



**INDIA - OMAN COLLABORATION THROUGH ONE
DISTRICT ONE PRODUCT (ODOP)**

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TABLE OF CONTENTS

1. **Executive Summary**
2. **Introduction**
3. **Strategic Context: Why ODOP - Oman Collaboration Makes Sense**
4. **Recommendations**
5. **Projected Benefits**
6. **Conclusion**

INDIA - OMAN COLLABORATION THROUGH ONE DISTRICT ONE PRODUCT (ODOP): ENHANCING GEMS & JEWELLERY TRADE

EXECUTIVE SUMMARY

India's **One District One Product (ODOP)** initiative identifies district level special products to promote exports, skill development, and brand value. Oman's Vision 2040 emphasizes economic diversification, SME empowerment, and heritage based industries. By aligning ODOP with Oman's national priorities, both countries can build a powerful bilateral ecosystem for **gems, jewellery, and artisanal products**.

This white paper proposes **10 actionable, innovative, and trade enhancing recommendations** that integrate ODOP with Oman's tourism, retail, skill development, and logistics ambitions particularly focusing on the **gems & jewellery sector**, one of India's strongest export engines and a strategic opportunity for Oman.

INTRODUCTION

India's flagship One District One Product (ODOP) initiative seeks to transform district level specialisations into globally competitive export brands by strengthening value chains, upgrading skills, and positioning local products on international platforms. Simultaneously, Oman's Vision 2040 outlines a national mandate to diversify its economy beyond oil, empower SMEs, promote cultural industries, and attract high value foreign investments across manufacturing, tourism, and logistics.

As Oman accelerates its transformation into a regional trade and innovation hub leveraging strategic assets such as the **Duqm Special Economic Zone**, world class logistics through **ASYAD**, and booming tourism in **Muscat and Salalah**, there is a unique window to integrate India's ODOP capabilities with Oman's economic priorities. India's globally established gems and jewellery ecosystem (contributing over **7% of India's GDP and 15 - 17% of its merchandise exports**) aligns seamlessly with Oman's ambitions to develop value added artisanal industries, upscale its retail sector, and build new employment pathways for youth.

This white paper proposes **10 actionable, innovative, and high-impact recommendations** that bridge ODOP strengths with Oman’s tourism, retail, skill - development, and logistics goals. It focuses particularly on the **gems & jewellery sector**, where India brings unmatched expertise in cutting, polishing, design, and branding, while Oman offers strategic geography, investor-friendly policies, and strong demand from expatriate and tourist markets. Together, both nations can create a **bilateral value chain** that enhances exports, nurtures artisans, strengthens SMEs, and positions Indo-Omani craftsmanship on the global stage.



STRATEGIC CONTEXT

Why ODOP - Oman Collaboration Makes Sense

India’s ODOP initiative has emerged as a national success, transforming 750+ district products into globally recognised brands. ODOP has strengthened value chains, upgraded skills, improved packaging and design, and expanded market access through platforms such as **ONDC, GeM, TRIFED, MSME marts, and Amazon Global Store**. This has enabled clusters such as:

- **Surat** – diamonds
- **Jaipur** – gemstones, blue pottery

- **Hyderabad** – pearls, Bidriware
- **Coimbatore** – gold jewellery, wet grinders
- **Khurja** – ceramics
- **Moradabad** – brassware
- **Varanasi** – silk sarees, wooden toys
- **Kashmir** – saffron, papier-mâché
- **Darjeeling** – tea
- **Dindigul** – locks and handicrafts
- **Madhubani** (Bihar) – Mithila art
- **Ratnagiri** – Alphonso mangoes
- **Shillong** – Khasi mandarin
- **Mizoram** – Mizo chilli
- **Nagaland** – Naga shawls
- **Malda** – mango, silk
- **Palakkad** – matta rice

By elevating such products globally, ODOP offers a replicable framework that Oman can partner with, learn from, and co - invest in.

Why This Partnership Works

• India: A Diverse Production Powerhouse

- World leader in **spices, textiles, handloom, brassware, tea, organic products, and agro - based craft industries.**
- ODOP provides structured district-wise branding and export readiness across:
 - Traditional crafts
 - Agro – products

- Heritage textiles
- Processed foods
- Natural wellness and Ayurveda products
- Strong ecosystems for design innovation, packaging, logistics, and SME support.

