

The Economic Evaluation of ODOP Scheme's Financial Interventions & Its Contribution to UTTAR PRADESH Regional Development

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Abstract: With a 241.2 million of population and a land area of 2,40,928 square kilometres, Uttar Pradesh is an extremely diverse state in every way of life. There are different climates, different types of crops and foods, and different community customs and economic endeavours resulting from all of these factors. The aim of one district, one product scheme to encourage the promotion of locally produced and specialized goods and crafts in Uttar Pradesh. Products that are exclusive to Uttar Pradesh such as - the renowned chikankari and zari-zardozi work on clothing, the unique and fascinating wheat-stalk craft, and the traditional and nourishing "Kala Namak" rice and so many. This manuscript focuses on the ways in which the ODOP initiative's financial policies have aided in the state's socio-economic advancements. It would also suggest measures for ODOP in driving sustainable socio-economic growth across the state. The ripple effect of financial policies under ODOP on social outcomes, entrepreneurship, and spatial dimensions of economic progress has been defined and investigated through conceptual analysis. By utilizing the documented evidence and official statistical compilations from the government reports, policy documents, case studies and review of relevant research papers. This study has established a conceptual framework for comprehending the connection between socio-economic development and financial support. Understanding how ODOP financial policies support socio-economic development in Uttar Pradesh is made easier by this study. It provides pertinent information regarding how a targeted financial intervention can boost local entrepreneurship, drive regional economic growth, improve community livelihoods, and create jobs, all of which can lead to more effective policy design and implementation.

Key Words- ODOP, Government assistance, financial intervention, Socio-economic, Economic Growth

Introduction

India is a democratic, secular, socialist, and independent country made up of different states and union territories. According to IMF projections, India will become the world's fourth-largest economy by 2025 leaving Japan behind. Currently the country's primary economic contributors are traditional and contemporary agriculture, technological services, handicraft sector and business outsourcing, and India's predominant population lives in rural areas.

Regardless of economic growth, India is the most unequally distributed nation in the world, where 77% of the wealth is concentrated in the hands of 10 percent of population in the national identity. The growth trajectory in economic disparity has led to a huge rural-urban split and hence there is a need for a comprehensive economic rehabilitation strategy where there will be economic equitable growth and India can achieve the target of USD 5 trillion GDP by 2025. Even in the recent years, several initiatives of government of India have make sure that all citizens have improved standard of life, that has helped us to proceed up in the world ranking list.

India has taken up a number of economic development initiatives at both national and state level where the one district one product is one of the example of such scheme. The background of this project is on the Japan's one village one product model, which focuses on a single sector having economic potential. Through this model, traditional talent will be transformed and local knowledge will be converted into a profitable business, which will promote rural entrepreneurship and accelerate economic growth. (Hiramatsu, 2008, and Claymone and Jaiborisudhi 2011).

Uttar Pradesh happens to be the most populated state of India. With approximately 241 million people, 17% of the full breath of population of India, this state launched the one district one product program that will foster economic development at the local level. This initiative was operationalized in January 2018 by the Food Processing Industries ministry with the plan of helping each district identify its greatest potential, foster socio-cultural and economic growth and promote employment, especially in rural regions. ODOP as the name suggest is a centrally sponsored funded project in which both the states and the Centre contribute 60:40. The vision of the honourable Prime Minister of India, is to achieve fair growth in all the districts of the nation. Each district should be selected, branding and marketing should be done, facilitate socio-economic advancement and attract investments that will boost manufacturing and exports. Through this initiative, local and global competitiveness of the districts will be enhanced, employment will increase, and an environment for innovation and technology utilization will be created at the district level. The ODOP initiative strives to promote locally produced, specialized goods and unique crafts of Uttar Pradesh, which include "Kala Namak" Rice, wheat-stalk craftsmanship, Chikankari and zari-zardozi design on clothes, and horn-bone artwork. The diversity in Uttar Pradesh's population, climate, culture and traditions makes the varied collection of art and craft extraordinary.

The Uttar Pradesh Government has disbursed Rs. 250 crores for putting ODOP initiative into action in the budget for 2018-19. The diverse sub-schemes aim to enhance local manufacturing by delivering crucial support to micro, small, and medium enterprises (MSME), equipping young workers with advanced training, and creating employment possibilities. The ODOP program offers support through several financial initiatives, including the Common Facility Centre (CFC) Scheme, Development Assistance for marketing Programs, Margin Money Scheme, and some schemes for skill development also. The state's GDP is anticipated to increase by as much as 2% owing to the ODOP program, while the Ek Zila-Ek Utpadan program will assign a distinct product to each district.

