



**Consulate General of India  
Bali**

**Press Release**

**Inauguration of ODOP Wall and Business Roundtable**

The Consul General of India in Bali Dr. Shashank Vikram inaugurated One District One Product (ODOP) Wall on 24th February 2025 at the hall of the Consulate along with Indian business personalities in Bali. The walls showcase the touristic attractions and exquisite products of states in India identified under the ODOP scheme. Each product displayed here carries a unique story—of craftsmanship, of tradition, and of the limitless potential of small businesses driving economic growth. The guests were invited to take a closer look, as every item represents an opportunity for trade, investment, and deeper bilateral ties between India and Indonesia.

The ODOP initiative was first launched in Uttar Pradesh in 2018 and later adopted at the national level due to its remarkable success by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry. It aims to transform each district in India into an export hub by promoting its unique and specialized products—ranging from textiles and handicrafts to food processing and high-value agricultural products. Today, ODOP supports local businesses, creates jobs, and contributes to India's vision of 'Aatmanirbhar Bharat'—a self-reliant India.

Opened by Vice Consul (Commerce & Events) Ms Ruchika Bisht, the programme was followed by presentation delivered virtually by Manager ODOP from Invest India Ms. Jigisha Tiwary. On his remark, the Consul General highlighted the vibrant trade relationship shared by two nations. In 2023-2024, bilateral trade between Indonesia and India reached a record USD 29.4 billion, with aspirations to increase it to USD 50 billion by 2025.

On the occasion, the Consul General also invited the business personalities to join the business roundtable which included a presentation on India-Bali Chamber of Commerce. Business owners, government representatives, and investors were encouraged to perform actions towards strengthening trade between two nations. The Consulate will be involving the relevant members of the Indian community in Bali in the future in this business and trade initiative.

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