



**Embassy of India  
Bahrain**

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**PRESS RELEASE**

11 February, 2025

**Madhya Pradesh State Tourism and One District One Product (ODOP)  
walls inaugurated at Indian Embassy**

Ambassador of India H.E. Vinod K. Jacob inaugurated the Madhya Pradesh State Tourism and One District One Product (ODOP) walls highlighting touristic attractions as well as exquisite products identified under ODOP scheme of the state of Madhya Pradesh, at the Consular hall of the Embassy in the presence of Indian Community, including from the state of Madhya Pradesh, living in Bahrain.

2. Madhya Pradesh is the eighth state being featured under focus state/union territory initiative of the Embassy of India, after Rajasthan, Kashmir, Uttar Pradesh, Karnataka, Odisha, Punjab and Himachal Pradesh.

3. The Embassy actively engages the Indian community for its focus state/union territory 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. In order to take this initiative to the next level, the Embassy of India, in association with the government of Madhya Pradesh, is planning to organize a familiarization visit of international travel agents/tour operators in Bahrain to Madhya Pradesh. A virtual conference with travel agents/tour operators has also been conducted. This step will help in fostering wide publicity of the touristic attractions of Madhya Pradesh.

5. On the occasion, Ambassador Jacob thanked the Madhya Pradesh community for assisting the Embassy in sourcing the ODOP items. The community also organised a vibrant cultural performance.

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