



सत्यमेव जयते

**Embassy of India
Bahrain**

PRESS RELEASE

27 November, 2024

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

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

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

3. Ambassador Jacob thanked the Himachali community for assisting the Embassy in sourcing the ODOP items which are at display in the Consular Hall of the Embassy. 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. Himachal Pradesh is famous for Kangra tea, Kullu shawls, Chamba Rumal, Himachali chulli oil, mushrooms,

processing of Indian gooseberry (amla), steel furniture, processing of seabuckthorn (charma), argo-products processing etc.

4. Himachal Pradesh is known for its stunning scenery, vibrant culture and adventure activities. Blessed with spectacular and gorgeous mountains and river valleys, Himachal Pradesh is India's outdoor adventure playground. Popular among tourists, Himachal Pradesh offers beautiful hill stations and exciting activities like trekking and skiing. For adventurers, it is known as the 'Paragliding capital of India'.

5. On the occasion, the community also organised a colourful cultural performance including traditional Nati dance. The event was also attended by travel and tour operators in Bahrain.







