



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



Awards 2025



Handbook



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1. About ODOP Initiative

The ODOP Initiative is aimed at manifesting the vision of the Hon'ble Prime Minister of India to foster balanced regional development across all districts of the country. The idea is to select, brand, and promote One Product from each District (One District – One Product) of the country for enabling holistic socioeconomic growth across all regions.

The range of the chosen products varies across the length and breadth of the country while also touching upon multiple sectors with existing clusters and communities that have already created a niche identity for themselves.

There was substantial progress by 2023–24 with 14 States/UTs had ODOP-dedicated policies or included ODOP products under other state policies. Additionally, three States/UTs (Rajasthan, J&K, and Madhya Pradesh) had ODOP policies under draft or notification stages. A total of 19 States/UTs established dedicated ODOP cells, and four States/UTs (UP, Andhra Pradesh, Bihar, and West Bengal) launched ODOP e-commerce platforms. The number of ODOP product categories listed on GeM also surged to over 500.

Internationally, the ODOP initiative made notable strides with seven ODOP Walls were established across key global cities including Singapore, New York, Vancouver (Canada), Milan (Italy), Kuwait, Bahrain, and Japan. Additionally, ODOP products gained presence in two international stores in Singapore—one at Mustafa Centre and another at the Kashmir Heritage Corner in Centre Point Mall. The initiative also saw engagement with over 18 Indian Missions abroad, actively promoting ODOP through exhibitions, roadshows, roundtables, and gifting campaigns.

2. Brief About the Awards

The One District One Product (ODOP) awards are being launched to celebrate the efforts undertaken by States/UTs, Districts, and Indian Missions Abroad to achieve Hon'ble Prime Minister's vision of Aatmanirbhar Bharat through the ODOP approach.

The **2nd edition of ODOP Awards** received a total of **641 applications (587 districts, 31 States/UTs, 23 India Missions abroad)**.

The awards will evaluate progress made from **1st April 2024 to 31st March 2024**.

The purpose of the awards is to:

Encourage constructive competition, innovation, and efficient public service delivery in successful ODOP interventions. Promote replication and institutionalization of Best Practices through experience sharing. Recognize innovations done for successful identification and solving bottlenecks in supply chain of ODOP products.

3. Timeline

Application Commencement	T
Last day of Application	T+30
Extended Deadline (Missing Document Submission only)	T+45
Scrutiny of Applications	Within 1 months of closing of Application
Screening Level 1	Within 2 months of closing of Application
Screening Level 2	Within 4 months of closing of Application
Announcement of Winners and Award distribution	Within 5 months of closing of Application

4. Eligibility & Scoring Criteria

4.1 Eligible Applicants:

ODOP awards are conducted to honor the efforts of States, Districts, Indian Missions, Central Ministries, and E-commerce Platforms in advancing the vision of One District One Product (ODOP) through policy integration, market facilitation, and grassroots impact. Below is the list of who can apply for these awards: -

- ❖ State Governments and Union Territories
- ❖ District-Level Authorities (through GMDICs)
- ❖ Indian Missions Abroad
- ❖ Central Ministries/departments
- ❖ E-commerce Platforms actively promoting ODOP products (including via GeM/ ONDC)

4.2 Non-eligible Applicants:

Private companies, individual artisans, businesses, or NGOs are not eligible to apply directly for the ODOP Awards 2025.

4.3 Scoring Criteria

Each questionnaire item follows an **absolute scoring method** based on documentation.

Marks	Criteria
10	Yes , with complete and valid documentation (e.g., official PDF, invoice, signed MoU, portal link)
5	Yes , but with partial/incomplete or weak supporting documents
0	No , or documentation is missing/invalid or claim falls outside the award timeframe

- **No negative marking** but final scores may be revised following field-level or back-end **verification by the Award Secretariat**.

Note: Documentary evidence is **mandatory** for each claimed activity, beneficiary number, financial support, event, etc., as per the Reform Areas and questionnaire.

5. Application and Evaluation Process

5.1 Application Process:

- ❖ Applications must be submitted online via the **Rashtriya Puraskar Portal**.
- ❖ **Application Timeline:**
 - **Opens:** 1st August 2025 (Tentatively)
 - **Closes:** 31st August 2025 (Tentatively)
- ❖ **Rectification Window:**
 - A 15-day window (1st September – 15th September 2025 (Tentatively)) will allow applicants to upload **missing or incomplete documentation**.
- ❖ **Product Eligibility:**
 - Applications are valid only for **ODOP Primary Products** listed in the **ODOP Product List (Version 29)**, frozen as of 31st March 2025. List is available as Annexure A of this document.
 - **No modifications to the product list** will be permitted for the 2025 Awards cycle.

5.2 Evaluation Timeframe:

- ❖ The **ODOP Awards 2025** will assess progress and outcomes **strictly within the period of 1st April 2024 to 31st March 2025**.
- ❖ All claims, activities, and supporting documents must pertain to this evaluation window to be considered valid.

5.3. Evaluation Process:

1. **Preliminary Screening:** The Award Secretariat will conduct an initial screening of applications, verifying documentation and eligibility before shortlisting for evaluation
2. **Validation of Claims:** Claims are accepted or rejected based on the evidence submitted against each Action Point.
3. **Time Frame Compliance:** Only data within the specified time period (1st April 2024 – 31st March 2025) will be considered valid.
4. **Reasons for Rejection of Applications/Documents**
 - No document attached with the application.
 - Uploaded PDFs are unclear, or documents are irrelevant.
 - Broken web links or inaccessible Google Drive links.
 - Document dates fall outside the evaluation period (1st April 2024 – 31st March 2025).
 - Claimed action initiated but not completed.



