



**DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE**
MINISTRY OF COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA



INVEST INDIA



**Connecting Districts
of India to the World**



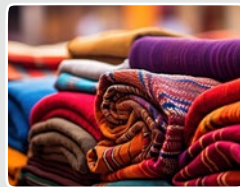
ONE DISTRICT ONE PRODUCT

The One District One Product (ODOP) initiative, led by the Government of India, fosters balanced regional growth by promoting each district's unique products and crafts. This initiative revitalizes local economies, enhances employment opportunities, and elevates the quality of life by transforming local specialties into globally recognized products. By preserving and promoting India's rich cultural heritage, ODOP boosts local economies and instills pride among communities.

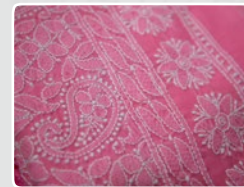
Some popular products of ODOP



Pashmina Shawls
(Jammu & Kashmir)
Exquisite Kashmiri
woolen shawls



Handloom Products
(Various States)
Elegant eco-friendly
handloom fabrics



Chikankari Embroidery
(Uttar Pradesh)
Intricately handcrafted
Indian attires



Blue Pottery
(Rajasthan)
Bespoke artisan
ceramic ware

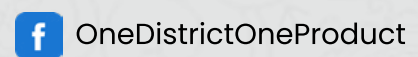
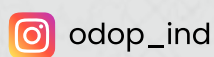
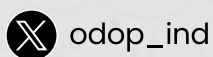


Coir Products
(Kerala)
Artisan-crafted
durable coir goods



Tea
(Assam & Darjeeling)
Lively aromatic
Indian teas

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Scan to view



ODOP

Scan to view



AR Models

Scan to view



AR Catalogue

