

A Study on the Impact of Odop Scheme on Economy of Uttar Pradesh: An Economic Analysis

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Abstract:

The One District One Product (ODOP) scheme in Uttar Pradesh represents pivotal step in state's endeavour to foster inclusive and localized economic development. Launched in 2018 and inspired by Japan's One Village One Product (OVOP) movement, ODOP focuses on identifying and promoting unique product from each of the 75 districts in Uttar Pradesh. This strategy aims at stimulating local entrepreneurship, preserving traditional crafts, and integrating rural production units with national and global value chains. The scheme has been instrumental in bridging gap between traditional artisans and modern markets by providing financial support, branding, training, and digital access through platforms like Flipkart and Government e-Marketplace (GeM). The initiative has brought attention to region-specific products such as Prayagraj's Moonj craft, Banda's Shazar stone, and Agra's leather goods, transforming them from low-value handicrafts into commercially viable products. These localized industries, once on brink of the extinction, now exhibit renewed vitality due to institutional support and enhanced market linkages. ODOP's convergence with schemes like PMFME and Districts as Export Hubs further amplifies its effectiveness, making it cornerstone in Uttar Pradesh's socio-economic planning framework. This study aims to conduct in-depth analysis of the ODOP scheme's economic impact across various districts of the Uttar Pradesh. It evaluates scheme's contributions to income generation, MSME formalization, employment creation, and rural industrialization. The analysis uses case studies and district-level data to draw empirical conclusions and recommend policy interventions. Additionally, paper addresses challenges related to implementation, including infrastructural deficiencies, financial bottlenecks, and skill gaps. It contributes to literature on localized development models by providing policy-oriented evaluation of the state-led cluster development initiative.

Keywords: ODOP, local goods, Economic Growth, Rural Economy, MSME, Employment, Exports, Income level.

1. INTRODUCTION

The ODOP scheme was officially launched by Government of the Uttar Pradesh on January 24, 2018, with primary aim of the accelerating regional economic development through product-based specialization. Rooted in concept of the identifying and promoting traditional and district-specific products, ODOP model adapts globally acclaimed OVOP concept to suit India's decentralized

development objectives ¹. It was designed to curb rural unemployment, enhance skill-based employment, reduce regional imbalances, and revive dying crafts. The underlying principle is that focused investment in one product per district, supported by marketing, branding, and policy infrastructure, can stimulate sustainable local economic growth ².

Uttar Pradesh holds distinction of the being India's most populous state and contributes approximately 8.3% to national GDP. Its socio-economic landscape is marked by strong rural base, widespread informal employment, and deeply entrenched artisanal traditions. However, prior to ODOP, these traditional industries faced various challenges including lack of the standardization, weak access to credit, absence of the modern technology, and insufficient market reach ³. As result, many artisanal crafts were facing extinction and rural migration was increasing due to lack of the local employment.

To overcome these structural barriers, ODOP scheme was introduced with multi-layered support mechanisms. It includes integration with schemes like Prime Minister's Formalization of the Micro Food Processing Enterprises (PMFME), establishment of the District Export Promotion Committees (DEPCs), and partnerships with major e-commerce and government procurement platforms like Flipkart and GeM ⁴. The state government also initiated capacity-building programs, skill development workshops, and set up common facility centres to support quality enhancement and scalability. The scheme has since transformed into flagship program for decentralized industrial policy in Uttar Pradesh. It addresses key development challenges by promoting local entrepreneurship, preserving cultural identity, and embedding traditional industries within globalized supply chains ⁵.

1.1 Rationale and Significance of the Research

The rationale behind this research lies in unique role that ODOP plays in transforming regional economic dynamics in Uttar Pradesh. Unlike conventional top-down industrial schemes, ODOP is intrinsically local, drawing strength from existing cultural practices and geographical indications. The economic rationale is to increase productivity and profitability of the traditional industries by plugging them into formal markets and providing them with institutional support ⁶. Evidence suggests that ODOP has made significant strides in achieving these goals. According to state government data, revenue from ODOP products increased from Rs.2950.9 crore in FY 2019–20 to Rs 405.4 crore in FY 2020–21, marking 37.3% growth in single financial year ⁷. This remarkable increase is attributed to enhanced online visibility, better packaging, branding initiatives, and increased buyer-seller linkages, particularly through Flipkart and GeM. Top-performing products include leather goods from Agra, sports items from Meerut, and locks from Aligarh ⁸.

However, scheme's performance varies across regions. Western districts such as Agra and Meerut have shown faster growth due to better infrastructure and policy execution, whereas Eastern districts and Bundelkhand region lag behind ⁹. Moreover, issues such as financial inaccessibility, lack of the skilled labour, and uncoordinated institutional efforts persist. The literature so far has not adequately addressed these district-level disparities or provided in-depth economic impact assessment. This study is

¹ Agrawal, R., & Alam, J. (2023). Overall Impact of the ODOP on Economy of the Uttar Pradesh. *The Academia*, 1(2), 11-17.

² IJNRD. (2024). Sustainability of the One District One Product Scheme in Prayagraj, India. *IJNRD*, 9(3).

³ Government of the Uttar Pradesh. (n.d.). ODOP Portal. <https://odopup.in>

⁴ Directorate General of the Foreign Trade. (2023). Districts as Export Hubs. Ministry of the Commerce & Industry.

⁵ Government of the India. (2020). Vocal for Local Campaign.

⁶ IJCRT. (2024). Cluster-Based Development in Indian MSMEs under ODOP.

⁷ Agrawal, R., & Alam, J. (2023). Overall Impact of the ODOP on Economy of the Uttar Pradesh. *The Academia*, 1(2), 11-17.

⁸ Kumar, A. (n.d.). ODOP and Rural Economy.

⁹ Shankar Singh Bhakuni. (2023). Impact of the ODOP in Kannauj, Uttar Pradesh. ResearchGate.

significant as it fills these research gaps by conducting multi-dimensional evaluation of the ODOP's impact on local economies. It contributes to growing body of the knowledge on decentralized economic planning and helps policymakers identify structural bottlenecks. Furthermore, it serves as blueprint for other Indian states that are exploring district-based economic development strategies ¹⁰.

1.2 Objectives of the Study

1. To assess ODOP's impact on local income generation and employment in Uttar Pradesh.
2. To analyse MSME growth, market access, and export promotion under ODOP.
3. To examine effectiveness of the policy support, institutional mechanisms, and branding strategies.
4. To identify challenges in ODOP implementation across different regions of the Uttar Pradesh.