This study looks at the purpose, effects, and importance of the this one district one product initiative's financial interventions in Uttar Pradesh in the year 2018 to add to what we already know.

Literature Review

The greater number of the Indian population resides in rural areas, relying on farming activities, ancillary occupations, and other artwork for their living. Many artists and artisans are making hard efforts to preserve the traditions of their state, village and family while they are able to maintain their talent with very little income. As a result, due to inadequate living conditions and insufficient revenue, they are unable to satisfy their basic fundamental needs, due to which large groups of artist have started migrating to metropolitan cities for better employment opportunities and better quality of life. The increase in migration from villages to towns poses a major demographic concern in both metropolitan regions and rural or tier3 cities(Tripathi et al., 2021).

The 'one district one product'was program initiated by the Ministry of Food Processing Industries was facilitated in districts so that they can get maximum potential through socio-cultural advancement resulting in accelerated economic growth and employment opportunities, particularly in rural areas. The goal of One District One Product initiative is to promote production of special products in the district and therefore, turning each district into a trading center both locally and globally by improving its differentiated product. This initiative was proposed by the Uttar Pradesh government on January 24, 2018, and it was highly appreciated by the Government on India. The program will offer financial aid to local manufacturers, who will then be able to develop their niche product segment based on the uniqueness of their district. In the conjunction with this, the development of skills, marketing and publicity of MSME industries, and the development of common facilities to facilitate production are pursued (Yadav et al 2021).

The traditional crafts, local culture, and local products are at the core of the Uttar Pradesh industrial and economic development. These are kind of goods specify the territory in the sense of economic value

and also in heritage and identity of the state, these kind of initiative are very essential for the development of any state, nation or territory. The one district one product scheme is a strategic restructuring of Micro, Small and Medium Enterprises in Uttar Pradesh that is one of the pillars of the state development agenda (sharma et al.,2024). This is based on four supporting pillars which are exploiting the strength of the localities, improving the business environment, stimulating domestic demand and improving export linkages. The ODOP program has managed to leave an impression through these components that can be felt over the coming many years due to increased development, increased employment and increased regional development. It has also strongly empowered MSMEs, contributed to the growth of economy and help other states also, in addition to rural growth within the state. Due to its success it is understandable that ODOP model can be scaled downwards to a national level and hence become as model that can be replicated such that a balanced development can be achieved that can be inclusive in nature. The big problems of the small scale producers have been solved and it is also because of the project that a good business ecology has been created, a potential export has been created, an employment has been brought into action and the general development of the land has been encouraged as well. The one district one product makes up a paradigm that can be beneficial for other states also and their governments aiming to do by empowering locals in order to build local businesses which in turn can provide sustainable economic development to the rural communities. In that regard, ODOP can be considered as one of the mechanism of the development of Micro, small and medium-sized enterprises (Singh et al., 2024).

Product that are territorial in nature are significant to development of nation, state and territory. ODOP attempts is to advance rural development through community-based strategies build on regional expertise, resources and human capability. This community-led economic development program should be considered internal and not external nature as its essential characteristics (Natsuda, 2011)). ODOP embodies an atam-nirbhar development program model whose work is as a strategic initiative created by local communities to recognize and boost products made locally over which they take pride. This additionally signals the conversion of chosen items into goods that are competing globally and within the domestic markets, thereby aiding in the resuscitation of local economy (Issa, 2014). Assistance, which provided by the government to local businesses has been cited in many studies from different different angles. (Sarder (1997) in his initial study conducted that 161 small businesses in Bangladesh and found that firms receiving promotional services, such as common amenities, marketing, and technical assistance from either government or private organizations, experienced increased sales volume, employment generation, and productivity enhancement.

Theoretical underpinning of one district one product initiative

The ODOP project, a comprehensive strategy meant to support local craft businesses in every of 75 districts, was started by the administration of Uttar Pradesh in 2018. Ambitious project aims to generate jobs, boost exports, and revitalize traditional businesses, therefore greatly supporting the state vision of reaching a US \$1 trillion economy.

