

मिहिर कुमार, आईडीएस
मुख्य कार्यकारी अधिकारी
MIHIR KUMAR, IDAS
Chief Executive Officer



भारत सरकार
वाणिज्य एवं उद्योग मंत्रालय
गवर्नमेंट ई मार्केटप्लेस
Government of India
Ministry of Commerce & Industry
Government e-Marketplace

DO No.225/CEO-GeM/2025

18th September 2025

Dear Sir,

Kindly refer to Secretary (DPIIT) DO letter No. P-58015/1/2025-GCI dated 30.08.2025 wherein emphasis has been laid down for the adoption of One District, One Product (ODOP) initiative to promote indigenous products, empower local artisans, and strengthen the spirit of **Make in India & vocal for local** (Annexure I).

2. **Social inclusion** is a core value at GeM and we are focused on increasing participation from under-served seller groups such as women entrepreneurs, artisans and weavers, self-help groups, khadi producers and tribal entrepreneurs who face challenges in accessing government buyers.

3. In pursuance of the above mandate, GeM is promoting the **“One-District, One-Product” (ODOP)** initiative of the Government on the portal. GeM has worked in a mission-mode to ensure the creation of **595 ODOP product categories**, a dedicated market page (<https://gem.gov.in/odop-category>) for showcasing such products.

4. As on 04th Sept. 2025, **135 sellers/ artisans and craft-persons** either working individually or through Government Handloom & Handicraft emporiums like the Central Cottage Industries Emporium (CCIE), Tribal Co-operative Marketing Development Federation of India (TRIFED), and several State emporiums etc. **are registered in the ODOP product categories** and have listed **1,000+ ODOP product catalogues** on the portal. Further, a total of **310+ orders** worth **INR 42.40 Lakh** have been fulfilled till date.

5. On this note, I seek your kind assistance in disseminating this information to all buyer organisations under your Ministry/ Department with a request to explore and consider ODOP products for gifting during the upcoming festive season and make best use of this opportunity to support the Hon'ble Prime Minister's vision for promoting ODOP products in public procurement, thereby promoting social inclusion.

6. For any further assistance or queries in this regard, your officers may please contact Shri Anurag Awasthi, Chief Manager, Social Impact and Inclusive Seller Growth at (anurag.awasthi@gem.gov.in | Cell: 993 630 4149).

I look forward to your kind support in this regard.

Yours sincerely,

(Mihir Kumar)

To
The Secretaries,
All Ministries/Departments of Government of India.

Enclosure:

1. Annexure 1 – Secretary DPIIT, DO letter Dt. 30th Aug. 2025

अमरदीप सिंह भाटिया, भा.प्र.से.
सचिव
Amardeep S. Bhatia, I.A.S.
SECRETARY



भारत सरकार
वाणिज्य एवं उद्योग मंत्रालय
उद्योग संवर्धन और आंतरिक व्यापार विभाग
GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPTT. FOR PROMOTION OF INDUSTRY
AND INTERNAL TRADE

D.O No. P-58015/1/2025-GCI
30th August 2025

Dear Sir / Madam,

In pursuance of the Hon'ble Prime Minister's vision of *Aatmanirbhar Bharat*, the Department for Promotion of Industry and Internal Trade (DPIIT) is implementing the One District One Product (ODOP) initiative to promote indigenous products, empower local artisans, and strengthen the spirit of *Make in India* and *Vocal for Local*.

2. With the upcoming festive season, I would like to request your Ministry/Department and CPSEs to procure gifts and products from the ODOP GeM Bazaar (<https://gem.gov.in/odop-category>). The ODOP GeM Bazaar presently hosts more than 500 curated categories of ODOP products, each showcasing the unique craftsmanship and identity of districts across India.

3. The initiative has already achieved significant recognition, having served as the exclusive source for official gifting during India's G20 Presidency. Further, on the recommendation of the Hon'ble Commerce & Industry Minister, Indian Missions abroad have also adopted ODOP products for diplomatic gifting, thereby enhancing the global visibility of local artisans and products.

4. As part of the National ODOP Awards 2025, a new award category has been introduced for Central Ministries and Departments, wherein procurement volumes from the ODOP GeM Bazaar will form a key evaluation criterion. Your active support and participation will not only contribute to the success of this initiative but also position your Ministry/Department as a frontrunner in promoting indigenous and inclusive procurement.

5. For any further assistance or queries in this regard, your officers may contact Shri Sumeet Kumar Jarangal, Director, DPIIT (email: sumeet.jarangal@ias.gov.in), and Dr. Divya Dhingra (email: divya.dhingra@investindia.org.in; Ph: +91 9205320779).

With regards.

Yours sincerely,

(Amardeep S. Bhatia)

To
Secretaries of all Ministries/Departments