1.3 Scope and Limitations

The geographical scope of this study is limited to Uttar Pradesh, where ODOP scheme was first implemented and has reached substantial scale. It includes analysis of the select districts—Prayagraj, Banda, and Agra that reflect diversity in terms of the product types, infrastructure development, and socio-economic conditions. These districts offer valuable insights into how ODOP operates in varied contexts and highlight both its strengths and limitations ¹¹. The study primarily utilizes secondary data collected from government reports, policy documents, journal articles, and online sources. While this method ensures broad coverage, it also imposes limitations in terms of the field-level validation. Absence of the primary surveys and interviews restricts ability to capture nuanced stakeholder perspectives, especially those of the artisans, traders, and local administrators ¹².

1.4 Literature Review

- Pandey, S., 'Sustainability of the One District One Product Scheme in Prayagraj, India' (2024). Investigating ODOP's sustainability in Prayagraj, this study assesses its long-term viability and challenges. It offers insights into factors affecting the scheme's endurance. This is relevant to legal research in evaluating the effectiveness of policy implementation and the legal mechanisms ensuring sustainability.
- 'Cluster-Based Development in Indian MSMEs under ODOP' (2024). This article discusses the cluster development approach within ODOP, emphasizing its role in enhancing productivity and innovation among MSMEs. It highlights how clustering fosters competitiveness and economic growth. The relevance to legal research lies in understanding how legal structures can facilitate or hinder such clustering initiatives and MSME collaborations.
- Agrawal, R., & Alam, J., 'Overall Impact of the ODOP on Economy of Uttar Pradesh' (2023). This study examines the ODOP scheme's role in boosting local artisans' revenues and customer demand globally. It reports the creation of 500,000 jobs, highlighting ODOP's contribution to community development through employment and promotion of local crafts. This research is pertinent to legal studies as it underscores the necessity for policies that support indigenous industries and preserve cultural heritage, aligning with legal frameworks for economic development.
- Bhakuni, S. S., 'The Impact of the One District One Product (ODOP) Programme on Socioeconomic Development of Kannauj, Uttar Pradesh' (2023). Focusing on Kannauj's perfume industry, this paper evaluates ODOP's effectiveness from 2018 to 2021. It demonstrates significant social, economic, and industrial growth, attributing these advancements to ODOP. The study is relevant to legal research as

¹⁰ IJEER. (2023). Economic Impact of the ODOP on Rural Craft Industries. IJEER, 11(1).

¹¹ IJNRD. (2024). Sustainability of the One District One Product Scheme in Prayagraj, India. IJNRD, 9(3).

¹² Vol1Issue2_003. (2023). Overall Impact of the ODOP on Economy of the Uttar Pradesh. The Academia, 1(2), 11-17.

it illustrates the impact of targeted economic policies on regional development, informing legal frameworks for sector-specific interventions.

- 'Economic Impact of the ODOP on Rural Craft Industries' (2023). This paper analyses ODOP's influence on rural craft industries, noting increased employment and market expansion. It underscores the scheme's role in revitalizing traditional crafts. For legal research, this study is significant as it examines the intersection of intellectual property rights and the protection of traditional knowledge within economic policies.
- 'One Village One Product Movement – Global Cases and Adaptations' (2019). This publication provides a global perspective on the OVOP movement, detailing various adaptations and outcomes. It serves as a comparative analysis for ODOP. The relevance to legal research includes understanding international legal frameworks that support or challenge the implementation of similar schemes.

2. CONCEPTUAL FRAMEWORK AND HISTORICAL ORIGINS OF ODOP

2.1 Origin and Evolution of the ODOP Scheme in India

The One District One Product (ODOP) scheme emerged in India as strategic response to local economic stagnation, particularly in regions abundant with cultural and artisanal wealth. Uttar Pradesh pioneered initiative in 2018 by selecting unique products in each of the its 75 districts and linking them with focused institutional support. The primary rationale behind ODOP was to create competitive value chains around these products by concentrating efforts on skill development, finance access, branding, and logistics. Each product was selected based on its historical, cultural, and employment-generating potential, which could enable its district to become local production hub¹³. The initial implementation focused on regional crafts and traditional goods like Chikankari embroidery, brassware, Zari-Zardozi, and agricultural items such as mangoes and wheat straw products. With each district's nodal officer overseeing execution, program gained administrative backing. The success of this state-level program led to its gradual integration into central government frameworks such as Prime Minister's Formalisation of the Micro Food Processing Enterprises (PMFME), Districts as Export Hubs by Directorate General of the Foreign Trade (DGFT), and India's 'Vocal for Local' campaign. Notably, program has also been adopted by other Indian states like Maharashtra and Rajasthan, underscoring its scalability and replicability in Indian federal structure¹⁴. This evolution of the ODOP transformed it from product-based promotional campaign into holistic rural industrialization model. Today, ODOP integrates MSME development, skill training, digital empowerment, e-commerce participation, and cluster-based infrastructural support. Its transformation reflects shift in governance from isolated sectoral schemes to synergized economic interventions aimed at decentralized growth and job creation¹⁵.

2.2 Global Inspiration: Japan's Mono-zukuri and OVOP Model

The intellectual roots of the ODOP lie in Japan's One Village One Product (OVOP) movement, initiated in 1979 by Morihiro Hiramatsu, then-Governor of the Oita Prefecture. OVOP encouraged communities to identify unique product of their natural resources, skills, and traditions. This self-reliant economic vision focused on developing locally distinctive goods for broader markets while preserving cultural and ecological integrity. The concept was deeply anchored in Japanese philosophy of the *Mono-zukuri*,

¹³ Agrawal, R., & Alam, J. (2023). Overall Impact of the ODOP on Economy of the Uttar Pradesh. *The Academia*, 1(2), 11–17.

¹⁴ IJNRD. (2024). Sustainability of the One District One Product Scheme in Prayagraj, India. *IJNRD*, 9(3).

¹⁵ IJCRT2403255. (2024). Cluster-Based Development in Indian MSMEs under ODOP.

which translates to 'spirit of the making things' with excellence and dedication¹⁶. In Japan, OVOP model succeeded in branding agricultural and craft-based products such as Kabosu citrus juice and Yuzu fruit items. These became exportable commodities and cultural ambassadors of the local pride. The OVOP concept has since been emulated globally, with Thailand introducing its One Tambon One Product (OTOP) and China implementing its One County One Product initiative. These movements reinforced potential of the localized development models in strengthening rural economies and promoting global competitiveness of the indigenous products¹⁷. India's ODOP adapts these global frameworks to its federal and culturally diverse landscape. Unlike community-based OVOP, ODOP functions within structured administrative setting where district officials and industrial departments spearhead scheme. It integrates various government policies, funding mechanisms, digital marketing strategies, and export facilitation modules. Moreover, ODOP aligns with India's macroeconomic vision of the self-reliance under Atmanirbhar Bharat Abhiyan, adding nationalistic dimensions to its localized strategy¹⁸.

