

GOVERNMENT OF TELANGANA  
INDUSTRIES & COMMERCE (IE, Sugar & IFR) DEPARTMENT

Memo No.741/IE,Sugar&IFR/A1/2025

Dated:10.02.2025

Sub:- Industries & Commerce Department - EoDB- Communication of BRAP Plus-2024- Initiatives of District as Export Hub (DEH) and One District and One Product (ODOP) – Certain guidelines & Instructions (District Export Action Plan (DEAP) and ODOP - for all districts orders - Issued.

- Ref:-
1. G.O.Ms.No. 22,Inds & Com (IE, Sugar & IFR) Dept., dt 25-11-2020.
  2. D.O Lr.No 1153/IE Sugar & IFR/ A1/2020, dt:28-11-2020 From Sri. Jayesh Ranjan ,IAS Pri Secy & CIP , Inds& Com Dept, GoTG, Hyd
  3. EoDB- BRAP + Reforms 2024 issued by DPIIT.
  4. SFS C&EP/D1/147 /EoDB/DEH-ODOP/BRAP+ 2024 /2024 dt 31 -01-2025
  5. G.O Ms No 92, Industries and Commerce (IP&INF), Dept., dated:23.12.2015
  6. G.O Ms No 17, Industries and Commerce IP&INF) Dept., dated:03.11.2020

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In the reference 3<sup>rd</sup> cited, the Department of Promotion Industries and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India have issued to all the States/UTs regarding implementation of Business Reforms Action Plan (BRAP) + 2024 Reforms.

2. As per the reforms mandates, the State authorities are required to take necessary action and publish certain key information in regard to the implementation of the national initiatives of District as Export Hub (DEH)–One District One Product (ODOP) on the public domain that requires necessary action to be taken by the District Administration for complying the Reform mandates.

3. In this connection, vide reference 4<sup>th</sup> cited, the Commissioner of Industries, C&EP Wing, Hyderabad has informed that vide reference 1<sup>st</sup> cited, the state earlier have already constituted District Level Export Promotion Committee (DLEPC) in all districts for implementing the national initiative programs to develop each “District as an Export Hub (DEH)” and “One District One Product”-(ODOP) products to promote exports from districts. The mandate of DLEPC is to preparation of District Export Action Plan (DEAP) duly outline the district’s export potential, identify key products and infrastructure, and formulate strategies that leverage the district’s unique advantages. And also to focus on promotion of regional trade and manufacturing ecosystem with ODOP products in the district. Therefore, the District administration through the DICs shall facilitate the identification and promotion of district-specific products, thereby tailoring export strategies to local strengths and opportunities.

4. Government after careful consideration in the matter, in order to implementation of Business Reforms Action Plan (BRAP) +2024 reform mandates in the State, hereby issued certain instructions and guidelines to all the Districts Collectors/ Administration to be followed for compliance of the (BRAP) +2024 mandates as mentioned below:

In regard to Capture of District Export Data by **District Origin & Integration of District Export Action Plan:**

- i. The District Administration shall Capture the Export data of their respective Districts from sources of DGCI&S/State Single window portal and disseminate export information to local stakeholders for market analysis and other purposes.

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- ii. All the District Collector's/Chairman of District Level Export Promotion Committee (DLEPC) shall prepare the District Export Action Plan (DEAP) as per DGFT format in co-ordination with RA DGFT, Hyd and this plan should outline the district's export potential, key products, infrastructure and strategies leveraging its unique advantages and DLEPC shall ensure to hold at least four DEPC meetings annually in the district to have a periodical review on DEAP for improvements and promotion of exports from their respective districts.
- iii. The Districts Administration (through GM - DICs) shall ensure and take necessary action and arrange to display their approved District Export Action Plan (DEAP) on online platform which has been developed under the Industries department to have an direct access of these information to all stakeholders including government agencies, Industrial Associations and business community. The DEAPs shall be updated periodically as it will serve as one stop platform on the export initiatives in the district and allow for continuous monitoring of progress, timely identification of bottlenecks and ability suggest actionable improvements, thereby facilitating responsive and adaptive export strategies at district level.

In regard to the One District One Product the following steps to be taken:

- iv. **Online Dashboard for One District One Product (ODOP) sellers and list of trade fairs:**

An online dashboard has been developed to enhance the transparency and accessibility of ODOP related data for stakeholders with the following features -

- a) The District administration shall facilitate the ODOP sellers related to detailed information on businesses registered under ODOP, including types of products, locations, and services used, to encourage networking and collaboration among businesses and stakeholders.

