



भारत का राजदूतावास, बहरीन
Embassy of India, Bahrain

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PRESS RELEASE

Karnataka State Tourism and One District One Product (ODOP) walls inaugurated at Indian Embassy

Ambassador of India H.E. Shri Vinod K. Jacob inaugurated the Karnataka State Tourism and One District One Product (ODOP) walls at the Consular hall of the Embassy in presence of members of Karnataka Community living in Bahrain. These walls highlight touristic attractions as well as exquisite products identified under ODOP scheme, of the state of Karnataka.

Embassy of India, Bahrain has taken 'focus state/union territory' initiative under which touristic and OPOP products of a particular state are being promoted in Bahrain during a period of around one month. Karnataka is the fourth focus state to be featured at the State/Union Territory Wall in the Consular hall, after Rajasthan, Kashmir and Uttar Pradesh.

With Karnataka, the Embassy has taken a step further by engaging diaspora of the focus state/ union territory here in Bahrain. Shri Sharath Kumar, a bike rider from Karnataka who is on a Gulf tour also visited the Embassy.

A short cultural presentation from the members of Kannada Sangha was organized on this occasion. Several ODOP products of Karnataka were exhibited at the Embassy. The ODOP items will be displayed for a month. It maybe recalled that the ODOP initiative aims to select, brand,

and promote at least one product from each district of the country for enabling holistic socio-economic growth across all regions. Under this initiative, all products have been selected by States/UTs by taking into consideration the existing ecosystem on the ground, products identified under Districts as Export Hubs and GI-tagged products.

On the occasion, Ambassador Jacob spoke in Kannada and also thanked Kannada Sangha for assisting the Embassy in sourcing the ODO items.

The Embassy will be involving the relevant Indian community associations in the future in this 'focus state/union territory' initiative.