The ODOP project, with a focus on industries including handicraft, food processing, and textile, identifies the unique product from each district. the selection and identification of unique product has possibilities for development, creativity and market expansion, that also considers the cultural, historical and economic relevance of particular district.

Among its remarkable achievements, the ODOP project has significantly boosted exports, almost doubling them since the program's start. Several elements contribute to this success, including higher quality goods, advanced marketing techniques, and market expansion. Moreover, the effort has proven significant in obtaining geographical indication (GI) labels for a range of products, therefore guaranteeing their unique identification and quality on a worldwide level.

To assist artisans and entrepreneurs participating in the ODOP project, the sovereign authority of Uttar Pradesh has established Common Facility Centres (CFCs); technical support is not only the essential service that these centres provide, helping companies to satisfy world standards and prosper in the global market.

The recent reintegration of various government initiatives can be discussed as one of the critical enabler of ODOP enhanced progress, particularly these partnership also provide specific financial support, strengthen infrastructure of the region, and supply marketing capabilities and contribute to the creation of atmosphere of innovation and growth. The ODOP program is hoping that it can broaden its scope by covering more districts and product lines. Its mission statement is to built the model of sustainable development that would utilize the rich cultural traditions and manufacturing potential the Uttar Pradesh and would help to achieve the state's ambitious economic goals. The analytical tool that can address migration-rated issues and local-labour market concerns is ontological design of origin-driven productive operations(ODOP). It is demonstrated in this present study that artisans make massively disorganized labour sector which can be improved with proper guidance and support can become successful micro-enterprises. This kind of transition would significantly enhance the socio-economic status of rural and marginalized communities, including tribal population in India. Creativity skill and craftsmanship are what craft business successful, but those qualities alone aren't enough to reach a wider market. The new program is designed to break down the barriers that keep craft producers from the barriers that keep craft producers from going international. By acting as a bridge between makers and buyers- through strong branding and marketing- the program helps artisans get noticed both locally and around the world, so their work isn't just appreciated, but also accessible to more people.

Research Objectives

1. This study takes a close look at how financial policies within the one district one product initiative are structured and put into practise in U.P.
2. This aims to understand how the financial support from ODOP affects the state's economy by focusing on three important social and economic factors: GDP, income and employment.
3. The research also explores how this financial aid contributes to making Micro, Small, and Medium enterprises (MSMEs) are more competitive.
4. Finally, the study seeks to offer practical suggestions on improving ODOP's financial strategies to better support inclusive economic growth across different regions.

Research Methods

This manuscript used descriptive research, relying mostly on already available or secondary data. The main goal was to understand the ODOP program better by looking at how its financial support is helping regional economic growth. The research also aimed to suggest ways to make the program work more effectively. To do this, the study reviewed books, research papers, journals articles, and reliable internet sources.

ODOP Schemes in UP

Common Facility Centres (CFCs):

Objective: the one of the main aim of one district and one product initiative in U.P is the creation of Common Facility Centres (CFCs). These centres provide essential infrastructure for local manufacturers by offering shared resources such as testing labs, design centres, raw material banks,

production facilities, and packaging, labelling and barcoding services. Additionally, these centres have spaces for product displays and sales, helping artisans and producers reach buyers more easily.

Assistance: in case CFCs have project costs of INR 15 crores or below, the state government will offer financial help capping at 90 percent of cost of project; the Special Purpose Vehicle (SPV) will bear at least 10 percent of the cost.

It would provide conditional financial support; that is, the state contribution would be computed at INR 15 crore only on those CFCs, evaluating the monetary resources committed to the project surpassing INR 15 crore.

For some projects, capital is already authorized by the Centre and State Governments but some remain incomplete due to lack of capital, which are then sanctioned by the State Government. However, the state Governance system should first give appropriate justification for assisting these incomplete projects.

Training and Toolkit Distribution

Objective: The purpose of the project sought to bridge the needs of skilled labour of today and tomorrow- the entire value chain of ODOP goods. Beside this, under the mechanism of strategic distribution, this program means providing the ODOP artisans and workers relevant sophisticated toolkit to.

Assistance: Artisans possessing existing skill are supposed to undergo six-days of training intervention through Recognition Prior Learning (RPL) and certified by Sector Skill Councils. Unskilled artisans need RPL certification along with a 10-day training course. All trainees should be given an academic stipend of INR 200 daily during the experiential learning period, which inspires them in financial terms. All trained artisans should be given an advanced toolkit (maximum Rs 20,000) at no cost after the training is completed.

