



Sustainability of One District One Product Scheme in Prayagraj, India: A Case Study

Dr. Siddhartha Pandey

Guest Faculty

Ewing Christian Collage Prayagraj, U.P., India.

Abstract

This research paper investigate the One District One Product (ODOP) scheme is a one-product scheme that promotes the development of local products. The aim of the study is to study the sustainability of the ODOP scheme in Prayagraj, Uttar Pradesh, India. The study considered the case study of Angel Group MahewaNaini (Angel Group, Mohra, India) to understand the challenges faced by the small business owners and entrepreneurs who are involved in one district one product scheme to contribute to the social and economic development. The research explores the benefits of the One district One Product scheme in Uttar Pradesh and explore the programs launched by the state government for the Moonj, basket, coaster stand, bags, and decorative items. The results show that the exports of Moonj have been increasing in terms of quality and market growth. The importance of the scheme is to promote local products, improve economic conditions, and enhance social development.

1.1 Introduction

"One District One Product" (ODOP) is a development initiative aimed at promoting local industries and products in specific districts to boost economic growth and create employment opportunities. The concept focuses on identifying unique products or services that a district is traditionally known for or has the potential to excel in, and then providing support and incentives to develop and market those products. ODOP is an approach adopted under the formalization of the Prime Minister's Micro Food Processing Enterprises (PMFME) Scheme. It will provide a framework for strengthening the infrastructure of the Pradhan Mantri Micro Food Processing Enterprises (PMFME) Scheme and alignment of the framework for the value chain. A district can have more than one group of ODOP products. A group of ODOP products can be formed by combining more than one adjacent district in a state. States will identify food products for the districts keeping in view the existing clusters and availability of raw materials. ODOP can be perishable produce-based or grain-based or widely produced foods in an area such as mangoes, potatoes, pickles, millet-based products, fisheries, poultry, etc. Under this scheme, assistance can be provided to some other traditional and innovative products including waste-to-wealth products e.g., tribal areas, honey, minor forest products, traditional Indian herbal foods such as turmeric, amla, etc.

Adopting a cluster approach will help in the development of specific agricultural products in the districts with comparative advantage. This will make it easier to provide common features and other support services. ODOP Government e-Marketplace Marketplace (GEM) was launched in August 2022 with over 200 product categories to promote the sale and purchase of ODOP products across the country. ODOP products were showcased at various international forums such as World Economic Forum's Davos Summit, International Yoga Day (IYD), etc.

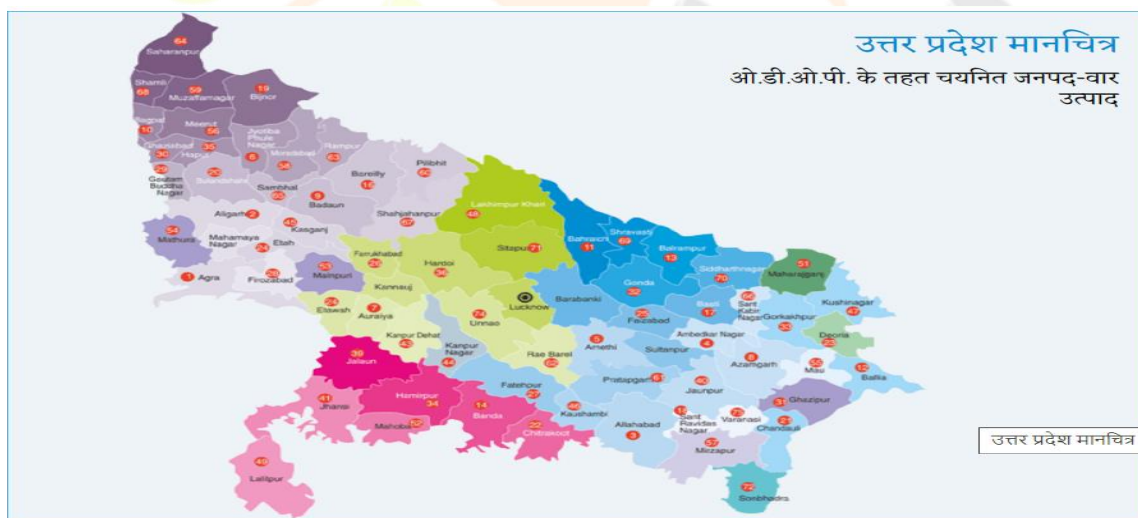
The ODOP initiative was identified for the prestigious Prime Minister's Award for Excellence in Public Administration in Holistic Development. State Export Promotion Committees (SEPC) and District Export Promotion Committees (DEPC) have been constituted in all States/Union Territories (UTs). Products/services with export potential have been identified in 734 districts across the country. State export strategy has been formulated in 28 States/UTs. District Export Action Plan (DEAP) has been prepared for 570 districts. A web portal has been developed by the Directorate General of Foreign Trade (DGFT) to monitor the progress of DEAP in all districts.