2.3 ODOP in Uttar Pradesh: Genesis and Growth (Since 2018)

The ODOP scheme in Uttar Pradesh was officially launched during 2018 UP Investors Summit. The scheme aimed to stimulate industrialization in traditionally agrarian regions through cluster-focused development model. The initiative was formalized via government resolutions that mandated all district magistrates to serve as nodal officers for identifying and promoting each district's specialized product. Committees involving local artisans, industry experts, and bureaucrats were tasked with finalizing products based on their economic, cultural, and historical significance¹⁹. Products like Chikankari of the Lucknow, Moonj crafts of the Prayagraj, brassware of the Moradabad, and leather goods of the Kanpur and Agra were shortlisted under ODOP. These products were already popular but required targeted intervention to reach their market potential. The initial push included dedicated exhibitions in Delhi, Varanasi, and other cities, along with participation in Hunar Haats and trade fairs. One such event in Delhi reported sales exceeding Rs 35 lakh in ten days, demonstrating significant demand for these local products when given right market platform²⁰. To build digital capabilities, state partnered with e-commerce giants like Flipkart under "Samarth" initiative. Products were onboarded with catalogue and warehousing support, enhancing logistics and online visibility. The Government e-Marketplace (GeM) also facilitated procurement of the ODOP products by various departments. By FY 2020–21, ODOP-related sales had reached Rs 405.4 crore, up from Rs 2950.9 crore in FY 2019–20 reflecting 37.3% year-on-year growth²¹. Institutionally, ODOP units were set up at district headquarters. These were supported by common facility centres, skilling labs, and DEPCs (District Export Promotion Committees). The policy ecosystem was built to ensure convergence with MSME, NABARD, Khadi Board, and skill development agencies to offer holistic support from production to market access²².

3. RESEARCH METHODOLOGY

This study adopts doctrinal research methodology. It is based entirely on secondary data analysis of the policy documents, academic journals, government reports, and verified digital sources. The primary

¹⁶ OVOP Studies by JICA. (2019).

¹⁷ IJEER. (2023). Economic Impact of the ODOP on Rural Craft Industries. IJEER, 11(1).

¹⁸ Government of the India. (2020). Vocal for Local Campaign.

¹⁹ Vol1Issue2_003. (2023).

²⁰ Agrawal & Alam. (2023).

²¹ Government of the Uttar Pradesh. (n.d.). ODOP Portal. <https://odopup.in>

²² DGFT. (2023). Districts as Export Hubs. Ministry of the Commerce & Industry.

sources include official ODOP portal maintained by Government of the Uttar Pradesh, District Export Hub documentation from DGFT, and scheme guidelines published by ministries such as MSME and Food Processing Industries. Journal articles and research papers form core academic foundation of the study. These sources offer critical evaluations of the ODOP's structure, implementation, and regional impact. Reports and white papers from organizations like NABARD and policy think tanks also inform analysis. The methodology is qualitative in nature. It involves thematic interpretation of the policies, district-level implementation patterns, and comparative frameworks. Case studies such as Moonj crafts in Prayagraj and Shazar stone in Banda are employed to illustrate district-level dynamics.

4. ECONOMIC LANDSCAPE OF UTTAR PRADESH

4.1 Overview of the UP's Economy (GSDP, Sectoral Contributions)

Uttar Pradesh is one of the India's most dynamic economic states, with diverse economic base that spans agriculture, industry, and services. In 2021–22, Gross State Domestic Product (GSDP) stood at Rs 21.74 lakh crore, making it third-largest contributor to India's economy after Maharashtra and Tamil Nadu²³. Despite its economic stature, state faces challenge of the translating this growth into equitable outcomes, particularly in rural regions. The sectoral contribution to GSDP indicates that services dominate with 48.91%, followed by industry at 28.53% and agriculture at 25.6%²⁴. While urban centres like Noida and Lucknow have emerged as hubs for IT services, healthcare, and education, industrial economy remains anchored in traditional sectors like leather, glassware, brassware, and sports goods. The agriculture sector, although declining in its share of the GSDP, still remains critical for employment generation, especially in eastern and Bundelkhand regions. With such imbalances, state's per capita income of the Rs 71,356 remains significantly below national average of the Rs 1,50,326 as of the 2022, underscoring disparities across districts²⁵. These economic disparities are reflected spatially across districts. While western region benefits from better infrastructure, industrial parks, and urbanization, eastern UP and Bundelkhand continue to lag behind. The ODOP scheme was launched as corrective mechanism to bridge these inequalities by augmenting district-level economic activities and enabling backward regions to integrate into formal economic systems.

4.2 Status of the MSMEs in Uttar Pradesh

Uttar Pradesh has largest concentration of the MSMEs in India, with over 89 lakh units registered under Udyam as of the 2023, accounting for nearly 14.2% of the country's total²⁶. These enterprises are predominantly located in Agra, Kanpur, Moradabad, Meerut, and Gorakhpur, focusing on products like leather, brass, garments, wooden toys, and agro-based goods. The MSME sector serves as backbone for state's economy by providing employment to over 1.9 crore people and supporting exports worth thousands of the crores annually. Despite their potential, MSMEs in UP face major hurdles. These include irregular power supply, outdated machinery, limited access to formal credit, lack of the awareness about certifications and branding, and poor digital presence. To address these issues, state government established MSME Facilitation Councils, grievance redressal portals, and launched ODOP scheme to provide integrated support²⁷. Through ODOP, MSMEs gain access to design labs, soft loans, skill development centres, and e-commerce platforms like Flipkart and Amazon, improving their

²³ Government of the Uttar Pradesh. (2022). Economic Survey Report 2021–2.

²⁴ IJECR. (2023). Economic Impact of the ODOP on Rural Craft Industries. IJECR, 11(1).

²⁵ Planning Commission of the India. (2022). State-wise Economic Profiles.

²⁶ Ministry of the MSME. (2023). Annual Report.

²⁷ IJCRT. (2024). Cluster-Based Development in Indian MSMEs under ODOP.

competitiveness. A key feature of the ODOP is its role in formalizing informal enterprises by encouraging Udyam registration. The linkage with schemes like Vishwakarma Shram Samman Yojana further boosts MSMEs by offering direct financial assistance for upskilling. This holistic approach has led to visible surge in productivity, market reach, and income levels, transforming MSME landscape across rural and semi-urban districts²⁸.

