

## "ODOP-PIB EVENT" ON JUNE 23

June 21, 2023  
Jaistha 31, 1945

Directorate of Industries, Trade & Commerce has informed that, on Pursuant to the clarion call of our Prime Minister on Aatma Nirbhar Bharat, several initiatives are being undertaken by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India. Invest India an agency is being housed under DPIIT, for facilitation of One District One Product (ODOP) Initiatives.

ODOP initiative is aimed at manifesting the vision of the Prime Minister of India to foster balanced regional development across all districts of the Country. The idea is to select, brand and promote ODOP products from each district of the Country.

The ODOP Invest India Team has collaborated with Ministry of Information and Broadcasting for 'Organizing Media event' i.e. 'Press Information Bureau (PIB) Event in 35 cities of the Country, to cover success stories of India's products within the Country and globally. These initiatives aimed at empowering farmers, local producers and crafts persons by increasing awareness around the products from districts of India.

The State of Goa has been selected with two products namely 'Cashew nuts' and 'Feni' for development from the Districts of State of Goa.

The Directorate of Industries, Trade & Commerce, Government of Goa has scheduled a "ODOP-PIB event' in the State of Goa on **June 23, 2023** at 10.00 A.M. in the Conference Hall, Institute Menezes Braganza, Panaji, Goa in association with Invest India ODOP Team and Press Information Bureau.

The farmers/producers/manufacturers of ODOP products i.e. 'Cashew nuts' and 'Feni' from the State of Goa are being requested to attend the program at the given venue to avail the benefit of sharing your success stories in regard to development of products during the event. The event will also host a panel discussion and master class.

**DI/NB/AXP/UB/UH/2023/720**

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Issued by the Department of Information & Publicity

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