

One District One Product (ODOP): A Strategic Initiative for Regional Growth and Self-Reliant India

Dr. Jijikumari T¹, Dr. Samritha AV²

¹Associate Professor, Economics, St.Pius X College, Rajapuram, Kasaragod, Kerala, India

²Associate Professor, Economics, Krishna Menon Memorial Government Women's College, Kannur, Kerala

ABSTRACT

The One District One Product (ODOP) was introduced as a strategic policy to boost regional economies by spotlighting unique, district- based products across the country. The programme provides targeted supports to MSMEs, encourage job creation, and enhances the international marketability of locally produced goods. By fostering entrepreneurship strengthening skills and encouraging self-reliance, ODOP complements the broader Atmanirbhar Bharat initiative. This paper examines the socio-economic contributions of ODOP, presents select case studies, discusses barriers init implementation, and offer recommendations to improve its overall effectiveness.

Keywords: ODOP, Atmanirbhar Bharat, MSMEs, Rural Development, Exports, Local Entrepreneurship, Skill Development

Introduction

Despite its rich regional diversity, India has historically struggled to fully harness this potential for balanced development. To encourage inclusive regional growth and self-reliance, the Government of India introduced the ODOP initiative. The scheme focuses on identifying and branding one distinctive product per district, drawing on local resources, cultural traditions and existing industrial strengths. Launched as part of the Atmanirbhar Bharat Framework (2020) ODOP is intended to strengthen domestic production system and reduce reliance on imports. It also works in synergy with other flagship programs such as Make in India, starts up India and the Production Linked Incentive (PLI) scheme. Through district level specialization, ODOP aims to upgrade local enterprises into globally competitive units by improving infrastructure and strengthening digital and financial support systems.

Objectives of the Study

1. To evaluate the socio-economic benefits of the ODOP initiative in promoting regional development and self-reliance.
2. To assess the implementation of ODOP in selected districts and understand associated challenges.

Methodology

The study utilizes both qualitative and quantitative research methods to ensure a comprehensive analysis

Data from this research has been collected from secondary sources including official government publications, reports from the Ministry of Commerce & Industry, the MSME Ministry, NITI Aayog, and relevant academic literature. The study employs case study analysis to evaluate the effective implementation in selected districts, alongside examination of economic indicators like MSME expansion employment statistics, export trends to gauge ODOP's broader impact.

Literature Review

Scholarly studies emphasize that ODOP has the capacity to rejuvenate rural economies by encouraging sector-focused development.

Gupta (2020), notes that district-based programs have played a major role in boosting exports, especially in the handicrafts, and food processing sectors.

Sharma and Patel (2021), found that unemployment levels declined in areas where district-level industries were actively promoted. India's ODOP scheme is largely inspired by Japan's One Village One Product (OVOP) model, though it has been restructured to suit Indian socio-economic conditions.

Government reports, particularly from the Ministry of Commerce, highlight ODOP's integration with export hub initiatives, infrastructure improvement, and enhanced market accessibility.

Nevertheless, Choudhary et al. (2021) point out barriers such as weak logistics and restricted financial access, particularly affecting rural enterprises. In general, ODOP is a key enabler of local innovation, sustainable production practices and inclusive growth.

Agarwal's (2022) case study illustrates that ODOP branding has increased artisans' income by 40%, showing how ODOP branding has raised artisans' income by 40%, primarily by opening national and international market opportunities.

Kumar and Singh (2022) report that districts with effective ODOP adoption achieved sectoral GDP growth rates averaging between 5-7%.

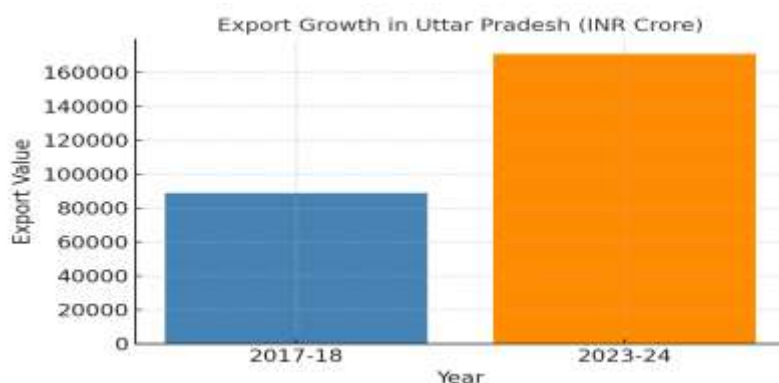
According to NITI Aayog's MSME Report (2022), ODOP has notably stimulated rural entrepreneurship by promoting small-scale production and value addition activities.