4.3 Unemployment, Rural Migration, and Need for Localised Economic Growth

Unemployment continues to be pressing issue in Uttar Pradesh. Youth unemployment was recorded at 14.5% in 2022, as per Centre for Monitoring Indian Economy (CMIE)²⁹. The lack of the adequate employment opportunities in rural areas has led to seasonal migration, with large numbers moving to Delhi, Mumbai, and Gujarat in search of the work. This migration not only dislocates families but also results in rural depopulation and decline in agricultural and craft-based livelihoods. There is pressing need for localized economic models that can absorb surplus labour within rural districts. ODOP offers viable solution by creating value-added employment opportunities within district. For example, Moonj basket industry in Prayagraj has witnessed revival due to ODOP, enabling women artisans to earn sustainable incomes without migrating³⁰. Similarly, Shazar stone industry in Banda now employs over 600 artisans, offering employment rooted in traditional skills. ODOP encourages place-based growth by aligning production, training, and marketing around district's native strengths. It helps reverse migration by making villages economic hubs, thereby improving social cohesion and long-term regional stability³¹.

4.4 Role of the Handicrafts, Agro-based Industries, and Traditional Enterprises

Handicrafts and agro-based industries are intrinsic to economic and cultural identity of the Uttar Pradesh. Chikankari embroidery, brassware, Zari-Zardozi, and horn-bone crafts have centuries-old legacies and continue to support large artisan communities. Agro-based sectors such as jaggery production, mango pulp processing, and food grains milling offer scalable avenues for non-farm employment in rural districts. However, these industries have often remained informal, fragmented, and excluded from modern supply chains. ODOP bridges this gap by connecting traditional sectors with modern institutions. Common Facility Centres (CFCs) equipped with testing labs, packaging units, and quality assurance mechanisms have been established under ODOP in various districts. Prayagraj's Moonj craft benefitted from establishment of the CFC that reduced processing time and enhanced design innovation, increasing average artisan income by nearly 45% over two years³². The leather cluster in Agra was modernized with effluent treatment plants and quality testing labs. These changes allowed local producers to meet international standards and expand exports to Middle East and European markets. ODOP thus provides traditional enterprises with technological and institutional scaffolding required to transition into profitable and sustainable businesses³³.

4.5 Integration of the ODOP with GSDP and Per Capita Income Indicators

The integration of the ODOP with state GSDP and per capita income indicators reveals positive correlations, especially in high-performing districts. Moradabad's GSDP witnessed growth of the 9.8% between 2019 and 2021, directly attributable to increased brassware exports under ODOP. Similarly, per

²⁸ Rashmi Agrawal & Javed Alam. (2023). Overall Impact of the ODOP on Economy of the Uttar Pradesh. The Academia, 1(2).

²⁹ Centre for Monitoring Indian Economy. (2022). Unemployment Reports.

³⁰ IJNRD. (2024). Sustainability of the One District One Product Scheme in Prayagraj, India. IJNRD, 9(3).

³¹ Bhakuni, S.S. (2023). Impact of the ODOP in Kannauj. ResearchGate.

³² Vol1Issue2_003. (2023). Economic Analysis of the ODOP Clusters in Uttar Pradesh.

³³ Kumar, A. (n.d.). ODOP and Rural Economy.

capita income in district rose from Rs 48,500 in 2019 to Rs 56,700 in 2022³⁴. Districts like Agra and Meerut also showcased increased tax contributions due to improved MSME turnover and formalisation under ODOP. Leather exports from Agra contributed over Rs 2,850 crore in 2021, impacting local GSDP positively. Banda, despite being resource-constrained, reported 12% increase in local revenue, driven by formalisation of the gemstone economy under Shazar stone promotion. The employment elasticity in ODOP sectors is high. A marginal increase in investment yields disproportionately higher employment, especially for low-skilled and semi-skilled workers. This dynamic enhances consumption patterns, raises household incomes, and contributes to tax base. The overall impact creates virtuous cycle where localized growth leads to improved district GSDP and eventually higher state revenue³⁵.

5. THE ODOP SCHEME – STRUCTURE, OBJECTIVES AND STRATEGIES AND ODOP'S IMPACT ON UTTAR PRADESH

5.1 Policy Goals and Design of the ODOP

The ODOP scheme was conceived with simple yet powerful idea—to select one product per district and develop it through integrated value chain approach. The core objectives are to generate employment, revive dying crafts, formalise informal enterprises, and improve export potential of the traditional products³⁶. The scheme follows bottom-up approach, empowering districts to identify their core products. This localization of the planning is departure from centralised economic models and aligns with broader goals of the inclusive development. ODOP also incorporates goals of the Atmanirbhar Bharat initiative and Vocal for Local campaign, positioning itself as key pillar in India's post-pandemic economic recovery strategy³⁷.

5.2 Implementation Mechanism: DPIIT, DGFT, DEPC, PMFME Integration

The implementation of the ODOP operates at multiple levels. The Department for Promotion of the Industry and Internal Trade (DPIIT) provides overarching policy guidance. The Directorate General of the Foreign Trade (DGFT) links ODOP with Districts as Export Hubs initiative, enabling international trade facilitation³⁸. District Export Promotion Committees (DEPCs) function as operational units. They consist of the officials, industry representatives, artisans, and traders, ensuring participatory governance. The PMFME scheme under Ministry of the Food Processing Industries is aligned with ODOP to support micro-food processors, providing financial and technical assistance for value addition. Each district has dedicated ODOP cell managed by District Industries Centre (DIC). The decentralised nature of the ODOP implementation makes it adaptable and responsive to ground realities, enhancing its chances of the success³⁹.

5.3 Product Identification and District-wise Allocation

The product identification process involved extensive consultation with stakeholders, market analysis, and assessment of the raw material availability. Agra was assigned leather footwear, Moradabad selected brassware, Prayagraj identified Moonj craft, and Banda chose Shazar stone. Each product represents district's cultural heritage and economic strength⁴⁰. These choices were approved by DEPCs and notified

³⁴ DGFT. (2023). Districts as Export Hubs. [13] Government of the Uttar Pradesh. (2022). Banda District Profile.

³⁵ IJEER. (2023). MSME Growth Patterns in ODOP Regions. IJEER, 11(1).

³⁶ Government of the India. (2020). Vocal for Local Campaign.

³⁷ Ministry of the Food Processing Industries. (2021). PMFME Scheme Guidelines.

³⁸ DGFT. (2023). District Export Hub Manual.

³⁹ IJNRD. (2024). Regional Development Models and ODOP.

