

## **One District One Product in Uttar Pradesh: A Review**

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### **ABSTRACT**

The One District One Product (ODOP) scheme was introduced by the Government of Uttar Pradesh in 2018 as a strategic initiative to promote district-level specialization, strengthen micro, small and medium enterprises (MSMEs), and achieve balanced regional development. The plan is to identify and promote a single product in every district by utilisation of traditional skills, local material giving value-addition potential as well as existing industrial commitment. The study surveyed institutional framework under the ODOP programme, the product mapping at district level and support in place for different industries to assess impact on economic growth, employment generation, export and social inclusivity in Uttar Pradesh. The study utilised secondary data based on extracts from government reports, policy statement, statistical abstract documents, and peer reviewed journal articles. Results revealed positive contributions of the ODOP scheme in increasing productivity, traditional producer industries revival, generating employment and market access for district products. There was also evidence of the increased involvement of women and artisans particularly in handicraft and agro based activities. But the effects of the scheme differed by districts because of differences in infrastructure, availability of credit, technology, and institutional capacity. The evaluation concluded that while ODOP is a promising as a decentralized development model with potential, its success in the long run will depend on successful implementation and participation of stakeholders, and minimum degree of convergence with other development programmes. It is important to enhance the supply chain, skill development, and export orientation to maintain the improvement made in terms of ODOP module.

**Keywords:** *One District One Product; Uttar Pradesh; MSMEs; District-Level Specialization; Regional Economic Development; Employment Generation; Inclusive Growth.*

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### **1. Introduction**

The uneven pattern of industrial development across regions has been a persistent challenge in India's economic planning. Though, industrialization and growth have been fast in a few pockets of regions but there are many districts still left behind due to the inherent actual or potential constraints like poor diversification of industry, inadequate infrastructural facilities, lack of capital assistance and marketing. In the face of these challenges, policy-makers have been giving greater attention to decentralised and region-specific development strategies. A major such innovative programme is the

One District One Product (ODOP) scheme to identify and promote one product from each district for boosting local economy and for promoting balanced regional development. The ODOP (One District One Product) model steers away from a standardised, centralised industrial policy towards regional specificities, traditional crafts, and local resources. To promote value chain agriculture and make the people of the district demand-oriented, productive, and competitive within MSMEs shaped through integration with employment is its focus. In a state UP where there are wide socio-economic variations and regional imbalances it is conceived as a strategic tool for enhancing inclusive growth and promoting sustainable development [1].

### **1.1 Concept and Origin of ODOP**

The concept of *One District One Product* is inspired by the idea of industrial clustering and specialization, wherein a specific geographical area develops expertise in a particular product or industry. This approach has its origins in Japan's One Village One Product (OVOP) movement, which sought to stimulate rural economies by marketing locally unique products regionally and internationally. Customising the concept to Indian conditions, ODOP focuses on utilisation of indigenous skills, local crafts and locally available resources to create a competitive advantage at the district level. The program aims to offer holistic aid in the form of finance, technology, capacity building, infrastructure and market support for these products [2].

### **1.2 Rationale Behind Adopting ODOP in Uttar Pradesh**

Uttar Pradesh presents a compelling case for the adoption of the ODOP scheme due to its vast population, abundance of traditional industries, and high dependence on agriculture and informal sector employment. Though the state has a rich heritage of handicrafts, handlooms, agro-based and cottage industries were its small-scale industry down garment city been scattered for want of proper policy support fragments plan market shed and decentralization. These problems were sought to be addressed through ODOP by concentrating government resources on a few district/regions' specific products, ensuring that the limited funds are effectively utilized and avoiding duplication of activities and adding value to local produce by making it competitive. The scheme is also a part of the state's larger development goal of reviving MSMEs, tackling unemployment and preventing migration from villages and semi urban areas [3].

#### **1.2.1 ODOP in Uttar Pradesh**

The One District One Product (ODOP) scheme in Uttar Pradesh was launched in 2018 as a flagship policy initiative aimed at promoting balanced regional development through district-specific specialization. The programme was envisioned with an intention to leverage the comparative economic advantage of each district and to identify one traditional or unique product per district for its support. Subsequent to this ODOP has evolved as a holistic developmental approach which includes institutional coordination, product mapping, financial assistance, marketing support and skill up gradation [4].