5.4 Evaluation Framework

To ensure fair and meaningful evaluation, all participating entities will be assessed within peer groups based on their context, mandate, and scale of operations:

5.5 Categorization for Evaluation:

- ❖ **States and Union Territories** will be classified into three categories:
 - Economic Powerhouse
 - Emerging Economy
 - Developing Economy
- ❖ **Districts** will be evaluated under one of the following five sectoral categories:
 - Agriculture
 - Marine, Dairy & Food Processing
 - Handicraft, Handloom & Textile
 - Service & Tourism
 - Other Industries
- ❖ **Indian Missions Abroad** will be considered under **Five Regional Categories**: -
 - Americas (North & South)
 - Europe & CIS
 - Asia-Pacific
 - Middle East & Africa
 - SAARC & Neighbourhood
- ❖ **Special Categories** for the 2025 cycle will include:
 - E-commerce Platforms
 - Central Ministries/Departments



6. Stakeholder Support and Orientation

To support applicants in submitting comprehensive and accurate applications, a multi-channel assistance system will be made available during the application period.

6.1 Digital & Physical Handholding:

- ❖ From **1st August 2025 to 31st August 2025** (Tentatively), a **daily virtual helpdesk (Google Meet/Webex)** will be operational on **working days (Monday to Friday, 10:00 AM – 6:00 PM)** for real-time resolution of applicant queries.
- ❖ **Handholding Workshops** (virtual & in-person) will be organized for:
 - States and UTs
 - Districts (GMDICs)
 - Indian Missions Abroad
 - E-commerce Platforms
 - Central Ministries/Departments

These workshops will guide stakeholders on the application process, documentation requirements, and ODOP activities relevant to their domain.

6.2 Helpline Outreach & Call Center Support:

A dedicated ODOP Call Center/Helpline will operate during the application window, offering the following services:

- ❖ **Mass Messaging (SMS/WhatsApp):** Timely updates on application deadlines, required activities, and support resources.
- ❖ **Outbound Calls:** Personalized support for first-time or region-specific applicants to ensure completion of the application process.
- ❖ **Inbound Helpline (Phone/Email/Chat):** Real-time query handling, documentation guidance, and escalation support.
- ❖ **Localized Assistance:** Coordination with State/District teams for **language support** and **region-specific clarifications**.

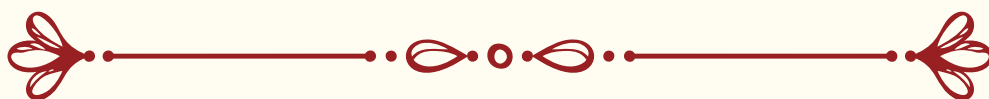


7. Guidelines

- ❖ The application form must be filled out by authorized officials only. Information about the ODOP initiative can be accessed here:
<https://www.investindia.gov.in/one-district-one-product>
- ❖ The implementation period to be considered is between 1st April 2024 to 31st March 2025. Information should be provided for work undertaken during this period only, unless specified otherwise.
- ❖ Applications will be evaluated based on progress achieved in the promotion of products identified under the Department for Promotion of Industry and Internal Trade (DPIIT)'s ODOP initiative.
- ❖ The list of ODOP products identified under the initiative can be accessed here:
https://static.investindia.gov.in/s3fs-public/2025-05/v30_odop_product_list_20250519.pdf
- ❖ All values entered in the application form will be validated by the Ministry of Commerce and Industry.
- ❖ All applicants must submit documentary evidence for the claimed number of beneficiaries, events, or deliverables as specified in the suggested questions. Inputs will be accepted or rejected based on the documentary evidence requirements.
- ❖ Missions are encouraged to provide contact details of relevant stakeholders (e.g., business partners, trade organizations, or buyers) for verification and feedback purposes.
- ❖ If feedback from less than 70% of identified stakeholders is received during the verification process, the score allocated for the respective sub-category will be deducted.
- ❖ For shortlisted applications, additional supporting documents may be requested by DPIIT.
- ❖ The decision of DPIIT is final and binding for all applicants.



Indian Missions Abroad



8.1 Objective:

To recognize and encourage Indian Missions Abroad in promoting ODOP products globally, strengthening India's export footprint and cultural presence in international markets.

8.2 Categorization:

208 Missions are divided based on Regional Grouping to align with MEA regional divisions or global blocks.

Cat 1	Cat 2	Cat 3	Cat 4	Cat 5
Americas (North & South) Sub region includes USA, Canada, Latin America, Caribbean	Europe & CIS Western Europe, Eastern Europe, Russia & Central Asia	Asia-Pacific East Asia, Southeast Asia, Oceania	Middle East & Africa West Asia (Gulf), North, East, South & Sub-Saharan Africa	SAARC & Neighbourhood Bangladesh, Nepal, Bhutan, Sri Lanka, Maldives, Myanmar, Afghanistan, Pakistan
27	53	35	73	16
Includes 10 missions in North America, 11 in Latin America & 06 in Caribbean.	Includes 48 in Europe & CIS + 5 in Central Asia.	Includes 10 in East Asia, 17 in SE Asia, 8 in Oceania.	Includes 22 in West Asia (Gulf) and 51 in Africa.	Covers immediate neighbours under SAARC.