⁴⁰ Government of the Uttar Pradesh. (n.d.). ODOP Official Portal. <https://odopup.in>

through official channels. The product list was also integrated into national-level catalogues and digital platforms for standardisation and promotion.

5.4 Institutional Support: Training, Credit, Infrastructure, Branding

ODOP provides 360-degree support to artisans and entrepreneurs. This includes training programs on production techniques, packaging, and quality control. The Vishwakarma Shram Samman Yojana and Mudra loans help artisans access finance at concessional rates⁴¹. Infrastructure support is delivered via CFCs and industrial parks. These facilities enable shared use of the machinery, reduce operational costs, and improve quality. Branding is another focus area. Products are marketed using district-specific logos, storytelling formats, and promotional campaigns across trade fairs and online portals⁴². E-commerce integration, particularly with Flipkart's Samarth program and Government e-Marketplace (GeM), ensures better price realization and market reach. Products like Chikankari, leather footwear, and brassware have found new consumer bases both in India and abroad due to ODOP branding⁴³.

5.5 Convergence with Export Hubs, GeM Portal, and E-commerce Integration

ODOP's alignment with DGFT's District Export Hub policy ensures structured approach to integrating district products with global markets. Products are mapped with HS codes and linked to export facilitation centres. Buyer-seller meets, virtual expos, and trade missions have become routine under this linkage⁴⁴. The Government e-Marketplace (GeM) has dedicated ODOP vertical, allowing government departments to procure goods directly from artisans. Flipkart, Amazon, Snapdeal, and Meesho list ODOP products under special categories. Artisans receive training in online selling, order fulfilment, and customer engagement, helping bridge digital divide and transforming traditional businesses into e-commerce players⁴⁵.

5.6 ODOP'S IMPACT ON UTTAR PRADESH

5.6.1 Background and Objectives of the ODOP in Uttar Pradesh:

The One District One Product scheme was launched in Uttar Pradesh in 2018. This initiative marked Uttar Pradesh as first state in India to adopt such focused strategy. The fundamental goal of the ODOP is to promote unique and specialized products. As of the 2023, 77 distinct products were identified under ODOP scheme which are intrinsically linked to each of the 77 districts within state constituting approximately 10% of the total number of the 765 products identified under scheme as of the 2023.

⁴¹ Ministry of the MSME. (2023). Vishwakarma Shram Samman Scheme Documents.

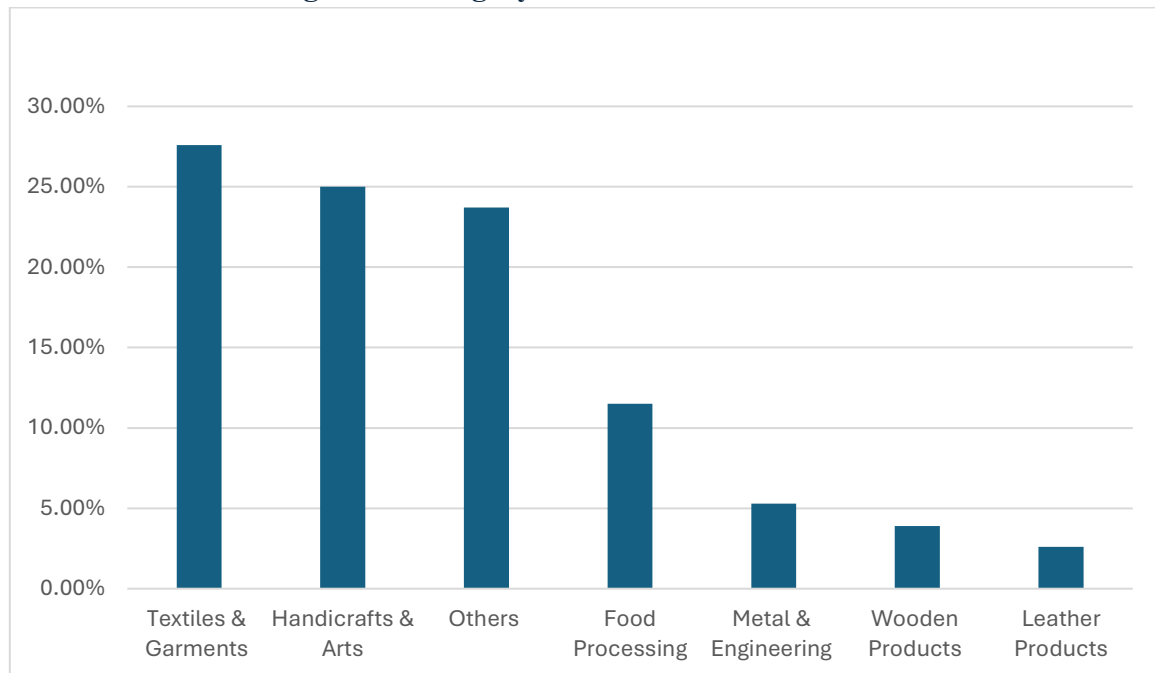
⁴² Kumar, A. (n.d.). ODOP Cluster Revitalization Report.

⁴³ Flipkart Samarth. (2023). Annual Partnership Report.

⁴⁴ DGFT. (2022). Export Facilitation Guidelines for ODOP Products.

⁴⁵ Agrawal & Alam. (2023). ODOP and Digital Integration Outcomes. *The Academia*, 1(2).

Figure 1: Category Distribution of UP'ODOP



Source: ODOP Official Website

Table 1: Category Distribution Statistics (U.P. – ODOP)

Textiles & Garments: 27.6% (21 products)
Handicrafts & Art: 25.0% (19 products)
Others: 23.7% (18 products)
Food Processing: 11.8% (9 products)
Metal & Engineering: 5.3% (4 products)
Wooden Products: 3.9% (3 products)
Leather Products: 2.6% (2 products)

Source: ODOP Official Website

The ODOP scheme draws its inspiration from Japan's successful 'One Village One Product' (OVOP) model. The Japanese model centred on enhancing value of the local products. It aimed to generate more consistent and higher income for communities involved in their production. The objectives of the ODOP scheme in Uttar Pradesh are multifaceted and strategically designed. These objectives include crucial task of the preserving, developing, and actively promoting diverse range of the local crafts and artistic skills prevalent across state. Another significant aim is to reduce rate of the migration of the people from their native districts. This is intended to be achieved by creating sufficient employment opportunities at local level. Increased local employment would consequently lead to rise in income of the residents. The scheme also places considerable emphasis on improving overall quality of the products. This enhancement is to be facilitated through better packaging techniques and effective branding strategies. Moreover, ODOP initiative seeks to address and ultimately mitigate existing economic and regional disparities that may exist within Uttar Pradesh. At its core, Government of the Uttar Pradesh has

embraced principles of the self-reliance. It also recognizes paramount importance of the human resource development through implementation of the ODOP scheme.⁴⁶