The One District, One Product (One District, One Product) program of the Government of Uttar Pradesh aims to promote such indigenous and specialized products and crafts. There are products in UP that are not found anywhere else – ancient and nutritious black salt rice, rare and interesting wheat-stalk crafts, zari-zardozi works on world-famous chikankari and clothing, and complex and stunning horn and bone crafts that use the remains of dead animals. Asafoetida, desi ghee, fancy glassware, sheets, molasses, and leather goods are also produced in different districts of UP.

The major objectives of the One District One Product Programme of Uttar Pradesh are as follows:

- To preserve and promote the progress and art of local crafts/skills.
- Increase in income and local employment (resulting in a decline in migration for employment).
- Upgradation in product quality and skill development.
- Transforming products in a creative way (through packaging, branding).
- Linking production with tourism (live demo and sales outlets – gifts and souvenirs).
- To address the issues of economic gap and regional imbalance.
- After successful implementation at the state level, take the concept of ODOP to national and international levels.

Figure 1: District of Uttar Pradesh in ODOP



Sources: <https://odopup.in>

In a vast state like Uttar Pradesh – a geographical expanse of 2,40,928 sq km, a population of 204.2 million people, great diversity is found in all aspects of life. The state of Uttar Pradesh has diverse terrain, diverse crops, and foods, and a diverse climate, so very diverse community traditions and economic activities are present there. The vast and enchanting variety of crafts and industries in Uttar Pradesh is seen in small towns and small districts which are known for the uniquely interesting and surprising products of that region.

The objective of the study is to focus on the development of local crafts is the main objective of the scheme, which will increase the income of small artisans. These artisans had to leave their homes and go to the city for employment and more money, the ODOP scheme will reduce migration. Along with this, this scheme will also attract the youth, which will provide new opportunities to the unemployed.

2.1 Review of Literature

Geetika Tandon Kapoor (2023), the research discusses the One District One Product (ODOP) scheme in Uttar Pradesh and its objectives. It mentions that the scheme aims to identify and develop local products that people are expert in and have a competitive edge. The scheme focuses on promoting local crafts, generating employment opportunities, and improving the economy. It also highlights the importance of training and skill development for the workers involved in the ODOP programme. The finding of the study provides the implementation and impact of the ODOP scheme in Uttar Pradesh (Tandon Kapoor & Professor, 2023).

Jayasudha and Shantha Sheela M (2022), the research paper discusses the One District One Product (ODOP) scheme in Tamil Nadu, India. The scheme aims to promote and develop specific products in each district to boost sales and improve the standard of living of the local population. This research provides an analysis of the perception of government officials towards the ODOP scheme in Tamil Nadu. It includes a study conducted among 32 government officials who were involved in implementing the scheme. The study reveals that the majority of the officials have a medium level of perception towards the scheme. The document also lists the selected products for each district in Tamil Nadu. The finding of the study focusses on the objectives and benefits of the ODOP scheme and its potential impact on the agricultural and MSME sectors in Tamil Nadu (J & M, 2022).

Uma Shankar Yadav et.al (2022), the research paper discusses the studies related to the handicraft sector, including growth and association between labour productivity and wages in the Indian textile industry, the impact of total quality management and organizational excellence on organizational performance, the impact of COVID-19 on the Indian economy and MSME sector, and the marketing strategies of artisans in Uttar Pradesh (Shankar Yadav et al., 2022).

Uma Shankar Yadav and Ravindra Tripathi (2022), the research paper discuss the handicraft sector, its impact on the economy, government policies, marketing strategies, and the need for skill development and training. It also highlights the challenges faced by artisans and the potential of the handicraft sector to provide employment and boost the Indian economy (Shankar Yadav & Tripathi, 2022).

