

One District One Product wall

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About One District One Product Wall

- The One District One Product (ODOP) program is an initiative **under the Department for Promotion of Industry and Internal Trade (DPIIT)**, Ministry of Commerce & Industry.
- Under this **Collaboration-** products are being identified from all districts to be promoted for their unique qualities and cultural significance which include various handicrafts, handloom, and agricultural products that have been associated with the identity of their place of origin.
- **Objectives of ODOP:** To help districts reach their full potential, foster economic and socio-cultural growth, and create employment opportunities, especially, in rural areas.
- This initiative aims to **turn every district in India, into an export hub** through promotion of the product in which the district specialises.
- The initiative plans to accomplish this by scaling manufacturing, supporting local businesses, finding potential foreign customers and so on, thus helping to achieve the 'Atmanirbhar Bharat' vision.

Key facts about DAY-NRLM

- It is one of **the flagship poverty alleviation program**.
 - **It** aims at creating efficient and **effective institutional platforms** for the rural poor, enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services.
 - **Key Features:**
 - **Universal Social Mobilisation:** At least one woman member from each identified rural poor household, is to be brought under the Self Help Group (SHG) network in a time bound manner.
 - **Participatory Identification of Poor (PIP):** All households identified as poor through the PIP process is the NRLM Target Group and is eligible for all the benefits under the programme.
 - **Community Funds as Resources in Perpetuity:** NRLM provides Revolving Fund (RF) and Community Investment Fund (CIF) as resources in perpetuity to the institutions of the poor, to strengthen their institutional and financial management capacity.
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Q1) What is the National Rural Livelihoods Mission?

The National Rural Livelihoods Mission (NRLM) is a flagship program of the Government of India aimed at alleviating rural poverty by promoting self-employment and wage employment opportunities for rural households. The program was launched in June 2011 by the Ministry of Rural Development.

Source: [One District One Product 'ODOP Wall' launched](#)

Source: <https://vajiramandravi.com/current-affairs/one-district-one-product-wall/>

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