Uttar Pradesh's early adoption of the ODOP scheme demonstrates proactive approach to economic development. This was achieved by implementing localized strategies before scheme gained national recognition. This early implementation suggests forward-thinking policy decision. It aimed to capitalize on unique strengths of the state's diverse districts. This could have provided Uttar Pradesh with initial advantage in establishing effective frameworks and realizing early benefits. The decision to base ODOP scheme on Japan's successful OVOP model indicates strategic and well-informed approach to policy formulation. The OVOP model has proven track record of the success in promoting regional economic growth in various countries. This is achieved by focusing on unique local products of each region. By adapting this model, Uttar Pradesh aimed to replicate its success within Indian context. This suggests careful consideration of the international best practices in field of the regional economic development.

5.6.2 Employment Generation through ODOP:

The ODOP scheme in Uttar Pradesh has made notable impact on employment generation. The state government has reported creation of the 5 lakh jobs because of this initiative. This achievement places Uttar Pradesh among leading states in India for job creation. Key sectors contributing to this include readymade garments, handicrafts, and food processing. The ODOP Margin Money scheme has further supported employment by sanctioning projects worth Rs 4,000 Crore. Such financial backing inherently leads to creation of the numerous job opportunities.⁴⁷

Financial assistance provided to entrepreneurs under ODOP scheme has directly spurred job creation. In fiscal year 2018-19, support for 916 entrepreneurs resulted in 10,733 new jobs. This positive trend continued in 2019-20. During this period, assistance to 1,442 entrepreneurs led to creation of the 15,253 employment opportunities.⁴⁸ The Skill Development and Toolkit Distribution Scheme has also played crucial role. It has trained over one lakh artisans, thereby enhancing their skills and employability.⁴⁹ The supportive environment fostered by ODOP scheme has contributed to establishment of the approximately 90 lakh MSME units in Uttar Pradesh. A key objective of the ODOP program is to facilitate self-employment for about 5 lakh people each year.⁵⁰

Table 1: Direct Employment Facilitated by ODOP Financial Assistance

Year	Number of the Entrepreneurs Assisted	Number of Employment created
2018-19	916	10,733
2019-20	1,442	15,253
(Up to Aug) 2020-21	236	2,114

Source: Exports of the products from UP under ODOP scheme record significant rise. (2022, September 10). Business Standard.

⁴⁶ TNN. (2025, January 20). UP's ODOP initiative has made global impact: Yogi. The Times of the India.

⁴⁷ Yadav, U. S., Tripathi, R., Tripathi, M. A., & Kushwaha, J. (2022). Performance of the women artisans as entrepreneurs in ODOP in Uttar Pradesh to boost economy: strategies and away towards global handicraft index for small business. *Academy of the Marketing Studies Journal*, 26(1), 1-19.

⁴⁸ Exports of the products from UP under ODOP scheme record significant rise. (2022, September 10). Business Standard.

⁴⁹ TNN. (2025, January 20). UP's ODOP initiative has made global impact: Yogi. The Times of the India.

⁵⁰ Agrawal, R., & Alam, J. (2023). Overall Impact of the ODOP on economy of the Uttar Pradesh: A scheme to rejuvenate economic condition in Uttar Pradesh, India. *The Academia*, 1(II), 11-17.

5.6.3 Enhancement of the Income Levels:

The substantial 37.3% growth in ODOP revenue in financial year 2020-21 strongly indicates significant rise in overall income generated by these products. Research further suggests that districts focusing on high-value traditional products under ODOP experienced 1.5% higher GDP growth. This is in comparison to districts without such focused intervention. This implies positive link between ODOP scheme and enhanced income at district level. Notably, for ODOP products primarily made by women artisans, significant 25% increase in their income has been observed. This income enhancement has had positive ripple effect. It has contributed to greater economic stability at both household and community levels. The skill development initiatives within ODOP program are also designed to equip individuals with skills relevant to current market demands.⁵¹ This strategic skill enhancement has potential to lead to higher earnings and improved standard of the living. In Kannauj, steady increase in per capita income has been attributed to benefits of the ODOP scheme. The significant 25% rise in income for women involved in women-centric ODOP products highlights scheme's potential for gender-inclusive economic growth. By focusing on crafts and industries where women have strong presence, ODOP has provided targeted opportunities for income generation. This not only improves their financial well-being but also positively impacts their families and communities. It contributes to greater gender equality and empowerment.⁵²

5.6.4 Boost to Exports from Uttar Pradesh:

The ODOP scheme has been key factor in significantly boosting exports from Uttar Pradesh. Data consistently shows upward trend in export of the products promoted under this initiative. Since scheme's launch, state's overall exports have increased by 76%.⁵³ Specifically, exports have nearly doubled from approximately Rs. 88,967 Crores in 2017-18 to Rs 1.71 Lakh Crores in 2023-24. ODOP products have been major contributors to this growth. The total value of the ODOP product exports rose from Rs 58,000 crore in FY17-18 to Rs 96,000 crore in FY21-22. Chief Minister Yogi Adityanath has stated that exports under ODOP scheme have reached Rs 2 lakh crore.⁵⁴ It is estimated that ODOP products contribute about 62% to Uttar Pradesh's total exports.⁵⁵ The scheme has helped districts gain national and international recognition. This has led to 30% increase in market reach and revenue for districts with strong ODOP brands.⁵⁶ Government collaborations with e-commerce platforms like Flipkart, Amazon, and eBay have provided online marketplaces for ODOP products. This has broadened their market reach. Participation in international events like Dubai Expo 2021 and Bharat – Sri Lanka Maitri Utsav in 2024 has also facilitated export opportunities. The government aims to make every district export hub through ODOP initiative. The significant and consistent increase in export figures related to ODOP scheme indicates its success in boosting Uttar Pradesh's international trade. The reported figure of the Rs 2 lakh crore in exports is particularly noteworthy. This substantial growth since

⁵¹ Impact of the ODOP on GDP of the Uttar Pradesh. (n.d.). [kcpgeko.in](https://kcpgeko.in/WebDoc/PDF/Extra/Vol1Issue2_003.pdf?638510549553447120). Retrieved from https://kcpgeko.in/WebDoc/PDF/Extra/Vol1Issue2_003.pdf?638510549553447120 (2024). Time Series Econometric Analysis of the ODOP's Contribution to State-Level GDP Growth in India.

