

Government of Maharashtra releases One District One Product Booklet

The Directorate of Industries (Export Division), Government of Maharashtra released a One District One Product (ODOP) Booklet at an Export Award Function of the state government, supported by MVIRDC World Trade Center Mumbai on March 24, 2022. The government's objective in publishing the booklet is to select, brand and promote identified products from the 36 districts of Maharashtra in the international market. Under this initiative, the government has identified 131 products, and all the districts of the state are covered under the 'Districts as Export Hub' initiative. The state is also focusing on promotion of Geographical Indicator (GI) tagged products from each district.

The list of ODOP products from Maharashtra includes Nashik Valley Wine, Nashik Grapes, Raisin, Paithani Sarees and Fabrics, Lasalgaon Onion, Electrical components, Automobile and Pharmaceutical from Nashik district, Pomegranate, Dairy Products, Sugar, Jaggery and By-products from Ahmadnagar district, Gems and Jewellery and Leather from Mumbai district, Iron and Steel, Fish and Fish processing, Chemical and White Onion from Raigad district, Beed Custard Apple, Cotton and Cotton seed Oil from Beed district, Soyabean and Soyabean products, Turmeric and Banana from Nanded district and Nagpur Orange, Karvath Kati Sarees & Fabrics, Bhiwapur Chilli, Cotton & processing and Agarbatti from Nagpur district, among others.

While profiling the contribution of the ODOP products from the districts in the state's exports, the booklet also highlights the infrastructure-readiness of the districts such as logistics and port connectivity, manpower availability etc. Laying out the Road Map for ODOP in Maharashtra, the booklet points out the state's ODOP Promotion Strategy, which includes District-wise identification of Existing and potential ODOP clusters, Promoting Products through GI tagging, Conventional and digital channels, Improving ranking in Export Preparedness Index (EPI), Integrating export portal with single window portal of State MAITRI, Setting up Dedicated Exporters help desk, Creation of Export Guide book for exporters, Capacity Building programmes such as Export-oriented skill development programmes in design, quality, regulations and promotion, etc.

The roadmap also proposes the state's endeavor towards Market Outreach & creating Forward Linkages as Collaboration and matchmaking with various export organizations, trade bodies & embassies of countries in India and abroad through events like trade Expos, Fairs etc. for exporters, Helping Exporters for international sales and distribution tie-ups, Focusing on specific capabilities and needs of the buyers and suppliers and working with them to reach global value chain arrangements for their products, and Designing Growth strategy for Market Expansion, Market Access, International Tie-up for State Products, among other strategies.

The booklet showcases Maharashtra's Robust Policy Ecosystem for Thrust sectors viz. Industrial Policy, 2019 & Package Scheme of Incentives, 2019, Textile Policy 2018, Aerospace and Defence Manufacturing Policy 2018, Dedicated Food Processing Incentives 2021, Fintech Policy 2018, Electric Vehicle and related Infrastructure Policy 2021, Incentive for Development of Integrated Industrial Area - 2018 and Cloud Computing Policy 2018.

Notifications

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