



# Madhya Pradesh Hosts 4th Regional Industry Conclave

## Why in News?

The **fourth edition of the [Regional Industry Conclave](#)** is taking place today, September 27, 2024, in the Sagar district of Madhya Pradesh.

- This significant event aims to **attract investments** and **foster equitable growth** in the **Bundelkhand region**.

## Key Highlights:

- Madhya Pradesh Chief Minister Mohan Yadav will engage in **sectoral sessions** and hold **one-on-one discussions** with industrialists.
- The conclave will feature various sectoral sessions focusing on **petrochemicals**, **plastics**, **agriculture**, **food processing**, **dairy**, **MSMEs**, **startups**, and the **local cottage industry**, particularly the **bidi industry**. These sessions aim to address industry-specific challenges and opportunities.
- The **Chief Minister** will virtually inaugurate and lay the foundation stones for several new and proposed projects.
  - These include the **proposed land allotment** for regional offices, the **Bhoomi Pujan** of the **MP Industrial Development Corporation (MPIDC)**, and the inauguration of **District Investment Promotion Centres** in multiple districts.
- A detailed action plan for the **bidi industry** will be discussed, along with strategies for marketing and processing local products under the '**One District-One Product**' initiative.
- This conclave is a pre-event for the "**Invest Madhya Pradesh-Global Investor Summit-2025**," scheduled to be held in Bhopal on **7-8 February, 2025**.
  - The summit aims to position Madhya Pradesh as a favorable investment destination.

## One District One Product (ODOP)

- ODOP is an initiative to **boost economic growth** at the district level by promoting and branding one product from each district of the country.
  - The idea is to leverage the **local potential, resources, skills, and culture of each district** and create a unique identity for them in the **domestic and international markets**.
- Over **1000 products** have been selected from all **761 districts** in the country. The initiative covers a wide range of sectors, including **textiles, agriculture, processed goods, pharmaceuticals, and industrial items**.
- Also, multiple ODOP products were displayed at the **World Economic Forum** in January 2023 in the Indian Pavilion at Davos in Switzerland.