⁵² TNN. (2025, January 20). UP's ODOP initiative has made global impact: Yogi. The Times of the India.

⁵³ Agrawal, R., & Alam, J. (2023). Overall Impact of the ODOP on economy of the Uttar Pradesh: A scheme to rejuvenate economic condition in Uttar Pradesh, India. *The Academia*, 1(II), 11-17.

⁵⁴ One District One Mafia era ends; UP CM Yogi Adityanath hails state's transformation with ODOP. (2025, March 19). *Organiser*.

⁵⁵ Impact of the ODOP on GDP of the Uttar Pradesh. (n.d.). *KDC*. Retrieved from https://kcpgeko.in/WebDoc/PDF/Extra/Vol1Issue2_003.pdf?638760523821598245#:~:text=Economy%20of%20Uttar%20Pradesh%20contributes,the%20financial%20year%202020%2D21.

⁵⁶ TNN. (2025, January 20). UP's ODOP initiative has made global impact: Yogi. The Times of the India.

scheme's inception suggests direct and positive link between ODOP and state's export performance. The focused approach on promoting district-specific products appears to have been highly effective in making these products more competitive in global market.⁵⁷

5.6.5 Contribution to State's Economic Growth and GDP:

Uttar Pradesh's economy plays vital role in India's overall economic landscape. It contributes approximately 8.3% to nation's GDP. The state has emerged as second-largest contributor to India's GDP. Its share now stands at significant 9.2%.⁵⁸ Uttar Pradesh has set ambitious target to become USD 1 trillion economy. The ODOP scheme's impact on economic growth is evident in 37.3% increase in ODOP revenue. This reached Rs. 4052.4 crore in financial year 2020-21. Research indicates that districts focusing on high-value traditional products under ODOP experienced 1.5% higher GDP growth rate. This is in comparison to districts without such focused intervention. It is also estimated that export-led growth facilitated by ODOP has contributed to 5% increase in GDP in participating states. The ODOP scheme aligns with India's broader national economic goals. It supports government's vision of the achieving "Viksit Bharat" by 2047. By promoting innovation, enhancing productivity, and creating conducive environment for MSMEs, ODOP scheme actively contributes to Uttar Pradesh's overall economic growth.

6. CHALLENGES IN IMPLEMENTATION OF ODOP

6.1 Infrastructural and Technological Constraints

A major limitation in successful rollout of the ODOP scheme across Uttar Pradesh is acute shortage of the enabling infrastructure in many districts. Particularly in Bundelkhand and Purvanchal regions, artisans and micro-industrialists operate in areas with poor road connectivity, erratic electricity, and limited access to common facilities. Many ODOP clusters, despite their cultural and economic potential, are still not served by fully functional Common Facility Centres (CFCs). Where CFCs do exist, they often face operational issues such as outdated machinery, lack of the skilled technicians, or maintenance delays. In addition, these centres are often underutilised due to lack of the awareness among artisans and low integration with supply chains⁵⁹. Technological backwardness continues to act as bottleneck in product innovation and scaling. Artisans still rely on age-old manual methods due to limited access to modern equipment and design tools. In digital age where branding, packaging, and sales are driven by technology, most traditional producers remain digitally excluded. Poor internet penetration and low digital literacy in rural areas worsen situation. This digital divide restricts artisans from leveraging platforms like GeM, Flipkart Samarth, and Amazon Karigar, despite these partnerships being formally in place. Inadequate access to tech-based infrastructure in rural ODOP clusters is thus one of the core challenges affecting growth and competitiveness⁶⁰.

6.2 Financing and Access to Credit

The ability of the ODOP beneficiaries to scale their business is deeply contingent on access to timely and affordable credit. Despite government intentions to simplify lending, artisans continue to face

⁵⁷ The Impact of One District One Product (ODOP) Programme on Socioeconomic Development of Kannauj, Uttar Pradesh. (n.d.). [researchgate.net](https://www.researchgate.net/publication/377463715_The_Impact_of_the_One_District_One_Product_ODOP_Programme_on_Socioeconomic_Development_of_Kannauj_Uttar_Pradesh). Retrieved from(https://www.researchgate.net/publication/377463715_The_Impact_of_the_One_District_One_Product_ODOP_Programme_on_Socioeconomic_Development_of_Kannauj_Uttar_Pradesh)

⁵⁸ *Ibid.*

⁵⁹ Vol1Issue2_003. (2023). Economic Analysis of the ODOP Clusters in Uttar Pradesh.

⁶⁰ IJCRT. (2024). Cluster-Based Development in Indian MSMEs under ODOP.

hurdles in securing institutional finance. Public sector banks remain conservative when it comes to lending to informal producers. Artisans are often unable to furnish documents required for formal lending due to low financial literacy and informal nature of their businesses. Schemes like MUDRA loans or PMFME-linked credit support remain underutilised due to lack of the awareness or bureaucratic delays⁶¹. The issue is further compounded by absence of the financial intermediaries who can act as bridges between rural entrepreneurs and banking institutions. SHGs and cooperatives are under-resourced and lack institutional mechanisms to offer microfinance at scale. The revolving funds meant to offer capital for working needs are either delayed or insufficient to support cluster-wide growth. Artisans also suffer due to lack of the margin money or credit guarantees that could encourage risk-averse banks to lend. Delayed disbursements and insufficient subsidies further alienate beneficiaries who already work with thin profit margins⁶².

6.3 Skill Gaps and Lack of the Training Facilities

ODOP, by design, banks on revival and strengthening of the traditional skills. However, without dedicated investments in skilling, scheme's benefits remain uneven. The current infrastructure for skill development comprising Industrial Training Institutes (ITIs), Rural Self-Employment Training Institutes (RSETIs), and Skill India centres are largely focused on trades like carpentry, tailoring, and basic computer literacy. Few of these institutions offer market-relevant courses on ODOP crafts like Moonj weaving, Shazar polishing, or wheat-straw artistry⁶³. Even when training is available, content is outdated and lacks alignment with real-time industry needs. There is minimal focus on value addition, branding, product diversification, or packaging skills that determine commercial success in modern markets. Trainer shortages, low enrolment due to poor outreach, and negligible post-training employment linkages reduce overall effectiveness. Younger artisans find little motivation to remain in traditional occupations that offer neither skill enhancement nor recognition. This has resulted in inter-generational skill drain where youth migrate to cities, leaving behind aging and declining artisan workforce⁶⁴.

