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Unity Mall, ODOP & GI - Reference In Budget 2023

Why In The News?

- Recently Finance Minister Nirmala Sitharaman Announced In The Budget That **States Would Be Encouraged To Set Up A “Unity Mall” In Their Capitals, Their Most Prominent Tourism Centres, Or Their Financial Capitals.**



What Is A Unity Mall?

- The **FM Did Not Specify** What The **“Unity Mall”** Would Be, Whether It Is A **Physical Or Non-Physical Structure**, Or How It Would Work.
- However, She Said That The Unity Malls Would Focus On The **Promotion And Sale Of The State’s Own “ODOPS (One District, One Product), GI Products, And Other Handicraft Products**, And For Providing Space For Such Products Of All Other States”.

Are There Any Such Unity Malls In India?

- At Present, **An Ekta Mall** Is Operational **Near The Statue Of Unity**, Located About 3.5 Km Away From The Statue At **Ekta Nagar In Kevadia**.
- The **Ekta Mall - Unity In Handicrafts Diversity** Is A Showroom Of Handicrafts From Different States Of India. Spread Over 35000 Square-feet Area Of Two

Floors, The Mall Has **20 Emporiums Dedicated To States' Traditional Textiles And Artisanal Handicrafts.**



What Purpose Will The Unity Mall Serve?

- The Idea Gives A **Boost To Local Products**, Which Have Remained Confined To An Area In The Absence Of A Platform To Canvass Their Beauty. These Malls Will Likely Give A **Fillip To Local Economies** And Help Artisans Thrive. Also, They Can Be A Great **Tourist Attraction** To Show The **Local Culture**.



What Is ODOP?

- **One District, One Product** Is An Initiative By The Government Which Aims To **Make Regional Products More Accessible** While **Providing Capital** To Those Who Produce Them.
- Under The Scheme, The **State Identifies The Chief Product For District**, And Then **Offers Support** For Its **Processing, Storage, And Marketing**.
- These Products Can Be **Perishable Agri Produce, Cereal-based Products, Or Food Products Like Mango, Potato, Meat, And Fisheries**. The Scheme Also

Supports Traditional And Innovative Products Including **Waste-to-wealth Products**, Such, As Honey And Herbal Edible Products.

- For Example, The ODOP From **Ayodhya Is Jaggery**; From **Darjeeling, It Is Tea**; From **Guntur In Andhra Pradesh, It Is Spiced (Chilli And Turmeric)**; For **Chandigarh, It Is Bakery-based Products**.



What Is GI?

- A **Geographical Indication (GI) Tag** Is Given To Agricultural, Natural, Or Manufactured Products That Originate From A Specific Geographical Area Due To Which They **Possess Unique Characteristics And Qualities**.
- The Tag Guarantees That The Product Is Coming From That **Specific Area**. It's Kind Of A **Trademark In The International Market**. The Total Number Of **Registered GI Products** In India Is Approaching **450**.
- **Gamosa**, The Traditional Textile Wrapped Around The Neck By Both Men And Women, Mostly In **Assam**, Has Received A GI Tag. The **Madhubani Paintings** Of **Bihar**, Too, Have Received The GI Tag.



REVIEW QUESTIONS

1. One District, One Product (ODOP) Scheme Was Launched In

- A. 2016
- B. 2017
- C. 2018
- D. 2019

ANSWER: C

2. Which Ministry Has Launched The ODOP Scheme

- A. Ministry Of Consumer Affairs
- B. Ministry Of Culture
- C. Ministry Of Agriculture
- D. Ministry Of Food Processing Industries

ANSWER: D

3. GI Of Goods (Registration and Protection) Act Was Passed In

- A. 1995
- B. 1999
- C. 2002
- D. 2006

ANSWER: B

4. Geographical Indications (GI) Registry Is In

- A. Hyderabad
- B. Chennai
- C. Bengaluru
- D. Vijayawada

ANSWER: B

5. The GI Tag Is Valid For A Period Of

- A. 2 Years
- B. 5 Years
- C. 10 Years
- D. 15 Years

ANSWER: C

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