Oman: A Strategic Gateway & High Demand Market

- Rising consumer demand for high quality artisanal, wellness, organic, and home décor products.
- Booming tourism in **Muscat, Salalah, Sur, and Nizwa** increases demand for curated cultural products.
- Strong logistics through **ASYAD**, and large retail chains (Lulu, Khimji, Carrefour, OTE).
- SEZ incentives suitable for co - manufacturing: Duqm, Sohar, Salalah.

Shared Opportunity: A Bilateral ODOP Value Chain Across Multiple Sectors

1. ODOP Textiles & Handloom → Oman's Retail & Tourism Hubs

- Varanasi silk, Pochampally Ikat, Kanchipuram sarees, Nagaland shawls, Kashmiri pashmina
- Can be introduced in Muscat airports, luxury hotels, and cultural festivals.

2. ODOP Processed Foods & Spices → Oman's Food Security & F&B Market

- Kerala spices, Lakadong turmeric, Alfonso mango pulp, GI-tagged rice varieties
- Useful for Oman's growing hospitality, re-exports, and FMCG sectors.

3. ODOP Home Décor & Metalware → Oman's Construction, Housing & Tourism Sector

- Moradabad brassware, Khurja ceramics, Jodhpur furniture
- Fits perfectly with Oman's rising real estate, hotel chains, and luxury villas.

4. ODOP Organic, Wellness & Ayurveda Products → Oman's Health & Spa Industry

- Himalayan honey, herbal cosmetics, natural oils, sandalwood
- Can integrate with Oman’s spa resorts and wellness tourism.

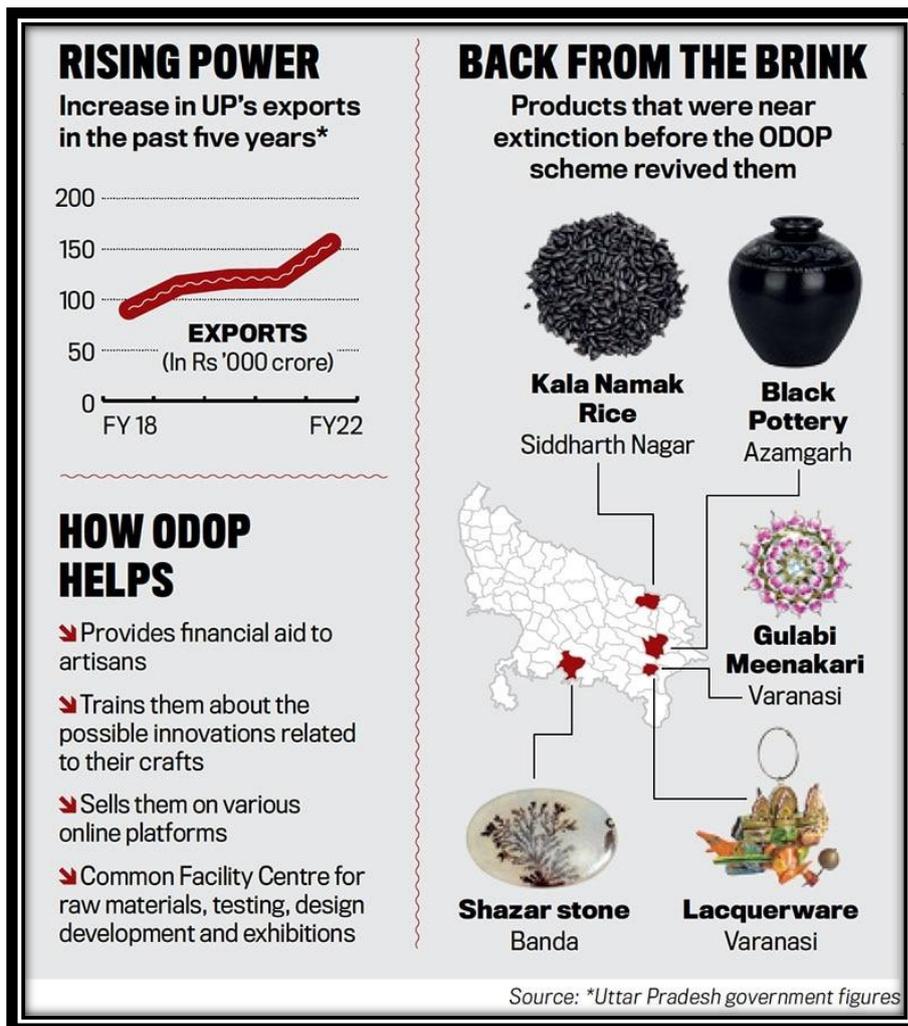
5. ODOP Handicrafts & Art → Oman's Cultural Heritage Economy

- Mithila paintings, Channapatna toys, Rajasthan blue pottery
- Can be showcased in Royal Opera House shops, museums, and gift centres.