Market Development Initiative (MDA)

Objective: Through enhance and planned marketing, the scheme shall provide fair pricing of these product to entrepreneurs, weavers, artisans, and exporters. Participants in national and international fairs/ exhibitions get financial help for practical illustration, promotion, and sale of ODOP project-selected products under this project.

Assistance: by offering stall charge, transfer & travel reimbursement within the specified limit helps the participants.

Table 1:Reimbursement limits for fair and exhibition by Locations:

Fair and exhibition Locations	Reimbursement limits of Expenses made	Maximum limit
Within Uttar Pradesh	75% of stall charges	Rs. 50,000
	75% of goods transfer expenses	Rs. 7,500
	3 AC rail fare or AC bus fare for one person	actual
	75% of stall charges	Rs. 1,50,000

Within Uttar Pradesh (national/ international level)	75% of goods transfer expenses	Rs. 7,500
	3 AC rail fare or AC bus fare for one person	Actual
Outside Uttar Pradesh (National/International level)	75% of stall charges	Rs. 2,00,000
	75% of goods transfer expenses	Rs. 25,000 for B2B fairs / Rs. 50,000 for B2C fairs
	3 AC rail fare or AC bus fare for one person or 75% of airfare in economy class	Actual
Outside India	75% of stall charges	Rs. 2,00,000
	75% of goods transfer expenses	Rs. 25,000 for B2B fairs/ Rs. 50,000 for B2C fairs
	75% of total expenditure on 3 AC rail fair or AC bus fare (domestic) and 75% of airfare(international) in economy for one person	Rs. 75,000

Source: *UP Global Summit Report(2023)*

Financial Assistance (Margin Money Scheme):

Objective: offering loans at subsidized rates to ODOP artisans, employees, and entrepreneurs to assist them establish their businesses and achieve self-reliance.

Assistance: The Department of Export Promotion and the Department of Micro, Small, and Medium Enterprises (MSME) are running a Finance Assistance Scheme (Margin Money Scheme), offering applicants a margin on the project cost. With the beneficiary contribution combining with the monetary concession after two years of operation, nationalized banks and regional rural banks will fund the program.

Table 2: Distribution of the Margin Money Subsidy by the enterprise different cost

Project cost	Margin Money Subsidy
Enterprises with a cost of Projects is lesser than or equal to Rs. 25 lakhs	25% of cost of project or Rs. 6.25 lakhs whichever is less,
Enterprises with a cost of Projects between Rs.25 lakhs to Rs. 50 lakhs	20% of cost of project or Rs. 6.25 lakhs whichever is higher,
Enterprises with a cost of Projects between Rs.50 lakhs to 150 lakhs	10% of cost of project or Rs. 10 lakhs whichever is higher,
Enterprises with a cost of Projects is more than Rs.150 lakhs	10% of Project cost or Rs. 20 lakhs whichever is less.

Source: *UP Global investors Summit Report (2023)*

ODOP schemes progress:

ODOP Common Facility Centre Scheme: 29 shared infrastructure facility have been sanctioned, of which 11 are operational, and 18 are under implementation.

ODOP Margin Money Scheme: projects worth Rs.4000 Cr have been sanctioned under ODOP Margin Money scheme, since the start of ODOP programme.

Skill development and toolkit Distribution Scheme: More than 1 lakh ODOP artisans have been trained and provided with the modern ODOP toolkits under the scheme, since the start of the programme scheme

Market Development Scheme: participated in International events such as Dubai Expo 2021, Bharat – Sri Lanka Maitri Utsav in 2024.

With the initiative of MSME department, the ODOP manufacturers/ artisans participated in various domestic events such as ODOP Summit, Hunar Haat, Delhi Haat etc.

Further, over 20,000 ODOP goods are being traded at various e-commerce platforms. Both Amazon and flip kart in excess of Rs 2000 cr of ODOP merchandise each, every year.