### **1.2.2 Institutional Framework and Policy Structure**

The implementation of the ODOP scheme in Uttar Pradesh is anchored within a multi-tier institutional framework designed to ensure coordination across departments and effective policy execution. At the state level, Department of Micro, Small and Medium Enterprises (MSME) is the nodal agency for policy matters and implementation and monitoring/evaluation of the scheme. The identification of products, selection of beneficiaries and implementation of ODOP activities at the grassroots level are managed by district-level committees under the chairmanship of the District Magistrate. ODOP has been embedded in the policy framework as a flagship scheme of the state, based on an amalgamation with ongoing central and state programs such as those for MSME development, skill training, credit access, and export facilitation. Reduction with initiatives like Vocal for Local, make in India, and Atmanirbhar Bharat Abhiyan have also provided a fillip to the policy landscape. Such an institutional alignment makes sure that ODOP is not a standalone intervention, rather it acts as plan to grow industries at local and localized level. [5]

### **1.2.3 District-wise Product Mapping**

A distinctive feature of the ODOP scheme is its emphasis on systematic district-wise product mapping. In UP, every district has been linked with a product considering historical strength of the area, availability of raw material and traditional skills and potentiality of selling. Primarily, the products selected pertain to handicrafts, handlooms, agro-based products, food processing, and small-scale manufacturing. Such a mapping is useful in planning targeted policy interventions as resources are not dispersed across several sectors in a district. Through focusing on a single flagship product, ODOP helps cluster development, scale effects, and quality standards as well as creation of brand. District wise product mapping also helps in targeted policy interventions on development of infrastructure, technology upgradation, and marketing access to make local enterprises such region extra competitive [6].

### **1.3 Financial Assistance, Marketing Support, and Skill Development Initiatives**

The ODOP scheme provides a comprehensive package of support mechanisms to strengthen district-specific products and their associated enterprises. Credit is offered at the concessional rate and margin for credit support and interest subvention under different MSME linked schemes. These efforts will help relieve the financial constraints experienced by craftsmen, farmers, and small entrepreneurs. Marketing support is very important in the implementation of ODOP. The state government helps in participation in the national and international trade fairs, exhibitions, and buyer-seller meets to promote products. Branding campaign, cluster-based packaging facilities and digital platforms are encouraged to further expand the market and exports. Further, integration of e-commerce has been stressed for linking ODOP product to broader consumer markets. Skill development aspect of ODOP is aimed at up-gradation of traditional skills in production and service sector, which will enhance the employability of workers. Training programmes are undertaken with skill development agencies, technical institutes, and industry representatives in aspects of product quality, design innovation, and productivity. These projects not only improve employability but also support the scale up of district-specific industries in the long run [7].

### **1.4 Importance of District-Level Specialization**

District-level specialization lies at the core of the ODOP strategy. Through concentrating on a single product, districts can develop economies of scale, improve quality standards, encourage innovation, and build strong brand identities. Specialization promotes cluster formation, which allows producers to share infrastructure, skills, and market connections. It also promotes policy interventions to product specific training, technology upgradation, and export promotion. Through time, such specialization can lead districts to become well-known for a given production becoming potent engines of local economies and the industrial profile of the state [8].

### **1.5 ODOP and Inclusive Economic Growth**

ODOP is closely linked with the goal of inclusive economic growth, as it emphasizes participation of local artisans, farmers, self-help groups, and small entrepreneurs. The scheme works towards poverty reduction and social equity by providing jobs at local level and increasing income of the local population. It also contributes to the protection of traditional crafts and cultural heritage through an adaptation and modernisation of production processes. Through providing better access to credit, markets, and skills training, ODOP aims at this integration of marginalized sections of society especially women or the backward castes into the formal economy. Therefore, not only does the program lead towards economic development but also it benefits spreads more equitably across regions and social classes [9].

## **2. Review of Literature**

Misra, Maurya, and Tewari (2021) examined the implementation of the One District One Product (ODOP) scheme in Eastern Uttar Pradesh, a region officially identified as the most backward part of the state. They noticed that despite it being the most populous state and primarily agricultural, Uttar Pradesh was far behind both national and intra-state averages of development indicia. The authors concentrated on 2 aspirational districts. Balrampur and Siddharthnagar and studied the impact of ODOP on Masoor Dal in case of degraded soil and Kalanamak rice under high organic content for these two crops. Based on field data obtained through structured questionnaire, and following a qualitative case study approach, the study concluded that the ODOP scheme had prospects of improving agricultural productivity, creating jobs and enhancing beneficiaries' income. But it also brought out the implementational challenges and underscored necessity of focused policy interventions to make ODOP a transformative tool for livelihood promotion.