6. ODOP Agri-products → Oman’s Re-export Corridors

- Darjeeling tea, Coorg coffee, Nagaland chillies, cashews from Goa
- Can be processed/packaged in Oman for GCC, East Africa, and EU markets.

HOW ODOP HELPS IN REVIVING A PRODUCT



ODOP Advantage for Oman

ODOP's structured approach cataloguing district products, enhancing design, improving packaging, supporting artisans, and linking MSMEs to global value chains can help Oman:

- Develop its own “ODOP - style” district identity for silverware, pottery, frankincense crafts, dates, khanjar knives, Omani textiles and **bakhoor fragrances**.
- Co - create Indo - Omani design studios for fusion products.
- Build artisan training academies using Indian expertise.
- Position Oman as a **regional distribution hub** for curated ODOP products.

3. RECOMMENDATIONS

1. Establish “ODOP - Oman Retail Corners” Across Major Malls & Airports

How It Will Work

Oman can set up permanent or semi permanent ODOP kiosks in high footfall areas - **Muscat International Airport, Salalah Airport, Mall of Oman, Muscat Grand Mall, Nizwa Souq, Sohar Mall**. These kiosks will be co - curated by India's ODOP team and Omani retail partners (Lulu, Khimji, Landmark Group).

ODOP Products to Showcase

- **Varanasi Silk Sarees & Stoles** – luxury textile for premium shoppers & tourists
- **Kashmiri Saffron** – high-demand gourmet and wellness product
- **Darjeeling & Assam Tea** – perfect for airport and hospitality retail
- **Jaipur Blue Pottery & Gemstone Crafts** – high gifting value
- **Kerala Spices (pepper, cardamom, nutmeg)** – popular with GCC consumers
- **Moradabad Brassware & Home Décor**

Implementation

1. Use a mall based concession model with Omani retailers.
2. India supplies fully packaged ODOP items certified for GCC standards.

3. Set up rotating “Monthly District Themes” to maintain novelty.
4. Introduce “visit the artisan” QR codes linking to videos and stories.

Impact

- Increases Oman’s attractiveness for luxury and cultural shopping.
- Generates new Omani jobs in retail, marketing, and supply chain.
- Positions Oman as a **regional showcase** for India’s artisanal economy.
- Boosts India - Oman bilateral retail trade volumes.

2. Create an “Indo - Oman ODOP Re - Export Hub” at Sohar or Duqm

How It Will Work

Oman establishes a dedicated ODOP processing and distribution zone inside **Sohar Port Free Zone or Duqm SEZ**.

ODOP goods from India arrive in bulk and are:

- **cleaned, sorted, assembled, or lightly processed**
- **packaged in Arabic English labels**
- **re-exported duty free** across the GCC, Africa, and Europe

ODOP Products Ideal for This Hub

- Assam & Darjeeling Tea (blend & repackage)
- Kerala Spices (value added spice mixes)
- Handicrafts (assembly, polishing, quality testing)
- Textiles (finishing, packaging)
- Wellness Products (frankincense Ayurveda fusions)

Implementation

1. ASYAD allocates a dedicated logistics cluster for ODOP.

2. Omani SMEs partner with Indian exporters for contract packaging.
3. Oman becomes the “Arab Packaging & Distribution Headquarters” for ODOP products.
4. Build cold-storage units in Sohar for tea, spices, saffron, and organic goods.

Impact

- Creates hundreds of jobs in warehousing, logistics, packaging, QC.
- Reduces logistic costs for India GCC trade.
- Enhances Oman’s brand as a regional supply chain leader.

3. Launch a Joint “ODOP - Oman Design & Innovation Studio”

How It Will Work

Create Indo - Omani design labs in **Muscat or Duqm** where Indian master artisans collaborate with Omani designers, SMEs, and youth to create new craft lines for GCC luxury markets.

Products Developed Through This Studio

- **Indo - Omani Silver Jewellery** blending Jaipur filigree with Omani Khanjar motifs
- **Frankincense - Ayurveda Skincare Line** combining Dhofar’s frankincense with Kerala’s herbal expertise
- **Cross Cultural Textiles** blending Ikat, Pashmina, and Omani tribal embroidery
- **Modern Home Décor** - Moradabad brass + Omani geometric designs
- **Designer Ceramics** using Khurja techniques with Omani colours

Implementation

1. India sends 10 - 15 artisans from ODOP districts for 6 month rotations.
2. Oman provides space, equipment, and SME participation via Riyada.
3. Co - launch Indo - Omani collections in Muscat and Dubai Design Weeks.
4. Offer internships for Omani students of art & design.