ODOP Policies as catalysts of Inclusive Socio-Economic Growth

By utilizing the distinct advantages of each district, the ODOP project has played pivotal role in reshaping the Uttar Pradesh's socioeconomic environment. The principal areas where ODOP finance policies have significantly changed:

1.Stability of Employment and Job Creation

Among the most important outcomes of ODOP financial projects is the of enhancement of employment prospects. Focusing on district-specific products—such as the glassware industry in Firozabad or the leather business in Kanpur—ODOP has directly and indirectly created jobs. New employment possibilities have been generated for local suppliers, artisans, and skilled and unskilled workers. Families who rely on these businesses now have more financial stability and lower unemployment rates because of this.

Case Study Example: Moradabad, a city renowned for its brassware, has experienced improved employment because of small manufacturers expanding their operations thanks to financial backing. This district-specific approach supports regional economic development by making sure jobs are generated where they are most required.

As part of the One District One Product project, the state administration has provided more than Rs. 82 crore in financial help to 2600 entrepreneurs; more than 11000 ODOP merchandise are now for sale on online shipping sites, with over 50000 products valued at Rs. 24 crore already sold. The MSME, ODOP's umbrella department, gave 916 businesses Rs. 31.34 crore in financial aid during the financial year 2018–19. The program has also created jobs for 10,733 people during this period. Likewise, \$1442 in financial aid was given to 1442 businesses for the year 2019-20.

Table 3: Gross and per capita State Income of UP

Year	Gross Domestic Product (GSDP) (Rs. Crore)	Per Capita Income (Rs.)
At current prices		
2017-18	1439926	57944
2018-19	1582180	62350

2019-20	1700062	65660
2020-21	1640097	61598
2021-22	1981367	74055
2022-23	2284104	84126 (revised quick estimates)
2023-24	2547861	93514 (advance estimates)

Source: State Income Estimates, Economics & Statistics Division, UP(2024)

2.International Recognition and Export Growth

ODOP has helped many districts gain recognition globally for their unique goods. Export-oriented financial policies, including duty-free imports of raw materials and reduced tariffs, help small businesses now to get easier access to foreign markets. Consequently, Uttar Pradesh has now become a major source of unique products, therefore increasing India's overall export portfolio.

Notable growth rates in exports from districts with ODOP-backed products have helped the state's foreign exchange earnings and trade balances.

Popular exports from Uttar Pradesh have been handicrafts, processed foods, engineering equipment, carpets, ready-made garments, and leather products. The MSME exports from UP were Rs. 1.14 trillion and 1.20 trillion, respectively, for FY 2018-2019 and 2019-20.

Table 4 : Year-wise value of export of Uttar Pradesh

Year	Export size(value in Rs Cr.)
2017-2018	88,967 crore
2018-2019	1,14,042 crore
2019-2020	1,20,356 crore
2020-2021	1,21,139 crore
2021-2022	1,56,897 crore
2022-2023	1,74,037 crore
2023-2024	1,70,340 crore

Source: UP Export Data, Export Promotion Bureau, Uttar Pradesh(2024)

3.Empowering Entrepreneurs and Artists

By means of trade, financial support, and enhanced market access, ODOP initiatives have strengthened local artists and entrepreneurs. This has increased product competitiveness and created steady income growth. Courses financed by ODOP have enabled craftsmen to enhance their abilities, hence improving the quality of their work and fair compensation. Economic empowerment grants and subsidies have also allowed craftspeople to purchase better tools, supplies, and education, hence supporting gender equality in the labour force dynamics.

The government under the ODOP Program also signed MoUs with e-commerce businesses, including Amazon and GE Healthcare, for worldwide product marketing and branding. The 2018 event report is available. ODOP would allocate loans of Rs. 250 crore to start-ups. Artisans, craftsmen, and business owners will get soft loans to Rs. 1000 crore from the state government. Most backward castes (MBCs)

and scheduled castes (SCs) are mostly linked with traditional industries. Almost 4,095 craftsmen from 75 areas got loans aggregating Rs. 1006.94 crores. The Shared Facility Centre (CFC) program will establish a industrial input bank and general processing centre in Lucknow.

Encouragement of Regional Economic Development

Uttar Pradesh's share of India's total exports has increased from 4.7% to 5.4% over the past five years, driven by a compounded annual growth rate(CAGR) of 6.5%. This expansion is primarily attributed to the state's second-largest micro, small, and medium enterprises (MSME) sector, that is the largest job creator in the state and plays a key element in the state's economic and export plan, making it a significant exporter.