8.3 Award Categories: 15 Awards

- ❖ 05 ODOP Global Trade Facilitator Award
- ❖ 05 ODOP Retail Champion Award
- ❖ 05 ODOP Cultural Ambassador Award

8.4 Broad Reform Areas:

- ❖ Trade & Market Access (04 questions)
- ❖ ODOP Events and Promotion (04 questions)
- ❖ Cultural & Heritage Promotion (02 questions)

8.5 Suggested Questions:

- ❖ Each reform area is further broken down into a set of questions designed to assess specific aspects of implementation and impact.
- ❖ The questions are outlined in the next section along with the required document type.
- ❖ The answer to each question will be either Yes/ No or Numerical type. Description for each answer may also be provided.
- ❖ The applicant is required to provide proper documentation for each question as mentioned.



- The allotment of marks will depend on the verification of the document provided by the applicant.

8.5.1 Trade & Market Access

Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
Trade Collaborations (10 marks)	Has the Mission facilitated any trade collaborations for ODOP products?	<ul style="list-style-type: none"> List of trade collaborations facilitated/ initiated or supported (eg with respective country ecom platforms, trade bodies, retail markets etc) MoUs or official communication or letters of intent proving engagement. For ongoing or concluded negotiations, attach minutes of meetings or relevant meeting records. 	<ul style="list-style-type: none"> 10 points – 5+ trade collaborations established; MoUs/Lol available. 5 points – At least one formal agreement or ongoing negotiations; MoUs/Lol or minutes of meeting available. 0 points – No trade agreements or collaborations.
Retail Initiatives & Product Showcases (10 marks each)	Are any pilot retail initiatives, product showcases, artisan collaborations, or retail tie-ups including onboarding on country E-com platform of ODOP products by the Mission facilitated?	<ul style="list-style-type: none"> List of trade collaborations facilitated/ initiated or supported (eg with respective country ecom platforms, trade bodies, retail markets etc) MoUs or official communication or letters of intent proving engagement. For ongoing or concluded negotiations, attach minutes of meetings or relevant meeting records. 	<ul style="list-style-type: none"> 10 points – 5+ initiatives (retail tie-ups, product showcases, artisan collaborations, e-com onboarding); MoU/Lol/ agreement available. 5 points – At least 1 initiative formally undertaken; MoU/Lol/ agreement/ official communication available. 0 points – No retail initiatives or showcases facilitated.



Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
	Is there an ODOP India Store/ Separate ODOP Zone/Corner in retail chains in the respective country?	<ul style="list-style-type: none"> • Details and photos of ODOP India Store/Zone/Corner • Store launch reports, media coverage, branding and layout visuals 	<ul style="list-style-type: none"> • 10 points – ODOP India Store/Separate ODOP Zone/Corner set up; photos and supporting reports/media coverage available. • 5 points – Discussions/agreements for setup initiated; documentary proof of discussions available. • 0 points – No ODOP-specific retail presence created or initiated.
Export Readiness Support (10 marks)	Has the Mission supported artisans in identifying country-specific export requirements, challenges, and Mapping of Importable ODOP products?	<ul style="list-style-type: none"> • Research reports/market analysis/Export advisories on Website to guide artisans/entrepreneurs with • Country-specific regulatory and compliance requirements (e.g., packaging, labelling, safety, environmental standards). • Understanding the demand for Indian handicraft, handloom, and agricultural products in key international markets. • Mapping top importable ODOP products from India, with country-specific insights. 	<ul style="list-style-type: none"> • 10 points – advisories/reports + mapping studies + List compliance documents available. • 5 points – Either advisories/reports or mapping studies or List compliance documents available. • 0 points – No export readiness studies/mapping conducted



8.5.2 ODOP Events and Promotions

Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
ODOP Promotion Campaign & Event Calendar (10 marks)	Has the Mission launched an ODOP promotion campaign in the past year? Is an event calendar available in the public domain?	<ul style="list-style-type: none"> • Campaign details (objectives, target audience, reach) • Screenshots/link of event calendar on official website • Marketing collaterals, reports, and engagement data 	<ul style="list-style-type: none"> • 10 points – 2+ Campaigns conducted & event calendar publicly available • 5 points – At least 1 campaign conducted • 0 points – No Campaigns conducted and event calendar unavailable in public domain
Impact of Campaign on Awareness, Sales, or Partnerships (10 marks each)	Has the campaign resulted in measurable brand awareness, sales, or partnerships for ODOP products?	<ul style="list-style-type: none"> • Data on brand reach, sales figures, and partnership growth • Attach reports, testimonials, or analytics screenshots 	<ul style="list-style-type: none"> • 10 points – Reports on sales figures + partnership testimonials + analytical screenshots of brand reach • 5 points – Reports on either sales figures or partnership testimonials or analytical screenshots of brand reach • 0 points – No Reports or testimonials or analytical screenshots available
ODOP Wall Presence (10 marks)	Does the Mission have an ODOP Wall? If yes how many products showcased.	<ul style="list-style-type: none"> • Images and description of ODOP Wall • Information on location, impact, and visitor engagement 	<ul style="list-style-type: none"> • 10 points – ODOP Wall exists & showcases 5+ products • 5 points – ODOP Wall exists with <5 products • 0 points – No ODOP Wall



Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
International Engagements (10 marks)	How many international trade fairs or buyer-seller meets has the Mission organized or participated in for ODOP promotion (from 1st April 2024 – 31st March 2025)	<ul style="list-style-type: none"> List of trade fairs and buyer-seller meets conducted. Provide event names, dates, and participant list. Attach photos, brochures, or media coverage as supporting evidence 	<ul style="list-style-type: none"> 10 points – 3+ ODOP-related trade fairs/ BSMs organized/ attended 5 points – 1–2 events conducted/attended 0 points – No participation