Socio-Economic Impact of ODOP

Since its inception, ODOP has had a measurable impact on multiple fronts.

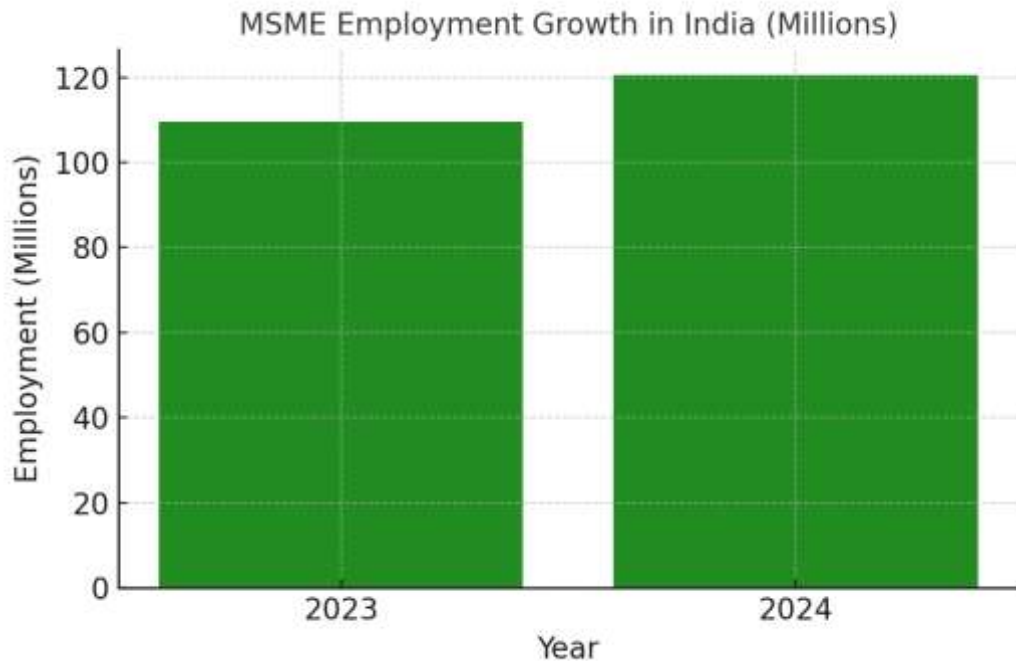
1. Export Enhancement: By identifying and promoting district-specific products, ODOP has played a pivotal role in expanding India's export portfolio. Exports in Uttar Pradesh increased significantly between 2017 and 2024, more than doubling to INR 1.7 lakh crore, illustrating the impact of ODOP strategies.

Figure 1: Export Growth in Uttar Pradesh under ODOP (INR Crore)



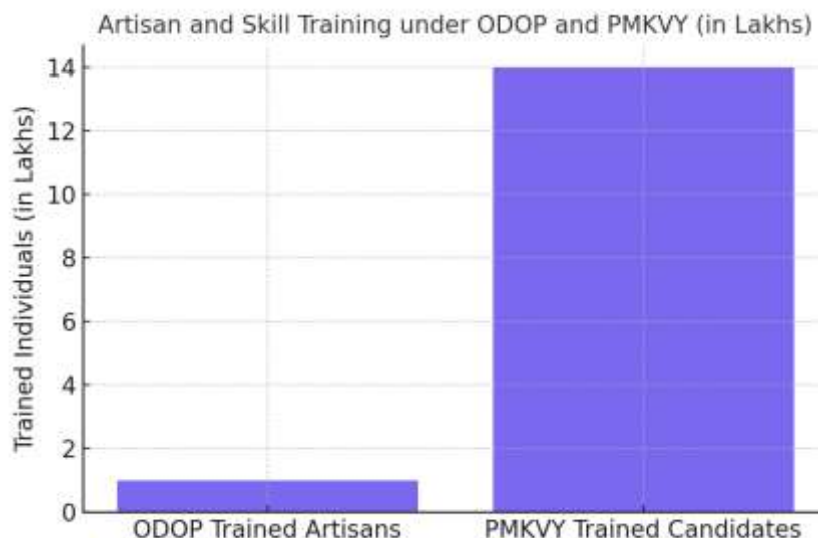
2. MSME Development: ODOP has revitalized the MSME sector through targeted assistance to small enterprises and artisan communities. Between 2023 and 24, the MSME sector generated more than 11 million new jobs, corresponding to an approximate growth rate of 10%.