Impact

- Oman becomes a **GCC innovation hub for fusion crafts**.
- Generates new export ready artisanal products.
- Upgrades the skills of Omani youth in high value design sectors.
- Strengthens cultural diplomacy between India and Oman.

4. Set Up “ODOP Skill Academies” in Collaboration with Indian Institutes

How It Will Work

Skill academies will be set up in **Muscat, Salalah, Sohar**, supported by Indian institutes such as:

- NID (design)
- NIFT (textiles)
- IGTR (jewellery manufacturing and tools)
- MSME Tool Rooms (precision, laser engraving, polishing)

These academies will train Omani youth, women entrepreneurs, and SMEs.

Skill Areas Covered

- Jewellery designing (Surat, Jaipur expertise)
- Ceramic arts (Khurja, Jaipur)
- Textile weaving (Varanasi, Pochampally, Kanchipuram)
- Frankincense product development
- Metalware finishing (Moradabad)
- Tea & spice processing (Assam, Kerala)

Implementation

1. Oman provides the infrastructure; India sends faculty under a G2G MoU.
2. Courses are short term, job-focused, and certificate based.
3. Establish ODOP apprenticeship programs with Omani SMEs.

4. Create a cross border artisan exchange program.

Impact

- Builds a skilled workforce aligned with Oman Vision 2040.
- Revives local crafts and expands SME competitiveness.
- Reduces reliance on expatriate skilled labour.
- Strengthens India - Oman educational and artisan training linkages.

5. Introduce ODOP Based Tourism Trails in Oman's Heritage Sites

How It Will Work

ODOP craft experiences and artisan led events will be integrated into:

- Muttrah Souq
- Nizwa Fort
- Royal Opera House Muscat
- Salalah Festival
- Sur Maritime Museum

Tourists experience ODOP through pop up markets, live demonstrations, and cultural fusion stalls.

ODOP Products Ideal for Tourism Integration

- Channapatna Toys (live demo for families)
- Blue Pottery (Jaipur hand painting workshops)
- Banarasi Weaving Experience (mini handloom demo booth)
- Kashmiri Paper Mache Art
- Kerala Spice Tasting Booth
- Tea Tasting Corners (Darjeeling, Assam)

Implementation

1. Partner with Oman's Ministry of Heritage & Tourism.
2. Seasonal ODOP events during **Khareef (Monsoon)** and winter tourism peaks.
3. Invite Indian artisans for 2 - 3 week residency workshops.
4. Offer Indo - Omani fusion workshops (silver filigree + Omani motifs).

Impact

- Enhances tourist experience with cultural depth.
- Boosts heritage tourism revenues in Muscat, Nizwa, and Salalah.
- Promotes Indo - Omani cultural integration and soft power.
- Expands markets for both Omani and Indian artisans.

6. Co - Develop Omani “One Wilayat One Product” (OWOP) Using the ODOP Framework

How It Will Work

Oman can adopt India's ODOP model and create “**One Wilayat One Product (OWOP)**” to identify and develop signature products from each region. India will serve as a technical mentor, sharing best practices in district branding, artisan mobilisation, GI tagging, and export readiness.

Pilot Products

- **Dhofar – Frankincense (Luban)**
Ideal for essential oils, perfumes, wellness items.
- **Nizwa – Omani Silverwork**
High-value artisanal craft suitable for GCC gift and luxury markets.
- **Sur – Dhow-Model Craftsmanship**
A heritage product ideal for tourism and premium retail.
- **Buraimi – Dates & Value Added Date Products**
Date syrup, date chocolates, and premium gift boxes.
- **Ibri – Pottery**

- **Musandam – Honey**

Implementation

1. Conduct a national OWOP mapping exercise with India’s ODOP team.
2. Create OWOP branding toolkits for each wilayat.
3. Build mini processing and packaging clusters with Indian technical support.
4. Facilitate GI tagging for Omani frankincense, silverware, dates, and pottery.

Impact

- Creates a **national heritage economy** rooted in local identity.
- Boosts SME formation and rural employment.
- Helps Oman build its own GI tagged products, increasing global visibility.
- Strengthens economic diversification efforts under Vision 2040.