The dashboard is developed in the following format:

ODOP Product Name - District Name										
Sr . No.	District Name	Enterprise Name	Exporter (Yes/No)	Address	Name of Contact Person	Designation	Email ID	Mobile Number	Website	Product Catalog Link

- b) The district shall ensure to provide Information on the List of upcoming trade fairs, exhibitions, and promotional events, providing businesses with opportunities to register and participate, thus promoting their products and broadening their market presence

The dashboard is developed in the following format:

Upcoming Trade Fairs in India			
Event	Date & venue	Sector	Website / registration

The above dashboards are updated in real-time or at regular intervals (daily, weekly, or monthly), with the date and time of the most recent update prominently displayed for transparency.

v. **Establishment of ODOP Facilitation Center/Agency**

The Commerce and Export Promotion (C&EP) is hereby nominated as State nodal agency for ODOP Facilitation and shall work/function as a one stop shop to support the promotion of State trade and the manufacturing ecosystem through ODOP.

At the District level, the District Industries Center (DIC)s of all Districts in the state are nominated as District nodal agency for ODOP Facilitation in their respective district and they shall work/function as a one stop shop to support the promotion of regional trade and the manufacturing ecosystem through ODOP.

vi. **The ODOP Facilitation Agency / Center at the State and District Level shall work with the following mandate:**

- a) To support enhance branding, address manufacturing challenges and shall facilitate to promote export of ODOP products
- b) To encourage and support the local business to participate in various Trade Fairs, Exhibitions both in domestic and abroad.
- c) To conduct regular comprehensive stakeholder consultations to understand and address the issues faced by the industries and business and to ensure all the needs are effectively addressed and resolved periodically.
- d) The support shall also extend to cover the full business cycle, from raw material procurement to final trade/export
- e) To assist with participation in trade fairs and provide support with promotion, branding and packaging for international markets, while also addressing challenges to enhance the export of ODOP product
- f) Other matters related to facilitation and promotion of ODOP products

vii. **Grievances related to ODOP products**

An online Grievance Mechanism is developed under the TG-iPASS portal wherein the investors can file their grievances online with regards to ODOP products. The working procedures, escalation matrix that includes service timelines and procedures for responding to businesses for handling grievances is as per the reference 5<sup>th</sup> and 6<sup>th</sup> cited above.

For any queries in the matter, the District Administration can directly approach /contact the Director of Industries, C&EP, Hyderabad at [coi.ind@telangana.gov.in](mailto:coi.ind@telangana.gov.in) and the Deputy Director, C&EP ([sudhinpaul363@gmail.com](mailto:sudhinpaul363@gmail.com)), for appropriate prompt action in the matter.

The Commissioner of Industries, Commerce Export Promotion Wing, Hyderabad and all the District Collectors in the state shall take necessary action in the matter accordingly for timely implementation of Business Reforms Action Plan (BRAP) +2024 reform mandates in the State.

**JAYESH RANJAN**  
**SPECIAL CHIEF SECRETARY TO GOVERNMENT & CIP(FAC)**

To  
The Commissioner of Industries(C&EP Wing), Hyderabad.  
The Addl. Director General of Foreign Trade, Department of Commerce,  
Government of India, 302, 3<sup>rd</sup> Floor, GO Towers, Kavadiguda,  
Hyderabad - 500180 (Ph.No.040-27536930)  
All the District Collectors in the State.

**Copy to:**

The Union Commerce Secretary, Ministry of Commerce & Industry,  
Government of India, Udyog Bhawan, New Delhi-11011.  
The Secretary, Department for Promotion of Industry and Internal Trade,  
MoC&I, GoI, New Delhi, Udyog Bhawan New Delhi-11011.

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The P.S to the Principal Secretary to Hon'ble Chief Minister.  
The P.S to Hon'ble Minister (Industries and Commerce).  
The P.S to Chief Secretary to Government.  
The P.S to Spl Chief Secretary to Government (Finance).  
The P.S to Special Chief Secretary to Government & CIP (FAC), Inds & Com Dept.,

**//FORWARDED :: BY ORDER//**

*K. @animala*  
**SECTION OFFICER**  
*vsd*