8.5.3 Cultural and Heritage Promotion

Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
Culinary Events & cultural events Promoting ODOP Products (10 marks)	Has the Mission showcased ODOP products in any cultural events, exhibitions, or festivals abroad (e.g., Incredible India), or culinary events (e.g., regional food showcases or international food festivals)?	<ul style="list-style-type: none"> List of events where ODOP products were featured List of culinary events and themes Event reports, media coverage, photos, participation records 	<ul style="list-style-type: none"> 10 points – 3+ events where ODOP products showcased 5 points – 1–2 events conducted 0 points – No events held
Collaboration with Diaspora, Museums, or Cultural Institutions (10 marks each)	Has the Mission collaborated with diaspora communities, museums, or cultural institutions (in India or abroad) for ODOP promotion?	<ul style="list-style-type: none"> List of collaborations with diaspora/ museums/cultural bodies MoUs, partnership letters, event reports, outreach materials 	<ul style="list-style-type: none"> 10 points – MoU/official partnership with at least 1 institution/ community and evidence of activities (reports) 5 points – Meetings/ discussions held but no formal partnership 0 points – No collaboration or outreach undertaken



States and Union Territories



9.1 Objective:

Built robust institutional frameworks and demonstrated measurable impact in boosting ODOP product sales and market penetration.

9.2 Categorization:

States/UTs are divided into 3 categories basis their Gross State Domestic Product (GSDP) 2024 from RBI's Handbook of Statistics on Indian States.

Categories	GSDP	States
Economic Powerhouse	> 10 lakh Cr	11 states and 1 UT Maharashtra, Tamil Nadu, Uttar Pradesh, Karnataka, Gujarat, West Bengal, Rajasthan, Telangana, Andhra Pradesh, Madhya Pradesh, Kerala, Delhi (UT)
Emerging Economy	1 – 10 lakh Cr	10 States Haryana, Odisha, Bihar, Punjab, Assam, Chhattisgarh, Jharkhand, Uttarakhand, Himachal Pradesh, Jammu and Kashmir
Developing Economy	< 1 Lakh Cr	8 States including North-Eastern States Goa, Tripura, Meghalaya, Sikkim, Manipur, Nagaland, Arunachal Pradesh, Mizoram 6 Union Territories Chandigarh, Ladakh, Daman and Diu and Dadra and Nagar Haveli, Lakshadweep, Andaman and Nicobar, Puducherry

9.3 Broad Reform Areas:

- ❖ Institutional Support & Governance (05 questions)
- ❖ Trade, Market Access & Exports (06 questions)
- ❖ Skill Development & Business Growth (04 questions)

9.4 Award Categories: 09 Awards

- ❖ 03 Best Governance Award
- ❖ 03 Exports & Marketing Award
- ❖ 03 Business Growth Award

9.5 Suggested Questions

- ❖ Each reform area is further broken down into a set of questions designed to assess specific aspects of implementation and impact.
- ❖ The questions are outlined in the next section along with the required document type.
- ❖ The answer to each question will be either Yes/ No or Numerical type.



- ❖ The applicant is required to provide proper documentation for each question as mentioned.
- ❖ The allotment of marks will depend on the verification of the document provided by the applicant.

9.5.1 Institutional Support & Governance

Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
Institutional Mechanism for ODOP Implementation (10 marks each)	ODOP cell and the monitoring framework implemented by the state	<ul style="list-style-type: none"> • Details of ODOP cell structure, nodal officer details, roles, and workflow • Official notifications/ orders establishing the ODOP Cell 	<ul style="list-style-type: none"> • 10 points – ODOP cell with dedicated staff, structured monitoring, and regular progress reports. • 5 points – Only one Nodal officer but no cell • 0 points – No ODOP cell
	Is there a dedicated ODOP webpage or portal available, and are analytics on public engagement (e.g., visits, time spent, interactions) and grievance redressal (number received, resolved, and pending) available and maintained?	<ul style="list-style-type: none"> • Governance structure, monitoring framework, and reports • Screenshots or URLs of grievance portals/ ODOP webpage/ website along with Analytics or traffic data • Grievance redressal statistics (number received, resolved, pending) 	<ul style="list-style-type: none"> • 10 points – ODOP webpage/portal operational; public engagement analytics and grievance redressal statistics (received, resolved, pending) maintained and documented. • 5 points – ODOP webpage/portal available but incomplete analytics or grievance tracking not maintained. • 0 points – No ODOP webpage/portal or no grievance redressal mechanism/analytics available.
Cluster, SHGs & Beneficiary Inclusion (10 marks each)	Have any ODOP producer clusters, cooperatives, or SHGs been formally registered in the past year?	<ul style="list-style-type: none"> • List of formally registered producer clusters/cooperatives/ SHGs 	<ul style="list-style-type: none"> • 10 points – 50+ clusters/ cooperatives/ SHGs registered. • 5 points – 01 - 49 clusters/ cooperatives/ SHGs • 0 points – No registered clusters/ cooperatives/ SHGs



Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
	Have these registered ODOP producer clusters, cooperatives, or SHGs benefited from ODOP schemes in the past year?	<ul style="list-style-type: none"> Documents showing benefits received (subsidy, credit, marketing, training) Official registration records, scheme disbursement documents 	<ul style="list-style-type: none"> 10 points – Record available for all beneficiaries 5 points – incomplete data/ Record available for few beneficiaries 0 points – No record maintained.
Infrastructure Progress: PM Ekta Mall (State-led) (10 marks)	<p>For States:</p> <p>Physical progress made on the PM Ekta Mall construction. (only for states)</p>	<p>For States:</p> <ul style="list-style-type: none"> Site photographs with date stamps Timeline of construction milestones 	<p>For States:</p> <ul style="list-style-type: none"> 10 points – More than 50 % physical progress 5 points – upto 50progress. 0 points – construction not started
	<p>For UTs:</p> <ol style="list-style-type: none"> Has the UT maintained any dedicated section for ODOP for e.g. ODOP wall, ODOP corner etc.? Mention 2 exceptional/ outstanding efforts such as product upliftment, product packaging, beneficiary assistance etc. put by UT under the ODOP initiative. 	<p>For UTs:</p> <ul style="list-style-type: none"> Photographs/videos of the ODOP wall, corner, or dedicated space. Before-and-after photographs of product improvement or packaging enhancement Detailed project reports on the interventions undertake MoUs or partnership documents with partnering institutes, if any. 	<p>For UTs:</p> <ul style="list-style-type: none"> 10 points – All documentary evidence available 5 points – any one of the documentary evidence available 0 points – no documentary evidence available



9.5.2 Trade, Market Access & Exports

Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
Trade Facilitation Initiatives & Global Outreach (10 marks each)	Key trade facilitation initiatives undertaken by the state, including trade agreements, buyer-seller meets, and ODOP participation in global trade fairs.	<ul style="list-style-type: none"> • Details of trade facilitation efforts and trade fair participation • MoUs/Agreements • Meeting minutes or communications for soft facilitation 	<p>Economic Powerhouse:</p> <ul style="list-style-type: none"> • 10 points – 5+ agreements, 5+ buyer seller meets and at least 1 global events. • 5 points – Active trade facilitation with at least 1 agreement or 2+ potential collaboration (communication and minutes of the meeting to be attached) and upto 5 buyer seller meets • 0 points – No trade facilitation efforts/ meetings <p>Developing economies / emerging economies:</p> <ul style="list-style-type: none"> • 10 points – 3+ agreements, 5+ buyer seller meets and at least 1 global events. • 5 points – Active trade facilitation with at least 1 agreement or 2+ potential collaboration (communication and minutes of the meeting to be attached) and upto 5 buyer seller meets • 0 points – No trade facilitation efforts/ meetings



Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
	<p>Facilitation of ODOP product entry into national/ international retail chains, e-commerce platforms (GeM, ONDC), and marketing campaigns. Also, mention the number of GeM procurement done during this tenure</p>	<ul style="list-style-type: none"> • Reports on buyer-seller meets • Listing reports from retail platforms, ONDC, GeM, GeM procurement data 	<p>Economic Powerhouse:</p> <ul style="list-style-type: none"> • 10 points – 5+ buyer-seller meet conducted and screenshot of GeM/ ONDC with atleast 80% products enlisted • 5 points – upto 5 buyer-seller meet conducted and screenshot of GeM/ ONDC with atleast 60% products enlisted • 0 points – No Buyer seller meet conducted and less than 60% products enlisted <p>Developing economies:</p> <ul style="list-style-type: none"> • 10 points – 3+ buyer-seller meet conducted and screenshot of GeM/ ONDC with atleast 70% products enlisted • 5 points – upto 3 buyer-seller meet conducted and screenshot of GeM/ ONDC with atleast 50% products enlisted • 0 points – No Buyer seller meet conducted and less than 50% products enlisted <p>Emerging economies:</p> <ul style="list-style-type: none"> • 10 points – 2+ buyer-seller meet conducted and screenshot of GeM/ ONDC with atleast 80% products enlisted • 5 points – upto 2 buyer-seller meet conducted and screenshot of GeM/ ONDC with atleast 60% products enlisted • 0 points – No Buyer seller meet conducted and less than 60% products enlisted



Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
ODOP Export Value & MSME Incentive Utilization (10 marks each)	Total export value (INR/USD) of ODOP products	<ul style="list-style-type: none"> Export data in INR/USD with trends 	<ul style="list-style-type: none"> 10 points – Detailed export data available with clear trends for the past year. 5 points– incomplete export data available 0 points – No export data available.
	Market Research Analysis of ODOP products including Top 05 ODOP products exported.	<ul style="list-style-type: none"> Report on market analysis done for top 5 ODOP products exported 	<ul style="list-style-type: none"> 10 points – Comprehensive market research report available identifying and analyzing top 5 products. 5 points – Incomplete market research report available identifying and analyzing at least 1 product. 0 points – No research or analysis available.
	How many ODOP businesses/ individuals have availed financial assistance through state/ national schemes (PMEGP, CGTMSE, MSME, Export incentives etc.), and what is the total sanctioned amount?	<ul style="list-style-type: none"> List of ODOP MSMEs availing incentives DGFT/FIEO export certifications Incentive disbursement proof 	<p>Economic Powerhouse:</p> <ul style="list-style-type: none"> 10 points – 250+ businesses/individuals supported. 5 points – 01–249 businesses/individuals supported. 0 points – No financial assistance provided. <p>Developing economies:</p> <ul style="list-style-type: none"> 10 points – 150+ businesses/individuals supported. 5 points – 01–149 businesses/individuals supported. 0 points – No financial assistance provided. <p>Emerging economies:</p> <ul style="list-style-type: none"> 10 points – 100+ businesses/individuals supported. 5 points – 01–99 businesses/individuals supported. 0 points – No financial assistance provided.