7. Launch an “ODOP - Oman E - Marketplace Integration Program”

How It Will Work

ODOP products will be integrated into Oman’s leading e - commerce platforms with Omani language descriptions, local pricing, and fast delivery options.

Key Platforms

- **Lulu Hypermarket Online** – high footfall grocery + lifestyle buyers
- **Talabat Mart** – fast moving consumer goods and artisan snacks
- **Amazon Oman** – premium buyers, gifting
- **Omani SME Portals (e.g, ICV portals, SME Riyada stores)** – local entrepreneurship integration

ODOP Products Suitable for E - Commerce

- **Spices** (Kerala, Lakadong turmeric)
- **Brassware & Pottery** (Moradabad, Khurja)

- **Organic Wellness Items**
- **Textiles & Stoles** (Varanasi, Pashmina)
- **Packaged Snacks, Teas & Coffees**

Implementation

1. India provides ODOP digital catalogues + product images + packaging standards.
2. Oman's e - retailers onboard ODOP products as premium "Artisanal Collections."
3. Use local influencers for campaigns tied to tourism, culture, and festivals.
4. Offer "ODOP Gift Boxes" during Ramadan, Eid, National Day, and weddings.

Impact

- Expands cross border digital trade.
- Supports young Omani e - commerce entrepreneurs.
- Enhances product diversity in Oman's retail ecosystem.
- Reduces dependency on re - exports from UAE by shifting supply chains directly to Oman.

8. Establish an Indo - Omani "ODOP Wholesale Distribution Centre"

How It Will Work

A large wholesale centre can be set up in Muscat or Sohar targeting **hotels, restaurants, construction companies, corporate gift buyers, and retail chains.**

Products Suitable for Wholesale Supply

- **Textiles & Décor:** Banarasi fabrics, carpets, brassware, blue pottery
- **Hospitality Supplies:** Kerala spices, Darjeeling tea, Assam CTC tea, handmade soaps, coir products
- **Construction & Home Interiors:** Jaipur handicrafts, Moradabad metalware
- **Corporate Gifting:** Saffron boxes, artisanal silver, craft souvenirs

Implementation

1. Oman's Chambers of Commerce invites Indian ODOP MSMEs to participate.
2. Bulk shipments are stored and distributed via ASYAD warehouses.
3. Special pricing slabs for hotels, resorts, restaurants, majlis suppliers.
4. "ODOP Hospitality Catalogue" launched for Oman's hotel industry.

Impact

- Helps Omani hospitality and retail sectors source unique goods at lower prices.
- Reduces reliance on UAE based intermediaries.
- Creates a new B2B trade channel supporting both Indian and Omani SMEs.

9. Encourage Omani Investors to Co - Develop ODOP Manufacturing Units in SEZs

How It Will Work

Omani investors collaborate with Indian MSMEs to set up **joint manufacturing units** in Duqm, Sohar, or Salalah Free Zones leveraging Oman's duty free access to GCC, Africa, and Europe.

Potential Indo - Omani Manufacturing Units

- **Jewellery Finishing Units** using Surat diamonds + Omani silver motifs
- **Spice Processing & Blending Units** (pepper mixes, Gulf masalas)
- **Tea Blending & Packaging Units** for GCC retail
- **Handicraft Assembly Units** for metalware, ceramics, décor
- **Natural Wellness Units** combining frankincense with Ayurveda

Implementation

1. Oman offers land + tax benefits; India provides machinery & technical staff.
2. Use PPP or SME partnership models.
3. Products are sold in Oman and re - exported to GCC & Africa.

4. Create Indo - Omani product lines with dual branding.

Impact

- Boosts Oman's industrial base and SME manufacturing capacity.
- Creates skilled jobs in finishing, polishing, blending, and assembly.
- Reduces import costs and drives non - oil export diversification.

10. Create a “Cross - Cultural Craft Residency Program”

How It Will Work

A structured residency where **Indian artisans live and work in Oman** and Omani artisans visit Indian ODOP clusters for hands on training.

Indian Artisans Visiting Oman

- Varanasi weavers
- Jaipur blue pottery artists
- Kashmir papier - mâché craftsmen
- Assam textile artisans
- Kerala Ayurveda wellness technicians

Omani Artisans Visiting India

- Omani silver craftsmen
- Frankincense perfume makers
- Dhow model makers
- Date - processing craftsmen

Implementation

1. Hosting arrangements at Muscat, Nizwa, Sur art centres.
2. Joint product lines created during the residency.
3. Exhibitions at Royal Opera House, Muscat Art Festival, Salalah Festival.