Uttar Pradesh's infrastructure supports its expanding export potential, with significant investments in air connection enhancing its logistics system. The construction of the Noida International Greenfield Airport indicates a growth in air cargo and passenger handling capacity. The state operates from various international airports, including Chaudhary Charan Singh International Airport in Lucknow, Maharishi Valmiki International Airport in Ayodhya, Kushinagar International Airport, and six domestic airports.

The building of six mega industrial zones, ports, airports, a six-lane expressway connecting Delhi to Mumbai, and many power plants is helping Uttar Pradesh to become an economic powerhouse. Strategically positioned along key industrial corridors, the state enhances regional connections and promotes high-value production and exports. Uttar Pradesh is building an excellent climate to attract industrial development with 1,333 Smart City Mission initiatives under progress. The state leads the nation in smart city initiatives with 10 acknowledged smart cities. The Union Budget 2018-19 allocates ₹1,650 crore for the Smart City Mission.

Cultural Heritage Promotion

The cultural branding promoted by the ODOP project has become a major source of extra income by drawing investment and tourism. Beyond financial benefits, this strategy has improved communal pride by honouring local identity. The central element of this effect lies ODOP's sometimes neglected role in preserving and promoting cultural legacy. The project has effectively revived regional culture and craftsmanship through its identification and support of traditional industries and crafts, guaranteeing their survival in the contemporary economic scene.

Growth and performance of Micro, Small and Medium Enterprises (MSME)

The Micro, small, and medium enterprises (MSMEs) are now an important part of India's economy since they encourage businesses to come up with new ideas and get more people to start their own businesses. They are of great significance for making rural and underdeveloped areas more industrialized, which helps to minimize regional inequalities and promote a fairer distribution of wealth and income. MSMEs meet both local and global demands with an extensive variety of goods and services. They also produce a lot of jobs at a far cheaper cost than big firms. Their growing presence in many areas demonstrates their significance as drivers of economic growth that is good for everyone and the environment.

The place of MSME and its role in the various spheres of the country economy is the following:

Table 5: Role of MSME to Indian Economy

No. of MSME registered on Udyam/Udyam Assist	5.77 cr.
Creation of Employment (Udyam portal & UAP)	24.4 Cr.
Export of around(**2023-24)	45%
Contribution to GDP (*2022-23)	30.1%
Contribution to Manufacturing Output(*2022-23)	36%

*Source: *National Statistical Office, Ministry of Statistics and Programme implementation*

***Data culled out from Directorate General of Commercial Intelligence and Statistics (DGCIS)*

Under the strong leadership of Chief Minister Yogi Adityanath, the governing authority of Uttar Pradesh is making an unprecedented effort to boost local entrepreneurship, increase export potential, and create jobs in various fields. As we go into 2025, this rush of policy-driven momentum is changing the landscape of the state's micro, small, and medium enterprises (MSMEs). Because of this, Uttar Pradesh, India's most populous state, is quickly becoming a lively centre for MSMEs, making it a significant driver of structural transformation of the economy and business empowerment.

Conclusion

Uttar Pradesh's Micro, Small, and Medium enterprises (MSMEs) have become significant in expansion of national prosperity because each district has its particular capabilities in products. These businesses have contributed a lot to the state's GDP, created many jobs, and helped the state more competitive in worldwide exports. The ODOP program has played a crucial role in maintaining this momentum by investing in traditional and local sectors through initiatives such as loan facilitation, margin money subsidies, skill training, and the establishment of Common Facility Centres. These targeted supports have brought historical crafts back to life, increased the production capacity of MSMEs, and opened up new ways for people to make money that will last. The Uttar Pradesh has gained significance in the global merchandise trade by giving international buyers a reliable option to traditional sourcing hubs. Wider geopolitical events, including the India-China conflict, and national policies, such as Atma Nirbhar Bharat, which encourage self-reliance and fit with the "Local for Global" philosophy, have made this strategic transition easier. In this changing world, ODOP is no longer only associated with the way to keep culture alive; but is now also become a form to help regions grow in a balanced way. To keep making progress toward a \$1 trillion economy, Uttar Pradesh needs consistent policy support, collaboration across sectors, and effective implementation of ODOP projects at the grassroots level.

Suggestions

1.Addressing with issues pertaining to employees.

1.1. Training and Skill Development:

Skill Enhancement Program: Run training campaigns at the district level to preserve traditional crafts while upgrading skills with contemporary methods.