Sub-reform area	Suggested Questions	Documentary evidence	Marking Scheme
ODOP Branding, GI Tagging & Product Standardization (10 marks)	State support in ODOP branding, GI tagging, or product standardization for better market positioning	<ul style="list-style-type: none"> • Branding and marketing case studies • Visual collateral (photos/videos) • GI registration documents • Quality certification records (if applicable) 	<ul style="list-style-type: none"> • 10 points – All documentary evidence available • 5 points – any one of the documentary evidence available • 0 points – no documentary evidence available

9.5.3 Skill Development & Business Growth

Sub-reform area	Suggested Questions	Supporting Documents	Marking Scheme
Skill Development & Research Collaborations (10 marks)	Skill development programs or research collaborations has the state undertaken for ODOP-related innovations?	<ul style="list-style-type: none"> • MoUs/agreements with training/research institutions (e.g., NIFT, IIT, MSME Tool Rooms) • Event photos, meeting minutes, or reports on activities carried out. 	<ul style="list-style-type: none"> • 10 points – 2+ collaborations • 5 points – At least 1 collaboration • 0 points – No collaboration
Regulatory Environment (10 marks)	Steps taken by State to simplify compliance, approvals, and ease of doing business for ODOP entrepreneurs?	<ul style="list-style-type: none"> • Attach policy documents, official notifications, and business registration case studies. 	<ul style="list-style-type: none"> • 10 points – Clear evidence of simplified compliance mechanisms (e.g., single-window clearances, online portals), supporting policy documents, and examples of entrepreneurs benefiting. • 5 points – Partial steps taken (e.g., policy announced but limited implementation), with some documentation. • 0 points – No reforms or documentation available.



Sub-reform area	Suggested Questions	Supporting Documents	Marking Scheme
Promotion & Visibility (10 marks each)	Marketing campaigns conducted by State via radio or TV or internet or regional channels for ODOP	<ul style="list-style-type: none">• Provide the number of ODOP products listed on digital platforms and attach marketing campaign reports, advertisements, and engagement statistics.	<ul style="list-style-type: none">• 10 points – All documentary evidence available• 5 points – any one of the documentary evidence available• 0 points – no documentary evidence available
	ODOP product related Video created	<ul style="list-style-type: none">• Product related videos	<ul style="list-style-type: none">• 10 points – Video available• 5 points – draft video available• 0 points – no video created



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





Districts



10.1 Objective:

On-ground infrastructure, Active support to entrepreneurs, and Enhancing export readiness

10.2 Categorization:

773 Districts are divided based on sectors of primary products from each district.

Cat 1	Cat 2	Cat 3	Cat 4
Agriculture	Marine, Dairy and Food Processing	Handicraft, Handloom and Textile	Other Industries (Manufacturing, Chemicals, Pharmaceuticals, Ayurveda, Software & Finance and Tourism)
294	104	231	144
Districts covered	Districts covered	Districts covered	Districts covered

10.3 Broad Reform Areas:

- ❖ Export Excellence & Manufacturing Capacity (06 questions)
- ❖ Financial Inclusion & Literacy (03 questions)
- ❖ Cultural Heritage & Excellence (02 questions)
- ❖ Sustainability & Innovation (02 questions)

10.4. Award Categories: 12 Awards:

- ❖ 04 Innovation Award
- ❖ 04 Global Outreach Award
- ❖ 04 Financial Awareness Award

10.5 Suggested Questions:

- ❖ Each reform area is further broken down into a set of questions designed to assess specific aspects of implementation and impact.
- ❖ The questions are outlined in the next section along with the required document type.
- ❖ The answer to each question will be either Yes/ No or Numerical type.
- ❖ The applicant is required to provide proper documentation for each question as mentioned.
- ❖ The allotment of marks will depend on the verification of the document provided by the applicant.



10.5.1 Export Excellence & Manufacturing Capacity

Sub-reform Area	Suggested Questions	Supporting Documents	Marking Scheme
International Market Access & Export Facilitation (10 marks each)	Have any ODOP businesses expanded into international markets, and what trade tie-ups or global platforms (e.g., fairs, buyer-seller meets) supported this expansion?	<ul style="list-style-type: none"> MoUs, buyer-seller meet records, trade fair participation Sales/export growth reports 	<ul style="list-style-type: none"> 10 points – 5+ ODOP businesses exported or participated in 3+ international events 5 points – At least 1 ODOP business exported or participated in at least 1 international event 0 points – No record
	District ODOP products Export data comparison (current vs previous year)	<ul style="list-style-type: none"> List of ODOP businesses that expanded internationally 	<ul style="list-style-type: none"> 10 points – Export value growth >25% YoY 5 points – Growth between 5%-25% 0 points – No growth or data
Digital Onboarding & Government Procurement Enablement (10 marks each)	Onboarding of ODOP businesses on GeM/ ONDC/ Other E-com Platforms	<ul style="list-style-type: none"> Onboarding lists 	<ul style="list-style-type: none"> 10 points – 50+ ODOP businesses onboarded 5 points – upto 50 businesses onboarded 0 points – no businesses onboarded
	Govt procurement through GeM	<ul style="list-style-type: none"> GeM procurement data/ screenshots 	<ul style="list-style-type: none"> 10 points – Procurement orders worth ₹10L+ completed 5 points – Orders worth ₹1L-₹10L 0 points – No procurement or <₹1L
Quality & Certification Facilitation (10 marks)	Has the district facilitated product standardization and compliance support such as FSSAI, BIS, APEDA registrations, or GI tagging for ODOP products?	<ul style="list-style-type: none"> Certification copies/ Application proof Facilitation reports List of ODOP businesses that have received quality certifications 	<ul style="list-style-type: none"> 10 points – 10+ ODOP businesses supported 5 points – 1 to 9 businesses supported 0 points – No support facilitated