Figure 2: MSME Employment Growth in India (2023–2024)



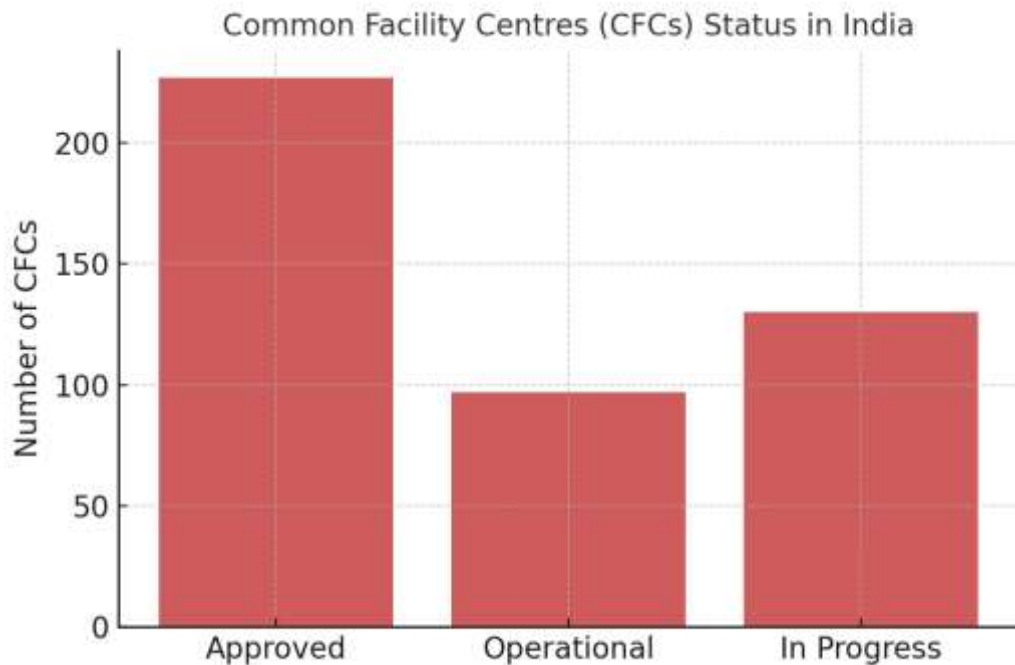
3. Skill Development and Artisan Empowerment: Over 100,1000 artisans have benefited from ODOP's skill development programmes aimed at modernizing traditional practices. The training initiatives have upgraded artisanal techniques, facilitating adherence to both domestic global quality benchmarks.

Figure 3: Artisan and Skill Training under ODOP and PMKVY (in Lakhs)