Tripathi and Agrawal (2021) assessed the role of ODOP as an economic revitalization programme in Uttar Pradesh between 2018 and 2020. Utilizing a case-study approach and rich secondary data, the paper examined potential food-employment creating effects on export promotion and economic growth. Their results confirmed the beneficial impact of systematically designed ODOP programme on economy of the state. However, the paper also emphasized that the scheme's sustainability in the long run significantly relied on active participation of non-State actors and stakeholders – still a recurrent public administration/governance problem.

Yadav et al. (2021) explored the contribution of ODOP to women entrepreneurship and handicraft development in Uttar Pradesh, with special reference to Moonj craft. The ODOP scheme (inspired by Japan's legacy) empowered women entrepreneurs, and traditional handicraft industries were rejuvenated, observed the authors. The report also emphasized the role that India's national programmes such as Vocal for Local and Atmanirbhar Bharat Abhiyan could play in ensuring the post-pandemic revival of artisan-based industries. It also emphasized that crafts, which are embedded in traditions and manual skills, continued to provide economic sustenance to the rural masses and become economically relevant again with ODOP.

Sharma and Kumar (2023) investigated the role of the ODOP scheme in strengthening the metal craft industry of the Moradabad region. It was found that the state led preference-creating measures like investor summits, exhibitions, district fairs, and craft clusters under ODOP contributed significantly to productivity increasing and access to global market. The research found that ODOP was instrumental in tackling productivity gaps and strengthening product identity in the region.

Anand, Ghosh, and Mukherjee (2023) examined the integration of the ODOP framework with Farmer Producer Organizations (FPOs) to strengthen agricultural value chains. While their data pertained only to Bihar, they also offered conceptual lessons for ODOP-type models of development across the states. The authors suggested a Technology–Infrastructure–Policy–Export orientation (TIPE) model and advocated that the ODOP understanding be linked with FPOs in order to harness the quality, mechanization, value addition, and export-related constraints. The research underscored the importance of an enabling environment and policy framework to facilitate sustainable development of producer's organizations.

Singh, Gangal, and Gogia (2020) analyzed the impact of the ODOP programme on export performance in selected districts of Uttar Pradesh, namely Jalaun, Jhansi, and Lalitpur. Second, the study analyzed secondary data and employed econometric techniques like t-test and Ordinary Least Squares (OLS) to find positive and statistically significant relationship between ODOP and export growth for the year 2014–15 to 2023–24. The authors also predicted an additional rise in exports for the following years and concluded that ODOP had strong potential to improve the regional export competitiveness, while employment and enterprise dynamics were not within their domain of study.

Chowdhary and Milan (2024) reviewed ODOP-type business models across different countries and traced the evolution of the concept from Japan's *One Village One Product* initiative to India's ODOP programme. The authors noted that ODOP was the potential strategy for rural slack, assistance to small and medium enterprises, and region - specific products. They observe that the ODOP was facing problems with financing, skill development and market access but is a scalable and replicable model to reduce regional imbalances, and grow local economies.

Kanujiya et al. (2025) studied the role of ODOP in reviving traditional industries in Shravasti, an aspirational district of Uttar Pradesh. The results indicated that ODOP was instrumental in supporting small family businesses and artisans through blending traditional modes of production with modern vocational skills and global supply chains. The study underscored that ODOP was not just a cultural heritage conservation movement but had added an element of sustainable development and economic empowerment in keeping with India's 2047 development vision, Viksit Bharat 2047.



Srivastava et al. (2021) examined ODOP from a digital and technological perspective by proposing the development of an online platform to showcase and market district-specific products across India. The survey pointed out that this kind of digital integration under ODOP could bring in more visibility, lead to marketing and employment by linking up indigenous crafts and product with modern trends.

Mandala (2024) conducted a district-level analysis of productive capacities in Uttar Pradesh and identified significant regional disparities, particularly in Eastern and Bundelkhand regions. Based on a composite indicator that combines multiple infrastructural and sectoral indicators, evidence was provided for a robust positive correlation between productive capacities and economic performance. The results provide support for the district specific enhanced development strategies such as ODOP to promote productive capacity and mitigate regional disparities.