Collaborations with Academic Institutions: Work together with NGOs and vocational schools to offer handicraft-specific courses.

Incentivized Training Models: To entice unskilled workers to participate in skill development programs, provide stipends or incentives.

1.2. Retention of Workers:

Job security initiatives: We need to set up a system for the artists that links them to bulk buyers. We also need to ensure that they obtain long-term, stable jobs by making it a cooperative structure. not only do such steps ensure that they make a good living, but they also don't have to rely on markets that aren't moving.

The social security provisioning raises the level of living, especially for craftsmen who work in rural areas and in handicraft sector. They require a social security system that aids them with health insurance, retirement or pension, and changes to society. These kind of mediations will really helpful to them to move forward and migrate to urban areas.

1.3. Encouraging Eco-Friendly production:

Promoting eco-friendly items makes people more aware of how well they impact the environment. Environmentally sustainable ads that honour conventional, durable items packaged and labelled in an eco-friendly manner can appeal to both consumers and manufacturers. Also, artists who employ eco-friendly materials and technology should get a good financial incentive to do so. This will provide them the motivation to embrace environmentally friendly approaches.

2. Marketing, Customer Engagement, and Market Intelligence

2.1. Expanding sales Channels:

Expansion of the market to diversify the sales channels for the accessibility of ODOP (One District One Product) items. It is highly urgent to develop a specific e-commerce system that is inclined towards local performers. Among the strategies in which the local artist can be exposed to the international market would be through trajectory of advancement of an export promotion facility in close collaboration with a trade association.

2.2.Strengthening Customers:

Artisans Connections: Artists need to build the relationships with customers and one of the ways to make it is to conduct trade shows, exhibitions, and online forums very often. These are activities which its participation will not only help them serve their target audience better, but it will also give them an insight about consumer taste and helps get instant feedback. The artist must know what is going on in the market today, how to sell their products, the quantity of demand, how the customers are shifting their attitudes etc

2.3.Accessibility of Market Information:

Centralized marketing intelligence makes this a breeze to implement. Digital campaigns like this essentially teach artists how to utilize various forms of web marketing and how to conduct their own marketing research

3.Financial Inclusion and Literacy

3.1.Financial Education:

Any artist, regardless of how great he or she is needs to learn and train. It must form a budgetary, saving, investing, and long-run designing aspect of finances. Artists have to learn and train at all levels so as to invest money in companies. It will make them comprehend the importance to save some money and enhance financial literacy at each stage.

4.Technology Modernization and innovation

4.1.Infrastructure and Equipment

As we are aware, everything is getting electronic at a very fast rate now because of this fast rate of technological advances, we need to establish common facility centres which will be kitted with the latest

infrastructure and technologies. Such developments will help us to attain both good work quality and efficiency levels

4.2. Technology Grants and Support:

Another encouraging aspect toward upholding our traditional and cultural values is to support our artists in making them learn new work ways in which automation will play an important role. We ought to give them monetary benefits or support to facilitate them expand their market to the international world.

4.3. R&D and On-Site Technology Delivery:

Investments in research and development are vital to creating new tools and improving traditional methods Deploying mobile technology in remote areas ensures last-mile delivery of modern production capabilities and real-time technical support.

5. Exports Promotion and International Market Integration

5.1. Developing Export Ecosystems

5.2. Global Branding Strategies:

A thorough brand strategy of ODOP products in which the distinctiveness is emphasized A strong cultural heritage and craftsmanship that enhances their exposure and popularity in the global markets to a high degree. Export Readiness Training Acquiring foreign certification advice and attaining the quality standards should will be a part of the support system. Fund the Part in International Expo-sponsor artisans and buyers when entering into new markets

6. Consumer Awareness and Artisan Empowerment

6.1. Nationwide Awareness Campaigns:

Help Artisans be aware of building awareness among the consumers in conventional and online media regarding the quality of the handmade ODOP products by utilizing the entire quality, sustainability and culturally authentic, campaigns.

6.2. Building Artisan Marketing Skills:

Developing Artisan Marketing Skills Workshops As part of soft skill development, the development of skills in areas like negotiation, customer to become a confident participant of the market, artisans are to be promoted and presented, as well as interact.

6.3. Leveraging Digital Marketplaces:

Coupling of artisans with qualified marketing officers within a mentorship program to fast track additional capacity development.

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