



Embassy of India  
Kuwait



ONE DISTRICT ONE PRODUCT



- ❖ The ODOP (One District One Product) initiative is a flagship program launched by the Indian government to promote balanced regional development by identifying, branding, and promoting at least one unique product from each district across the country.
- ❖ It is aimed at manifesting the vision of the Hon'ble Prime Minister of India, Shri Narendra Modi, to foster balanced regional development across all districts of the country.
- ❖ By focusing on each district's distinct strengths and unique products, the initiative aims to boost local economies, create employment opportunities, and foster rural entrepreneurship by providing training, market linkages, and brand promotion for local artisans and industries.







# ODOP Promotion Events / Activities

By

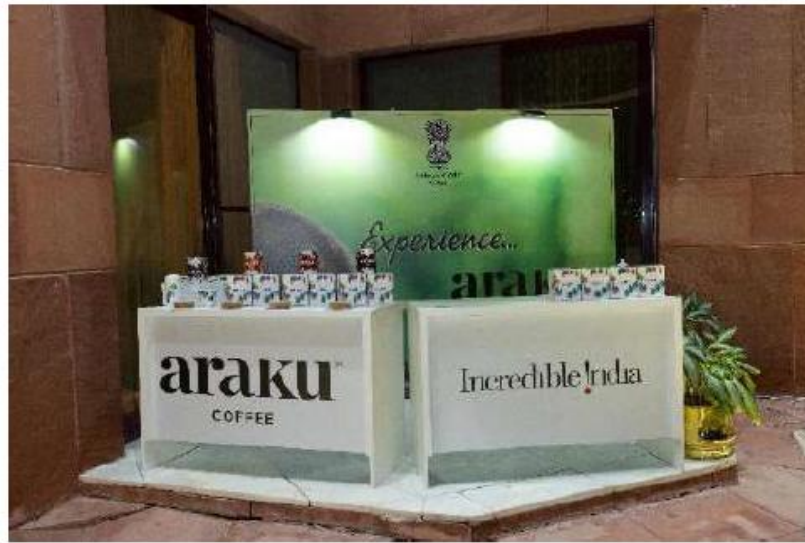
EMBASSY OF INDIA, KUWAIT





# Ramadan Ghabga event

27 March 2024



Embassy of India in Kuwait hosted a Ramadan Ghabga event on 27 March 2024 at the Embassy premises, which was attended by a large number of Kuwaiti friends, Ambassadors and High Commissioners and members of the Indian community. The event was a celebration of the holy month of Ramadan. On the sidelines of Ghabga event, a coffee tasting event of Araku coffee was organized. The unique taste and exquisite range of Araku products were appreciated by one and all. There was also an informal verbal trade query on the product.



# India-Kuwait Investment Conference 2.0

23 April 2024

India-Kuwait Investment Conference 2.0 was organized by Embassy with the support of Indian Business and Professional Council, Union of Investment Companies and Kuwait Chamber of Commerce and Industry at Hotel Four Seasons, Kuwait on 24 April 2024. On the sidelines of the event, an ODOP display corner was set up, showcasing the exquisite ODOP products sourced from India. A brief description on the products was also placed beside the items. The event provided a befitting platform for high-end ODOP products to a highly selective audience that prioritizes quality and status over price.





# IBPC event “Investment Opportunities for NRIs”

23 May 2024



The Indian Business & Professional Council (IBPC) held the event “Investment Opportunities for NRIs,” with participation from IFSCA-GIFT City delegates at Radisson Blu Hotel, Kuwait. Around 150 prominent Indian businessmen at top-level positions within Kuwait participated in the event. On the sidelines of the event, the ODOP product display was also organized. The ODOP products attracted attention of the Indian diaspora and added an aesthetic value and quality to the event.



# IDF event DOCFEST 2024

9 May 2024

On the sidelines of the 20th annual cultural event of Indian Doctors Forum (IDF) in Kuwait on 9 May 2024 at Jumeirah Beach Hotel, Al Taawun Street, Kuwait on 10 May 2024, the Embassy showcased exquisite Indian products under One District, One Product scheme #ODOP at DoCFest 2024. Catalogue of ODOP products and its vendors were displayed by digital mode through QR codes. A brief description on the products was also placed beside the items. The products at display were received with great acclaim from the prominent members of Indian community, foreigners and a small chunk of influential Kuwaitis





# ODOP display corner in Hakimi Supermarket

15 January 2025



As part of promotional events for India's One District One Product (ODOP), Embassy organized an ODOP display corner in Hakimi Supermarket, Shuwaikh on January 15, 2025. The initiative aimed at promoting the unique 'One District One Product' scheme of Government of India and ensure availability of ODOP products in retail outlets in Kuwait. The event was inaugurated by Ambassador Dr. Adarsh Swaika on 15 January 2025 at Hakimi Supermarket, Shuwaikh in the presence of dignitaries, guests and the general public. The occasion was marked by enthusiasm and appreciation from attendees, with various media representatives covering the event, further amplifying its reach and reflecting the significance of the display.



# Youm Al Bahar FEST 2025

20 February 2025

The Embassy of India in Kuwait actively participated in the vibrant Youm Al Bahar (Day of the Seafarer) cultural festival, an event that brought together various diplomatic missions and local communities to celebrate cultural diversity and maritime heritage. The Indian pavilion was a major attraction at the festival, showcasing products from the One District One Product (ODOP) initiative. The stall reflected the rich artisan traditions from across India, including handlooms, textiles, pottery, and decorative art pieces, offering visitors a glimpse into India's vast cultural heritage.







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