Sub-reform Area	Suggested Questions	Supporting Documents	Marking Scheme
Infrastructure & Capacity Enhancement (10 marks)	Has the district/state supported ODOP businesses in expanding production capacity through access to technology, automation, or common facility centres (CFCs)?	<ul style="list-style-type: none"> Capacity upgrade reports Beneficiary List, date of support received and testimonials Reports on production scale-up, technological upgrades. 	<ul style="list-style-type: none"> 10 points – 3+ businesses benefited from significant production upgrades/ CFC access 5 points – At least 1 business supported 0 points – No capacity support extended

10.5.2 Financial Inclusion & Literacy

Sub-reform Area	Suggested Questions	Supporting Documents	Marking Scheme
Financial Literacy & Beneficiaries Coverage (10 marks each)	Has the district/ state organized financial literacy camps and established institutional tie-ups with banks or NBFCs for ODOP beneficiaries?	<ul style="list-style-type: none"> Training schedules, photos Participant lists/ Attendance sheets 	<ul style="list-style-type: none"> 10 points – 5+ Trainings conducted and 2+ institutional tie-ups 5 points – At least 1 training conducted and 1 institutional tie-up 0 points – No trainings or partnerships
	What is the total number and percentage of ODOP beneficiaries trained, and how is inclusivity and outreach (e.g., women, SC/ST, remote areas) being monitored?	<ul style="list-style-type: none"> MoUs or partnership letters Summary statistics Testimonials from trained beneficiaries 	<ul style="list-style-type: none"> 10 points – >40% of ODOP beneficiaries covered with diversity data 5 points – 10–40% covered 0 points – <10% coverage or no disaggregated tracking



Sub-reform Area	Suggested Questions	Supporting Documents	Marking Scheme
Facilitation of Financial Access (10 marks)	Has the district/ state provided assistance to ODOP businesses in accessing working capital, microfinance, or venture capital, along with handholding support?	<ul style="list-style-type: none"> Funding records Beneficiary-wise sanction/utilization reports Letters of credit/ sanction 	<ul style="list-style-type: none"> 10 points – 10+ ODOP businesses assisted with documented handholding 5 points – 1 to 9 businesses assisted 0 points – No access facilitated or support documented

10.5.3 Cultural Heritage & Excellence

Sub-reform Area	Suggested Questions	Supporting Documents	Marking Scheme
Sustainable & Eco-Innovative Practices (10 marks)	Has the district promoted eco-friendly production methods and encouraged the use of natural, recyclable, or biodegradable materials among ODOP businesses?	<ul style="list-style-type: none"> Case studies Material composition reports Sustainability or packaging certifications (FSC, IGBC, ISO 14001, etc.) 	<ul style="list-style-type: none"> 10 points – 5+ ODOP businesses adopted green practices/ certified 5 points – 1 to 4 adopted 0 points – No initiatives documented
Design & Product Packaging Standards (10 marks)	Has the district facilitated businesses in obtaining design-related certifications (e.g., India Design Mark, IGBC) and supported innovation in product and packaging design?	<ul style="list-style-type: none"> Scanned certificates or proof of application Photos of packaging Partnership/MoUs with design institutions 	<ul style="list-style-type: none"> 10 points – 3+ businesses supported with packaging/ design innovations and partnership with institutions carried out 5 points – partnership with institutions carried 0 points – No partnership with institutions carried



10.5.4 Sustainability & Innovation

Sub-reform Area	Suggested Questions	Supporting Documents	Marking Scheme
Promotion of ODOP-Linked Cultural Heritage (10 marks each)	Cultural festivals and heritage-linked ODOP events supported by district with public outreach and participation	<ul style="list-style-type: none"> • Event reports • Media coverage • Attendance/impact records 	<ul style="list-style-type: none"> • 10 points – 3+ events with >500 cumulative footfall • 5 points – 1-2 events conducted • 0 points – No event conducted
	Collaborations with cultural bodies or institutions	<ul style="list-style-type: none"> • MoUs with cultural bodies 	<ul style="list-style-type: none"> • 10 points – 2+ institutional collaborations • 5 points – At least 1 collaboration • 0 points – None documented
Traditional Skill Preservation & Knowledge Transfer (10 marks each)	District taken initiatives for skill development or mentorship for artisans	<ul style="list-style-type: none"> • MoUs with training institutions/councils • Training reports • Participant lists 	<ul style="list-style-type: none"> • 10 points – 5+ artisans trained or mentored • 5 points – At least 1 initiative • 0 points – No training or mentorship documented
	District taken initiatives to reviving traditional craftsmanship via Training and heritage craft documentation	<ul style="list-style-type: none"> • Impact assessments 	<ul style="list-style-type: none"> • 10 points – Both documentation and training conducted • 5 points – Either documentation or training conducted • 0 points – No action taken



Special Category

(E-Commerce and Central
Ministries/Departments)



11.1 Categorization:

- ❖ Category A: E-commerce Platforms
- ❖ Category B: Central Ministries/Departments

11.2 Broad Reform Areas:

- ❖ **Category A:**
 - ODOP Presence, Listings & Sales Performance
 - Visibility & Promotion Initiatives
- ❖ **Category B:**
 - Policy Support, Schemes & Institutional Integration
 - Market Access, Capacity Building & Visibility

11.3 Award Categories:

- ❖ Digital ODOP Champion Award
- ❖ ODOP Institutional Support Award

11.4 Suggested Questions:

- ❖ Each reform area is further broken down into a set of questions designed to assess specific aspects of implementation and impact.
- ❖ The questions are outlined in the next section along with the required document type.
- ❖ The answer to each question will be either Yes/ No or Numerical type.
- ❖ The applicant is required to provide proper documentation for each question as mentioned.
- ❖ The allotment of marks will depend on the verification of the document provided by the applicant.

