

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Strategizing One District One Product program

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Strategizing One District One Product program

Abstract:

One District One Product (ODOP) is a transformational effort aimed at fulfilling a district's genuine potential, generating economic growth, employment, and rural entrepreneurship, and bringing us closer to the objective of AtmaNirbhar Bharat. The ODOP effort has been operationally amalgamated with the Department of Commerce's DGFT's 'Districts as Export Hub' initiative, with the Department of Promotion of Industry and Internal Trade (DPIIT) as a significant stakeholder. The case discusses the history, progress, and current implementation of the program and poses the branding challenge. The organizing of different brands under one umbrella poses certain unique challenges. Students will benefit from the opportunity to understand and learn the interaction between different brands and ways of organizing them.

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