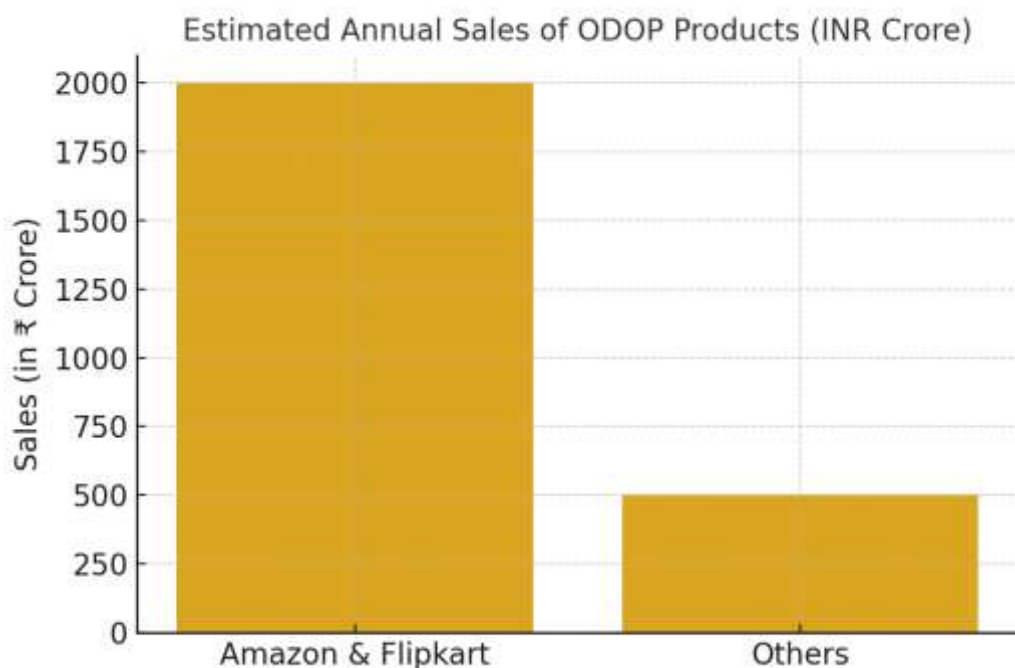
4. Infrastructure and Common Facility Centers (CFCs): infrastructure gaps have been mitigated through the creation of Common Facility Centers (CFCs) under the MSE cluster Development Programme.

Figure 4: Status of Common Facility Centres (CFCs) in India



5. Digital and E-commerce Integration: ODOP's product's presence on e-commerce platform has considerably broadened their market accessibility. Currently more than 20,000 ODOP products are listed on platform such as Amazon, Flipkart, and government-backed digital market places.

Figure 5: Estimated Annual Sales of ODOP Products via E-commerce (INR Crore)



Case Studies

1. **Kalanamak Rice – Siddharth Nagar, Uttar Pradesh:** Famous for its aromatic properties, ODOP has substantially supported the growth of Kalanamk rice cultivation from 2800 hectares in 2019 to almost 10,000 hectares by 2022. It has been marketed as a premium export commodity, boosting farmer earnings and increasing its presence in global markets.
2. **Vibrant Districts Programme – Gujarat:** Drawing inspiration from ODOP, Gujarat's initiative emphasized flagship products from its 33 districts. The 2023 investment summit secured over 2,600 MoUs, with anticipated investments surpassing INR 45,000 crore, reflecting robust investor interest.
3. **Aavin Milk Cooperative – Tamil Nadu:** While not officially under ODOP, Aavian illustrates the effectiveness of regional value chains. Through its cooperative model, it handles up to 4 million liters of milk daily, sustaining rural livelihoods and maintaining equitable pricing.

Challenges in Implementation: Despite its achievements, ODOP faces several obstacles:

1. A lack of awareness among the local communities limits their active engagement in the programme.
2. Insufficient logistics and processing facilities constrain the scalability of ODOP initiatives.
3. Access to finance and government support remains challenging for small- scale producers.
4. The absence of standardized certification affects the international competitiveness of ODOP products.
5. District-level branding marketing strategies are frequently inadequate.
6. Skilled labor shortages are exacerbated by mitigating and limited training opportunities.

Findings:

Important findings of the study are;

1. The initiative has demonstrated tangible success in boosting exports and generating rural employment.
2. MSME participation has significantly strengthened GDP contribution national trade performance.
3. Artisan's earning has grown due to enhanced skills and integration into broader markets.
4. Digital market places and CFCs have been crucial in widening access and improving operational efficiency.

Suggestions:

To further enhance the One District One Product (ODOP) initiative in India, the following key improvements can be implemented.

1. Implement frequent awareness campaigns skill development workshops at the community level.
2. Increase investments in logistics, storage and production facilities.
3. Facilitate easier access to finance via collateral free lending programme.
4. Set up quality assurance and certification centres at the district level.
5. Enhance digital marketing efforts and international outreach.
6. Encourage collaborations with private enterprises and international investors.

Conclusion

ODOP serves as a significant mechanism for promoting inclusive and sustainable economic development. By fostering district-specific specialization and entrepreneurship, it reinforces India's role

as a producer of high quality, culturally distinctive products. Aligned with the Atmanirbhar Bharat vision, the initiative effectively harnesses local resources talent, supporting self-reliance and expanding participation in global trade. Future success will depend on strengthened policy framework, improved infrastructure and further integration of digital platforms to maximize ODOP's nationwide impact.

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