11.4.1 Category A: E-commerce Platforms

11.4.1.1 ODOP Presence, Listings & Sales Performance

Suggested Questions	Supporting Documents	Marking Scheme
Dedicated ODOP storefront or curated page	<ul style="list-style-type: none"> • Storefront URL • Screenshots 	<ul style="list-style-type: none"> • 10 points – Live and accessible storefront with proper branding and multiple products • 5 points – Partial or internal page under development or limited to few products • 0 points – No storefront or page available



Suggested Questions	Supporting Documents	Marking Scheme
No. of ODOP products/ SKUs & sellers onboarded	<ul style="list-style-type: none"> SKU & seller database 	<ul style="list-style-type: none"> 10 points – Verified list with 100+ ODOP SKUs and 50+ sellers 5 points – Partial data or less than 50 SKUs/sellers onboarded 0 points – No documented onboarding or database
How many distinct ODOP categories (e.g., textiles, agri-products, crafts) are actively being sold on the platform, and what is the year-on-year sales growth across these categories?	<ul style="list-style-type: none"> Sales reports and category-wise breakdown 	<ul style="list-style-type: none"> 10 points – Clear data showing 5+ distinct ODOP categories and YoY sales growth across categories 5 points – Partial category data or sales trend for only select products 0 points – No data or analysis available

11.4.1.2. Visibility & Promotion Initiatives

Suggested Questions	Supporting Documents	Marking Scheme
ODOP-focused promotional campaigns	<ul style="list-style-type: none"> Campaign calendars Images from various campaigns Banner samples Social media creatives 	<ul style="list-style-type: none"> 10 points – 3+ verified ODOP campaigns across platforms (digital, physical, social media) with clear evidence 5 points – At least 1 campaign with few creatives or evidence from 1-2 platforms 0 points – No record of ODOP-specific promotions
Has the platform run any promotional campaigns, discount offers, or visibility drives specifically for ODOP products?	<ul style="list-style-type: none"> Analytics or traffic data Screenshots of featured listings, banners, offers 	<ul style="list-style-type: none"> 10 points – Documented increase in visibility or sales due to ODOP campaigns (data-supported) 5 points – Campaigns run but no impact data available 0 points – No campaigns or visibility drives conducted

11.4.2 Category B: Central Ministries/Departments

11.4.2.1 Policy Support, Schemes & Institutional Integration

Suggested Questions	Supporting Documents	Marking Scheme
Inclusion and Coverage of ODOP in Ministry schemes/policies via dedicated funding or programs supporting ODOP sectors (textiles, agri, food, MSME, PMFME, SFURTI, MSME clusters etc.)	<ul style="list-style-type: none"> • Scheme guidelines • Budget allocations • Circulars, advisories • MoUs with DPIIT or States 	<ul style="list-style-type: none"> • 10 points – ODOP explicitly included in at least 1 scheme/policy with dedicated funding or program component • 5 points – ODOP included in scheme documentation but without separate budget/component • 0 points – No inclusion at all
ODOP product inclusion in Ministry-level gifting or procurement (especially via GeM/ ONDC)	<ul style="list-style-type: none"> • GeM/ONDC procurement orders/ invoices • Budget allocations • Circulars, advisories • MoUs with DPIIT or States 	<ul style="list-style-type: none"> • 10 points – ODOP products procured/ gifted in 3+ instances with documentary proof (e.g., invoices, circulars) • 5 points – ODOP products procured/gifted at least once • 0 points – No procurement or gifting of ODOP products

11.4.2.2 Market Access, Capacity Building & Visibility

Suggested Questions	Supporting Documents	Marking Scheme
ODOP-focused trade facilitation, export promotion	<ul style="list-style-type: none"> • Reports • MoUs with export bodies • Trade facilitation activity records • Meeting minutes 	<ul style="list-style-type: none"> • 10 points – 2+ ODOP-focused trade/export facilitation initiatives undertaken (e.g., export drives, MoUs, delegations) • 5 points – At least 1 such initiative undertaken • 0 points – No such initiatives
Skill development, certification, and capacity-building support	<ul style="list-style-type: none"> • Event and training reports with Beneficiary lists 	<ul style="list-style-type: none"> • 10 points – 2+ ODOP-linked training/capacity-building programs conducted with documented beneficiaries • 5 points – At least 1 such program conducted • 0 points – No such support activities



Suggested Questions	Supporting Documents	Marking Scheme
ODOP Promotion through exhibitions, fairs, and media campaigns, ODOP gifting in Ministry events, conferences, and awareness drives	<ul style="list-style-type: none">• Gifting catalogues, photos, GeM/ONDC proof• Media coverage and analytics	<ul style="list-style-type: none">• 10 points – ODOP showcased in 3+ fairs/ events/campaigns or used in 3+ instances of official gifting• 5 points – ODOP showcased/gifted at least once• 0 points – No ODOP promotion or gifting activity



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