6.4 Bureaucratic Hurdles and Delayed Subsidy Disbursement

The bureaucratic maze within which ODOP scheme operates often dilutes its intended impact. While state and district-level committees have been established to streamline approvals, ground reality reflects persistent inefficiencies. Artisans frequently report delays in receiving approvals for grants, lack of the clarity about application statuses, and inconsistent support from local authorities. Many districts are short-staffed, and officials handling ODOP responsibilities often have multiple administrative roles, reducing their engagement with scheme⁶⁵. Subsidy disbursement under schemes like Vishwakarma Shram Samman or PMFME-linked incentives often takes several months, creating financial stress among micro-entrepreneurs. Errors in online applications or lack of the digital fluency mean that many artisans are unable to even complete their applications. Even when approved, reimbursements face procedural hurdles like verification delays, manual file movement, and missing documentation. Moreover, there is limited grievance redressal at district level. Artisans are seldom aware of the appeal mechanisms and, in many cases, choose to opt out of the government assistance due to repeated disappointments⁶⁶.

⁶¹ IJNRD. (2024). Sustainability of the One District One Product Scheme in Prayagraj. IJNRD, 9(3).

⁶² Kumar, A. (n.d.). ODOP and Rural Economy.

⁶³ Ministry of the Skill Development. (2022). National Skill Development Reports.

⁶⁴ IJCRT2403255. (2024). Cluster-Based Development in Indian MSMEs under ODOP.

⁶⁵ Agrawal, R., & Alam, J. (2023). Overall Impact of the ODOP on Economy of the Uttar Pradesh. The Academia, 1(2).

⁶⁶ Government of the Uttar Pradesh. (n.d.). ODOP Portal. <https://odopup.in>

6.5 Marketing and Global Positioning Issues

One of the most underdeveloped pillars of the ODOP is its marketing and positioning framework. While scheme has created brand identity, it lacks cohesive strategies for digital, domestic, and international markets. A large number of the ODOP products are still sold through local mandis, haats, or middlemen, reducing profit margins. Artisans remain unfamiliar with market segmentation, pricing strategies, and quality standards expected in competitive markets⁶⁷. Participation in trade fairs and buyer-seller meets remains limited to few clusters, primarily from western UP. The state's partnership with e-commerce platforms is significant on paper but lacks widespread adoption. Onboarding artisans to digital platforms has been slow and uneven. Moreover, poor packaging, inconsistent product quality, and lack of the storytelling limit appeal of these products to urban or global consumers. The absence of the professional branding firms, export facilitation experts, and marketing professionals in ODOP's core strategy is evident in its limited global traction⁶⁸.

6.6 SWOT Analysis of the ODOP Implementation in Uttar Pradesh

A Strengths, Weakness, Opportunities and Threats (SWOT) analysis offers structured lens to understand ODOP's ground realities. The scheme's strengths lie in its cultural resonance, government backing, and clear product-district alignment. ODOP leverages rich craft heritage of the Uttar Pradesh and integrates it with employment goals. Opportunities abound in global demand for handmade, eco-friendly, and ethically sourced products. The scheme can attract investments in clusters, promote tourism, and engage youth in creative entrepreneurship. However, weaknesses are equally evident. Infrastructure gaps, low credit access, inconsistent training, and weak marketing continue to hamper growth. Bureaucratic red tape, fragmented implementation, and insufficient monitoring systems weaken potential for real transformation. The threats include imitation by machine-made substitutes, migration of the skilled youth, and policy fatigue among artisans due to unmet promises. Unless systematically addressed, these gaps could erode trust and reduce long-term viability of the ODOP as transformative model for rural development⁶⁹.

7. POLICY RECOMMENDATIONS

The researcher suggests following policy recommendation for effective implementation of the ODOP Policy in Uttar Pradesh:

1. To optimise ODOP's impact, scheme must be supported with robust infrastructure. Establishing fully functional CFCs in every ODOP cluster should be priority. These should be equipped with modern tools, packaging units, and digital labs. Logistics infrastructure, including cold storage for agro-products and efficient transport systems, should be integrated to ensure timely movement of the goods. Investment in digital infrastructure like high-speed internet and rural Wi-Fi hubs will enable artisans to access online markets.
2. Market access should be expanded through onboarding all ODOP units on platforms like Flipkart, Amazon, Meesho, and GeM. A state-owned ODOP e-marketplace could act as single-window for discovery, cataloguing, logistics, and payments. Branding workshops, packaging assistance, and certification support must be standardised across districts. Tie-ups with designers, marketing experts, and influencers can increase visibility of these unique products.

⁶⁷ IJEER. (2023). Economic Impact of the ODOP on Rural Craft Industries. IJEER, 11(1).

⁶⁸ DGFT. (2023). Districts as Export Hubs.

⁶⁹ Research Paper on Strengthening Local Goods. (2024).

3. Skill development requires urgent attention. District-specific skill centres should integrate ODOP crafts into their core curriculum. Vocational schools and ITIs should offer certified courses co-designed by artisans and industry professionals. Entrepreneurship modules, financial literacy, and digital skill-building must be embedded into training ecosystem. Incentives should be provided to master artisans to mentor apprentices through formal contracts.
4. Artisans also need better access to credit. Banks must be sensitised to potential of the ODOP clusters. Simplified loan forms, multilingual digital tools, and community banking agents can improve access. Government should offer credit guarantees and create ODOP-specific financial products. Micro-insurance schemes for artisans and their equipment must be launched to safeguard against income shocks.
5. Real-time monitoring and evaluation will be essential for course correction. ODOP portals should include dashboards for tracking beneficiary data, fund flow, and training outcomes. District performance scorecards, third-party audits, and citizen feedback mechanisms can enhance transparency. Geo-tagging of the assets, MIS integration, and regular field visits by nodal officers can further strengthen implementation.
6. Finally, ODOP must be linked with tourism. Craft villages, artisan-led walks, and cultural trails can integrate production with experiential tourism. ODOP museums, demo centres, and product showrooms in major tourist spots like Varanasi, Agra, and Lucknow can amplify reach and offer livelihood diversification.

8. CONCLUSION

ODOP has emerged as pioneering initiative that seeks to combine heritage with economic self-reliance. It aligns local strengths with global opportunities, creates dignified employment, and restores pride in traditional occupations. The scheme has already yielded significant results in terms of the increased formalisation, product visibility, and income growth in several clusters. However, its true potential remains untapped. Addressing implementation challenges with urgency, investing in robust infrastructure, improving market access, and equipping artisans with tools of the modern economy can convert ODOP into replicable model across India. Uttar Pradesh stands at critical juncture. If ODOP succeeds here, it could redefine architecture of the rural industrialisation for entire country.

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