

“Kala Namak” is a shining beacon of One District One Product scheme

The One District One Product (ODOP) scheme, which was spearheaded by the Uttar Pradesh government in 2018, has become a nation-wide campaign today. The scheme aims to develop industrial hub across every district in the country by reviving cultivation or production of the unique product that is popular in that district. The scheme will revive traditional products of every district by developing clusters, creating common facility centers for value addition, creating market linkages, packaging and branding for local sales and exports. Government of India has so far identified 106 products across 103 districts from 27 states under the initial phase of the ODOP programme.

Under this scheme, the state government aims to promote clusters for production of wood craft in Basti, pulses in Balrampur, carpet in Bardohi, bedsheets in Fatehpur, woolen carpets in Jaunpur etc. Uttar Pradesh government has set up 90 lakh MSME units, generated 5 lakh job opportunities and exported Rs. 89,000 crore worth products under ODOP scheme.

Buddha Rice – Innovative Branding

A recent success story of the ODOP scheme is the export order for "Kala Namak" Rice from UP's Siddharth Nagar district to Singapore. The district, which is close to the neighbouring country of Nepal, is learnt to have exported 20 tonne of this fine variety of aromatic rice, also known as Buddha Rice, to Singapore in March 2021. According to mythology, Lord Buddha has gifted this variety of rice to the indigenous people of the eastern Uttar Pradesh (where Siddharth Nagar falls). "Kala Namak" Rice is also the focus product under the ODOP scheme of the central government in other districts such as Basti, Gorakhpur, Maharajganj and Sant Kabir Nagar, where this variety of rice is grown. The state government has branded this rice as 'Buddha Rice', to popularize it in countries where majority of the people follow Buddhism. As a promotional strategy, the government mentioned in the package of this rice the popular quote of Lord Buddha 'The unique aroma of the rice will remind people about me'.

In order to promote the brand appeal of this aromatic rice, the state government organized a three-day 'Kalanamak Rice Festival' in Siddharth Nagar in March 2021. The festival was organized to replicate the success of the Strawberry Festival in Jhansi and the Jaggery Festival in Lucknow.

The Ministry of Food Processing Industries (MoFPI), Government of India has approved One District One Product scheme for 707 districts across 35 states and Union Territories in India. The DGFT has also supported most of the state governments in developing action plan for transforming every district into an export hub. It is hoped that the efforts of the central and state government will lead to the replication of the success story of Uttar Pradesh in other states as well.

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Van Dhan start-ups programme benefits 50 lakh tribals so far

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