4. Publish Indo - Omani Craft Books documenting fusion techniques.

Impact

- Revives endangered traditional crafts in both countries.
- Creates Indo - Omani fusion craft collections unique to the GCC region.
- Strengthens long - term artisan to artisan diplomacy.
- Builds global visibility for Omani crafts with Indian marketing support.

11. ODOP - Oman “District Pairing Model” (1 India District ↔ 1 Oman Governorate)

Strategic Rationale

India’s ODOP districts each specialise in a unique craft, gemstone, textile, or agro - product. Oman’s governorates similarly have distinct cultural and heritage products. Pairing them creates a structured, long-term, and culturally rooted collaboration model.

ODOP Examples

- **Jaipur ↔ Dhofar**
Jaipur gemstones + Dhofar’s frankincense → frankincense filled gemstone lockets, resin inlay pendants, gemstone perfume bottles.
- **Surat ↔ Muscat**
Surat diamonds + luxury retail → Surat Diamond Signature Line, exclusive to Omani malls.
- **Hyderabad ↔ Musandam**
Pearl jewellery + maritime heritage → pearls combined with dhow inspired metal settings.

Implementation Plan

1. Both governments notify 10 - 12 official district pairs.
2. Quarterly virtual trade dialogues between artisans, exporters, chambers of commerce.
3. Joint Indo - Omani product development labs (online + physical).

4. Paired participation in Muscat Festival, Khareef Festival, and Indian International Jewellery Show (IJS).

Stakeholders

India's ODOP Cell, Oman's Ministry of Commerce & Industry, Riyada, Chambers of Commerce.

Projected Impact

- Creates repeatable, institutionalised trade partnerships.
- Leads to 20 - 30 Indo - Omani fusion product lines.
- Strengthens district branding with GCC market visibility.

12. Indo - Oman ODOP Satellite Export Hubs (Duqm / Sohar SEZ)

Strategic Rationale

Oman's ports are faster, less congested, and closer to GCC/Africa than many Indian ports. Using these as last mile export hubs transforms Oman into a re - export champion.

ODOP Products

- Surat diamonds
- Jaipur gemstones
- Hyderabad pearls
- Moradabad brassware
- Kerala spices
- Assam tea

Implementation Plan

1. Build a 10,000 - 20,000 sq ft warehouse with specialized gemstone vaults.
2. Include mini - labs for quality inspection, hallmarking, and repackaging.
3. Provide plug and play space for Indian MSMEs.

4. Create a fast - track import clearance channel for ODOP goods.
5. Launch a GCC wide distribution network via ASYAD.

Stakeholders

ASYAD Group, Ministry of Transport, Indian Ministry of Commerce, private investors.

Projected Impact

- Reduces delivery time by **60 - 70%**.
- Enables Oman to earn service revenue from storage, labelling, repackaging.
- Attracts Indian exporters to use Oman instead of UAE as their GCC gateway.

13. ODOP “Digital Twin Marketplace”

Strategic Rationale

Buyers (especially jewellery retailers) want to inspect workshops but cannot travel frequently. Digital twins give Oman access to India’s artisanal districts in real time.

ODOP Digital Districts

- Jaipur: Gemstone cutting lanes, blue pottery clusters
- Surat: Diamond polishing units
- Hyderabad: Pearl grading, drilling, stringing
- Kashmir: Papier mâché workshops
- Khurja: Ceramic kilns

Implementation Plan

1. India 3D scans ODOP districts using high resolution LIDAR + photogrammetry.
2. Oman installs VR kiosks in malls, trade centres, free zones.
3. Buyers click on products → see artisan → place digital orders → integrate with e - commerce + logistics.
4. Host virtual Indo - Oman Jewellery Weeks.

Stakeholders

Invest India, Oman's Ministry of Digital Economy, ODOP artisans, VR/AR tech firms.

Projected Impact

- First of its kind virtual B2B marketplace in GCC.
- Increases trust for high value jewellery orders.
- Helps small Omani retailers bypass middlemen.

14. India - Oman ODOP Credit Guarantee Scheme

Strategic Rationale

MSMEs struggle with working capital for exports. A bilateral guarantee scheme de - risks trade for both sides.

