	Tertiary	Handicraft	
32	East Godavari	Pulagurta Clothing Shirting & Sarees	Others	Textile	
33	East Godavari	Muramunda Cotton Shirting & Sarees	Others	Textile	
34	East Godavari	Veeravaram Silk Sarees	Others	Handloom	
35	East Godavari	Dulla Sarees	Others	Handloom	
36	Eluru	Gold Jewellery	Primary	Handicraft	
37	Eluru	Hand Knotted Carpet weaving	Secondary	Handicraft	
38	Eluru	Walking Sticks	Tertiary	Handicraft	
39	Eluru	Nuziveedu veena	Others	Handicraft	
40	Eluru	Eluru Cotton Sarees	Others	Handloom	

41	Guntur	Chillies	Primary	Agriculture	Yes
42	Guntur	Bronze Casting	Secondary	Manufacturing	
43	Guntur	Mangalagiri Sarees and Fabric	Tertiary	Handloom	Yes
44	Kakinada	Uppada Jamdani Sarees	Primary	Handloom	Yes
45	Kakinada	Peddapuram Silk Dhotis, Upper and shirtings	Secondary	Textile	
46	Kakinada	Kalamkari Block Printing	Tertiary	Handloom	
47	Kakinada	Cashew Kernel	Others	Agriculture	
48	Krishna	Machilipatnam Kalamkari	Primary	Handloom	Yes
49	Krishna	Kalamkari Block Printing	Secondary	Handloom	Yes
50	Krishna	Pedana kalamkari Fabrics	Tertiary	Textile	Yes
51	Krishna	Bandar / Polavaram Sarees	Others	Handloom	
52	Krishna	Gold Jewellery	Others	Handicraft	
53	Kurnool	Stone carved products	Primary	Handicraft	
54	Kurnool	Kodumuru Gadwal Sarees	Secondary	Handloom	
55	Kurnool	Yemmiganuru Bedsheets	Tertiary	Textile	
56	Nandyal	Allagadda Stone Carving	Tertiary	Handicraft	Yes
57	Nandyala	Banganapalli Mangoes	Primary	Food Processing	Yes
58	Nandyala	Nandivargam plain towels & plain lungis	Secondary	Textile	
59	NTR (Vijaywada)	Kondapalli Toys	Primary	Handicraft	Yes
60	NTR (Vijaywada)	Bandar type Resham (Art Silk) Sarees	Secondary	Handloom	
61	Palnadu (Narasaraopeta)	Durgi Stone Carving	Primary	Handicraft	Yes

62	Palnadu (Narasaraopeta)	Sattenapalli Bedsheets	Secondary	Textile	
63	Palnadu (Narasaraopeta)	Leather Puppets	Tertiary	Handicraft	Yes
64	Palnadu (Narasaraopeta)	Spice Products	Others	Agriculture	
65	Parvathipuram Manyam	Bobilli Veena	Primary	Handicraft	Yes
66	Parvathipuram Manyam	Bobilli Sarees	Secondary	Handloom	
67	Parvathipuram Manyam	Severa Adivasi Paintings	Tertiary	Handicraft	
68	Parvathipuram Manyam	Rice	Others	Agriculture	
69	Prakasam	Granite (Black Galaxy)	Primary	Manufacturing	
70	Prakasam	Ethamukkala Check Lungis	Secondary	Textile	
71	SPSR Nellore	Udayagiri Wooden Cutlery	Primary	Handicraft	Yes
72	SPSR Nellore	Patturu Cotton Silk Sarees	Secondary	Handloom	Yes
73	Sri Sathya Sai (Puttaparthi)	Silk Sarees	Primary	Handloom	
74	Sri Sathya Sai (Puttaparthi)	Leather Puppets	Secondary	Handicraft	Yes
75	Sri Sathya Sai (Puttaparthi)	Dharmavaram Silk Sarees	Tertiary	Handloom	Yes
76	Srikakulam	Ponduru Cotton Sarees	Primary	Textile	
77	Srikakulam	Budithi Brassware	Secondary	Handicraft	Yes
78	Srikakulam	Ponduru Dhoti & Shirtings	Others	Textile	
79	Srikakulam	Jute Works	Others	Handicraft	
80	Srikakulam	Cashew Kernels	Tertiary	Agriculture	
81	Tirupati	Srikalahasti Kalamkari Fabrics/ Handicrafts	Primary	Handloom	Yes

82	Tirupati	Venkatagiri Cotton Sarees	Secondary	Handloom	Yes
83	Tirupati	Pen kalamkari	Tertiary	Handloom	Yes
84	Tirupati	Wood Carvings	Others	Handicraft	
85	Tirupati	Lord Venkateswara Swamy Photo	Others	Handicraft	
86	Tirupati	Chennuru Silk Sarees	Others	Handloom	
87	Visakhapatnam	Seafood Cluster	Primary	Marine	
88	Visakhapatnam	Basket Weaving	Secondary	Handicraft	
89	Vizianagaram	Mango Jelly	Primary	Food Processing	
90	Vizianagaram	Bobilli Veena	Secondary	Handicraft	Yes
91	Vizianagaram	Design Bedsheets	Tertiary	Textile	
92	West Godavari District	Processed Prawn & Shrimp	Primary	Marine	
93	West Godavari District	Veemavaram Light Weight Sarees	Secondary	Handloom	
94	West Godavari District	Crochet Lace	Tertiary	Handloom	
95	West Godavari District	Narspur Crochet Laces	Others	Handloom	Yes
96	YSR Kadapa	Vonipenta Brass	Secondary	Handicraft	
97	YSR Kadapa	Madhavaram Sarees	Tertiary	Handloom	
98	YSR Kadapa	Prodattur Raw (Kora) Silk Shirting	Others	Textile	
99	YSR Kadapa	Barytes & Barium Compounds	Primary	Others	
