



**Embassy of India
Bahrain

PRESS RELEASE

04 May 2025

**Tamil Nadu Tourism and One District One Product (ODOP) walls inaugurated at
Indian Embassy**

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

2. Under the 'focus state/union territory' initiative of Embassy of India, touristic and ODOP products of a particular state/Union territory are being promoted in Bahrain for a period of around one month. Tamil Nadu is the ninth focus state to be featured at the State/Union Territory Wall in the Consular hall, after Rajasthan, Kashmir, Uttar Pradesh, Karnataka, Odisha, Punjab, Himachal Pradesh and Madhya Pradesh.

3. The Embassy actively engages the Indian community for its focus state initiative in sourcing the ODOP products for display at the Embassy. 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.

4. Tamil Nadu, located in the southern part of India, is one of the country's top tourist destinations, known for its rich cultural heritage, ancient temples, scenic landscapes, and vibrant traditions. Apart from temples, Tamil Nadu also boasts beautiful hill stations like Ooty and Kodaikanal, which offer pleasant weather and lush green landscapes, making them ideal retreats from the summer heat. Tamil Nadu's tourism offers a perfect blend of history, culture, nature, and spirituality. The state attracts millions of domestic and international tourists every year, making tourism a vital part of its economy.

5. The event at the Embassy started off by observing one minute silence as a mark of respect in memory of those who lost their lives in the Pahalgam terror attack. On the occasion, speaking in Tamil, Ambassador Jacob thanked the Bharathi Association for assisting the Embassy in sourcing the ODOP items. A colourful cultural performance in addition to a variety of traditional cuisines were also organized by Bharathi Association.