ODOP Sectors Benefiting

- Surat & Jaipur jewellery exporters
- Varanasi, Pochampally, Kashmir textile weavers
- Kerala spice cooperatives
- Assam tea estates
- Moradabad brass artisans

Implementation Plan

1. Create a USD 200 - 500 million credit window.
2. Fast-track loans for Omani importers sourcing ODOP goods.
3. Provide insurance for cross - border payment risks.
4. Low-interest loans for ODOP exporters entering GCC.
5. Pre-approved credit lines for premium Omani retailers.

Stakeholders

EXIM Bank India, Oman Development Bank, Indian Banking Association, SME Chambers.

Projected Impact

- Unlocks participation of even the smallest ODOP MSMEs.
- Ensures stable supply for Omani retailers.
- Reduces trade friction and financing delays drastically.

15. Indo - Oman ODOP “Customizable Jewellery Engine”

Strategic Rationale

Oman has a strong luxury culture. Personalised jewellery integrates ODOP branding with Omani consumer preferences.

ODOP Inputs

- Surat solitaires
- Jaipur emeralds, rubies, turquoise
- Hyderabad pearls
- Kundan, Meenakari settings
- Omani Khanjar + dhow motifs
- Dhofar frankincense resin beads

Implementation Plan

1. Build a mobile app + web platform.
2. Offer AI - led gem recommendations based on birthstones, fashion trends, motifs.
3. AR Try - On for necklaces, rings, earrings.
4. Blockchain - based digital authenticity card.
5. Manufacturing done in ODOP districts → shipped via Omani hubs.

Stakeholders

Indian jewellery tech startups, Oman’s luxury retailers, ODOP design institutes.

Projected Impact

- Creates a premium Indo - Omani jewellery category.
- Helps ODOP districts build brand identity in high - end GCC markets.
- Raises value addition and consumer trust.

16. ODOP - Oman Living Museums & Artisan Residency

Strategic Rationale

Tourism in Oman thrives on culture. “Living museums” bring craft alive and attract high - value travellers.

ODOP Examples

- Jaipur blue pottery
- Moradabad metal engraving
- Banarasi weaving
- Channapatna lacquerware
- Kashmir papier mâché

Implementation Plan

1. Establish living museums in Muscat, Nizwa, and Salalah.
2. Host 15 - 20 Indian artisans per quarter.
3. Daily workshops: gemstone setting, pottery painting, block printing.
4. Retail counters selling Indo - Omani fusion crafts.
5. Artist - led storytelling experiences for tourists.

Stakeholders

Ministry of Heritage & Tourism Oman, Indian Council for Cultural Relations, ODOP artisans.

Projected Impact

- Major tourism value add during Khareef & Muscat festivals.
- Enhances Oman’s cultural economy.

- Revives traditional crafts in both nations.

17. Indo - Oman ODOP Mobile Trade Fairs

Strategic Rationale

Many towns in Oman don't host large fairs. Mobile domes take ODOP products directly to consumers.

ODOP Examples Displayed

- Gem - cutting demo (Jaipur)
- Pearl drilling demo (Hyderabad)
- Brass polishing (Moradabad)
- Block printing (Bagru)
- Kashmir saffron tasting

Implementation Plan

1. 5 - 7 portable domes rotating across Muscat, Sohar, Nizwa, Salalah, Sur.
2. Each month features one district: "Jaipur Month", "Kerala Month", etc.
3. Live demos + pop - up retail + NGO stalls + student workshops.
4. Tie-ups with Muscat Municipality, tourism boards, schools.

Stakeholders

Indian Embassy Oman, Oman Chamber of Commerce, Art Councils.

Projected Impact

- Very high public engagement.
- Expands ODOP access outside Muscat.
- Generates strong retail sales and artisan visibility.

18. ODOP - Oman “Zero Defect Jewellery” Certification Lab

Strategic Rationale

High value jewellery trade requires authentication. Oman lacks an advanced grading ecosystem.

ODOP Inputs

- Surat diamonds
- Jaipur coloured gemstones
- Hyderabad pearls
- Thrissur gold jewellery

Implementation Plan

1. India provides testing tech:
 - AI grading
 - Spectroanalysis
 - Lab grown vs natural separation tools
2. Oman provides SEZ space, logistic support.
3. Connect lab to GCC customs for recognition.
4. Certification integrated with blockchain tracking.

Stakeholders

GJEPC India, Oman’s Ministry of Commerce, ASYAD, private jewellery labs.

Projected Impact

- Oman becomes a **trusted certification gateway**.
- Shortens supply chain for GCC retailers.
- Raises consumer confidence in Indo - Omani jewellery.

