



### **Guidelines for Permitting the Use of “ODOP” Logo for Retailers**

- I. The Department for Promotion of Industry and Internal Trade is undertaking the One District One Product initiative (ODOP) in collaboration with the Directorate General of Foreign Trade. The initiative is aimed at creating sustainable employment at the district level while promoting holistic socio-economic development of the district. The idea is to select, brand, and promote one product from each district of the country.
  
- II. For any product to be labelled ODOP or for any retailer to use the ODOP logo, the following conditions must be met:
  - a. The product must fall under the ODOP list as identified by the various State governments (Annexure A).
  - b. A product may only be labelled as ODOP if either the raw material or the finished product is from the identified district.
  - c. Any value addition or processing to the product shall not disqualify it from being labelled as an ODOP product.
  - d. The sales destination of the product will have no bearing in it being labelled as an ODOP product.
  
- III. The retailer shall be responsible for:
  - a. Ensuring the quality of the products.
  - b. Ensuring the products have all the requisite certifications.