

**DIRECTORATE OF INDUSTRIES & COMMERCE**

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No. DIC/6617/2024-CW1

Dated:29-01-2025

CIRCULAR - ODOP Facilitation Centres

The One District One Product (ODOP) initiative is a visionary program aimed at fostering balanced regional development across all districts of India. Under this scheme, each district selects, brands, and promotes a single product that represents its unique identity and economic potential. The ODOP approach encourages value chain development, alignment of support infrastructure, and efficient marketing strategies.

Kerala has been actively promoting the ODOP initiative, which focuses on boosting micro-enterprises in the food processing sector. Under ODOP, each district identifies a specific product with significant potential for value addition, employment generation, and economic growth. For instance, Alappuzha emphasizes Coir products, while Thiruvananthapuram and Kannur focus on Handloom products. Kollam and Kasaragod prioritize Cashew nut products, and Pathanamthitta, Malappuram promote Food products. Whereas Kottayam emphasis on Rubber products, Thrissur and Kozhikode focus in Coconut products. Palakkadan Matta rice from Palakkad, Spices from Idukki, Oleo resins from Ernakulam and Coffee form Wayanad are all the diverse ODOP products from Kerala. Micro-enterprises involved in ODOP receive subsidies and seed capital to scale up production and marketing. The cluster approach encourages similar enterprises to collaborate, creating a conducive ecosystem for sustainable growth and employment opportunities within the state's food processing sector.

As the Department is transforming itself in to fully online mode and act as a facilitator, facility has to be made available to assist entrepreneurs to file online applications for clearances under KSWIFT, file their registration (Udyam Registration for claiming their MSMS status), apply to avail various assistances etc. A trained manpower and facilitation centre has to be set up across the State to facilitate the entrepreneurs to use online services.

The Directorate of Industries has established District Facilitation Centres in the District Industries Centres office as a front office to support entrepreneurs in their entrepreneurial journey of starting and operating their Business. The scope of existing District Facilitation centres in the District Industries Centres are to be expanded to support Businesses engaged in ODOP and Champion Service Sectors with the following objectives.

- The role of this centre will be to assist the entrepreneurs to file online applications for clearances, registration, assistances etc.
- Assist the entrepreneurs in participation of trade fairs within the state and also abroad.
- Provide support to facilitate promotion, branding and packaging of the ODOP units
- Give support to address the challenges in enhancing the export of ODOP products.
- Conduct regular and comprehensive stakeholder consultations to understand and address the issues faced by the enterprises.
- Co-ordinate with the stake holders of ODOP for various initiatives, in the district.
- Assist the ODOP enterprises to submit applications for different supporting schemes
- Assist new Businesses for a streamlined approval process through information dissemination for new businesses to setup/ establish in the identified Champion Service Sectors.
- Act as a service desk to enhance support services for Businesses engaged in the Champion Service Sectors by providing timely efficient export assistance, effectively addressing queries and resolving grievances, if any.

The General Managers in all the districts are directed to make suitable arrangements for the smooth functioning of the Facilitation Centres.

The Business Facilitation Centre will act as a support centre for entrepreneurs for setting up of new business in the following Champion Service Sectors.

- i. Information Technology & Information Technology-enabled Services (IT & ITeS)
- ii. Tourism and Hospitality Services
- iii. Medical Value Travel
- iv. Transport and Logistics Services
- v. Accounting and Finance Services
- vi. Audio Visual Services
- vii. Legal Services
- viii. Communication Services

- ix. Construction and Related Engineering Services
- x. Environmental Services
- xi. Financial Services

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