19. Indo - Oman ODOP Craft Tourism Packages

Strategic Rationale

Craft - based tourism is rising globally. This builds emotional connections with ODOP districts.

ODOP Experiences for Omani Tourists in India

- Jaipur Gem Safari
- Hyderabad Pearl Farm Trails
- Thrissur Gold Artisan Village
- Odisha Filigree Workshops
- Banaras Handloom Experience

Omani Craft Tourism for Indian Visitors

- Frankincense harvesting tours in Dhofar
- Nizwa silver smithing workshops
- Sur dhow building experiences

Implementation Plan

1. Joint tourism circuits promoted by both tourism ministries.
2. Travel packages curated with Air India, SalamAir, Indigo.
3. Feature in Muscat Festival & India International Travel Mart.
4. Involve influencers, craft historians, and designers.

Impact

- Boosts bilateral tourism by 20 - 30%.
- Direct income to craft clusters.
- Strengthens soft power and cultural diplomacy.

20. Indo - Oman ODOP Youth Innovation Fund

Strategic Rationale

To make ODOP future ready, both nations must invest in technology and youth driven start ups.

Innovation Areas

- AI gem grading
- AR/VR jewellery try on
- Blockchain for traceability
- 3D printed jewellery
- Smart packaging for agro products
- Digital retail solutions
- Artisan management apps

Implementation Plan

1. Annual Indo - Oman ODOP Innovation Challenge.
2. Incubation centres in Muscat, Jaipur, and Hyderabad.
3. Start ups get access to ODOP clusters + Omani retail networks.
4. Mentorship by jewel tech companies in both countries.

Impact

- Positions India - Oman as a global craft tech hub.
- Attracts young professionals to heritage sectors.
- Drives digital transformation in jewellery & ODOP industries.

4. PROJECTED BENEFITS

For India

For India, the ODOP - Oman collaboration unlocks a high value gateway into the GCC luxury and artisanal market, significantly enhancing export opportunities for ODOP districts such as Surat, Jaipur, Hyderabad, Varanasi, Moradabad, and Kerala's spice and agro clusters. Oman's strategic retail landscape, tourism growth, and advanced logistics corridors allow Indian MSMEs to access new customers while reducing shipment delays, transportation costs, and dependence on UAE based re - export hubs. The partnership also strengthens India's district artisans and small producers by ensuring larger order volumes, stable demand, easier market entry, and financial support through bilateral credit mechanisms. With satellite export hubs, certification labs, and digital marketplaces, India can streamline the movement of high value products, modernise its MSMEs, and reinforce its position as a global leader in jewellery, textiles, and heritage crafts. Overall, this collaboration builds export resilience, amplifies district level branding, and deepens India's integration into regional trade networks.

For Oman

For Oman, the partnership delivers strong advantages aligned with Vision 2040 by driving economic diversification beyond oil, creating new cultural industrial sectors, and developing a skilled workforce trained in jewellery design, gemstone grading, craft innovation, logistics, and digital retail. Through ODOP skill academies, artisan residencies, and Indo - Omani manufacturing units in Duqm and Sohar, Oman can nurture high value craft based industries and expand its SME entrepreneurship ecosystem. Integrating ODOP products into its retail, tourism, and hospitality sectors enhances product diversity and strengthens cultural tourism offerings across Muscat, Nizwa, Salalah, and Sur. With satellite export hubs and a Zero Defect Jewellery Certification Lab, Oman is strategically positioned to become the GCC's Jewellery Gateway offering reliable grading, faster distribution, and region wide re - export capabilities. Overall, Oman gains economic resilience, job creation, increased foreign investment, and a stronger global identity as a centre of craftsmanship, logistics excellence, and cultural innovation.

5. CONCLUSION

The ODOP - Oman collaboration represents far more than a commercial alignment; it is a strategic convergence rooted in centuries of shared maritime history, cultural exchange, and artisanal excellence. By adopting the proposed recommendations, both nations can build a district driven, innovation powered value chain that elevates their strengths in jewellery, crafts, design, and heritage industries. For India, this partnership amplifies ODOP's global presence, empowers district artisans, and opens seamless access to the GCC's high value luxury market. For Oman, it accelerates economic diversification, builds a skilled creative workforce, strengthens cultural tourism, and positions the Sultanate as the region's foremost Jewellery and Craft Gateway. Together, India and Oman can co - create a resilient, inclusive, and globally competitive artisanal ecosystem, one that honors tradition while embracing technology, fosters bilateral trust, and reshapes the future of craftsmanship based cooperation.