### 3. Impact Analysis of ODOP

The effects of the ODOP Venture can be examined systematically where it will trickle down on various economic, employment, social and institutional aspects through a range of impacts using secondary data from government reports, published research outputs and policy documents. Table below Summary of effects suitable for a peer reviewed journal discussion.

**Table 1: Impact Analysis of ODOP Scheme in Uttar Pradesh**

Impact Dimension	Indicators	Observed Impact	Supporting Evidence from Literature
<b>Economic Impact</b>	Production output, value addition, district income	Increase in production capacity and value addition of district-specific products	Sharma & Kumar (2023) reported improved productivity in Moradabad metal crafts; Misra et al. (2021) observed higher agricultural output under ODOP
<b>Employment Generation</b>	Number of artisans employed, MSME units, self-employment	Growth in local employment and reduction in seasonal migration	Tripathi & Agrawal (2021) found positive employment effects; Yadav et al. (2021) highlighted increased women participation
<b>Export Performance</b>	Export value of ODOP products, market reach	Improvement in export trends of selected district products	Singh et al. (2020) demonstrated statistically significant growth in exports from ODOP districts
<b>MSME Development</b>	Number of registered units, credit linkage, enterprise growth	Strengthening of MSMEs and revival of traditional industries	Kanujiya et al. (2025) observed expansion of SMEs and artisan-based enterprises in aspirational districts
<b>Social Impact</b>	Women entrepreneurship, rural livelihoods	Enhanced income security and empowerment of women and artisans	Yadav et al. (2021) emphasized ODOP's role in promoting women-led handicraft enterprises
<b>Skill Development</b>	Training programmes, skill upgradation initiatives	Improvement in product quality, design innovation, and productivity	Sharma & Kumar (2023) noted skill enhancement through exhibitions and craft clusters

<b>Regional Balance</b>	District-wise growth trends, productive capacity	Partial reduction in regional disparities through district-focused development	Mandala (2024) suggested ODOP-type policies as crucial for addressing inter-district disparities
<b>Market Access &amp; Branding</b>	Participation in fairs, digital platforms, branding initiatives	Improved visibility and market linkage for local products	Srivastava et al. (2021) highlighted the role of digital platforms in expanding market reach

Based on the review study, we conclude that the scheme impact assessment also confirms that the ODOP for Uttar Pradesh has triggered positive growth, employment generation and MSME strengthening and export performance. Although the extent of impact differs between districts and sectors, the evidence is that ODOP has strongly contributed to reviving traditional crafts and improving lives in rural areas [10]. The research also shows that the effectiveness of the scheme relies on a range of supporting conditions including infrastructure support, institutional capacity, and stakeholder involvement.

#### 4. Conclusion

The One District One Product (ODOP) initiative has emerged as a significant policy intervention aimed at fostering district-level specialization and balanced regional development in Uttar Pradesh. The scheme has aimed to try and turn micro and small enterprises into viable vectors of economic progress, taking advantage of existing resources, local skills, and native products. Secondary data and extant research suggest that ODOP has positively influenced productivity, MSMEs empowerment, employment generation and its ability to support access of markets to district-specific products. The indications are that ODOP has been more effective in reviving traditional industry and agro-based products, especially in the backward and majestic districts of the country by promoting livelihood security and reducing regional disparities. The progress made in export growth, enhanced engagement of women entrepreneurs and the mainstreaming into skills development schemes are indicative of the wider socio-economic impact of the scheme. In addition, mapping of product district-wise would help in focused policy support and cluster development which is essential for retaining competitiveness in the domestic and global markets. Infrastructure, financial reserves, institutional capacity, and stakeholder participation have affected outcomes. The scientific literature also highlights the issues of standardization around quality, technology, and long-term sustainability. These limitations highlight the importance of further policy refinement, increased alignment with other development programmes, and closer public private cooperation. The ODOP model, reflects a forward looking and all-encompassing approach of decentralized economic development. When backed by strong institutional arrangements, infrastructure, and market linkages, ODOP can potentially act as a leverage in promoting the inclusive growth and also reducing regional disparities in Uttar Pradesh.

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