Reetu Singh (2022), the research paper discusses the impact of corporate social responsibility activities on financial performance, financial literacy and financial planning in the FinTech era, and the emerging trends of e-commerce in the restaurant business. The aim of the research paper that the One District One Product (ODOP) program in India and its impact on socioeconomic development, the One Village One Product (OVOP) movement in different countries. The finding of the study focuses on the recent trends in financial perspectives and development practices (Singh, 2022).

Mishika Nayyar (2021), The research paper discuss the One District, One Product (ODOP) scheme include the preservation and development of local crafts and skills, resolving issues of economic disparity and regional imbalance, taking ODOP products to national and international markets, increasing incomes and local employment, improving product quality and skill development, providing assistance in technology, skill development, infrastructure, and finance, increasing overall exports of selected products, and connecting production with tourism (Nayyar, 2021).

RoliMisra et.al (2021), the research paper discusses the potential and prospects of the ODOP scheme on people's lives, specifically focusing on the ODOP agricultural products and their impact on increasing production and productivity in the agricultural sector, generating employment, and enhancing incomes in the Balrampur and Siddharthnagar districts. The paper also examines the role of MSMEs in establishing rural-urban linkages and provides policy suggestions (Kumar Maurya & Misra, 2021).

Dolley Srivastava et.al (2021), the research paper discusses the problem of unemployment due to COVID-19 and the role of e-commerce in generating jobs and providing a market for local products. It also mentions the ODOP website, which aims to promote indigenous and specialized products and crafts and provide employment opportunities. The finding of the research paper focuses on the ODOP website's development and its feature (Srivastava, 2021)

Aditya P. Tripathi and Noopur Agrawal (2021), the paper discusses the role of the program in economic revitalization, employment generation, and export promotion. The concept of One Village One Product

(OVOP) and comparative public administration. It also highlights the importance of context-specific adaptation and sustaining innovations for effective implementation. The positive impact of the ODOP program and emphasizes the need for active participation and engagement of the public. It offers a guiding example for other states and countries to implement similar programs and address economic inequalities and regional imbalances. The document includes key points such as the identification of products, district export promotion committee meetings, and the impact on exports, employment, and investment. The finding of the study provides insights the ODOP program and its potential for economic development (Tripathi & Agrawal, 2021).

2.2 Research GAP

However, as far as the researcher explores the existing literature review the key themes and findings that have emerged from the literature on ODOP that such initiative can have a higher chance of achieving sustainability and a positive impact in the long run.

3.1 Objectives of the study

1. To examine the sustainability of One District One Product (ODOP) initiative in Prayagraj, Uttar Pradesh.
2. To analyse the potential of the ODOP scheme to contribute to the economic growth of Prayagraj District, Uttar Pradesh.
3. To make important suggestions to promote and implement the "One District One Product" (ODOP) scheme in Prayagraj, Uttar Pradesh.

3.2 Need of the Study

The "One District, One Product" (ODOP) scheme was implemented by the government of Uttar Pradesh. It explains the objectives, selection process, and initiatives undertaken to promote local arts, crafts, and traditional skills in each district. The significance of the ODOP scheme in the context of the government's campaign to strengthen domestic industries and make India self-reliant. The government's efforts to support the ODOP program through skill development, partnerships, and infrastructure development policies. The need of the study is a comprehensive understanding of the ODOP scheme and its potential to transform the lives of artisans and contribute to the economic growth of Uttar Pradesh. For research purposes, Prayagraj district was selected for analysis of the issues and challenges faced by the micro, small medium, and enterprises. So, the research finds the possibility of conducting research work on the sustainability of one district one product scheme in Prayagraj.

3.3 Salient Feature of Study Area

The Naini area of Prayagraj is known for its Moonj craft. The easy availability of raw materials has enabled the craft business to flourish in the district market. The market is flooded with a variety of products made from moonj e.g., basket (daliya), coaster stand, bags, decorative items, etc. Prayagraj district comprises eight Tehsils namely Prayagraj, Bara, Handia, Karchhana, Karaon, Meja, Phulpur&Soraon. Prayagraj district has got location advantages to connect with other industrial towns. The district is bounded by a marketing center for the neighboring district of eastern Uttar Pradesh & northern Madhya Pradesh (G. Singh & Singh, 2022).

Table 1: Detail of clusters of Micro, Small and Medium enterprises in Prayagraj District

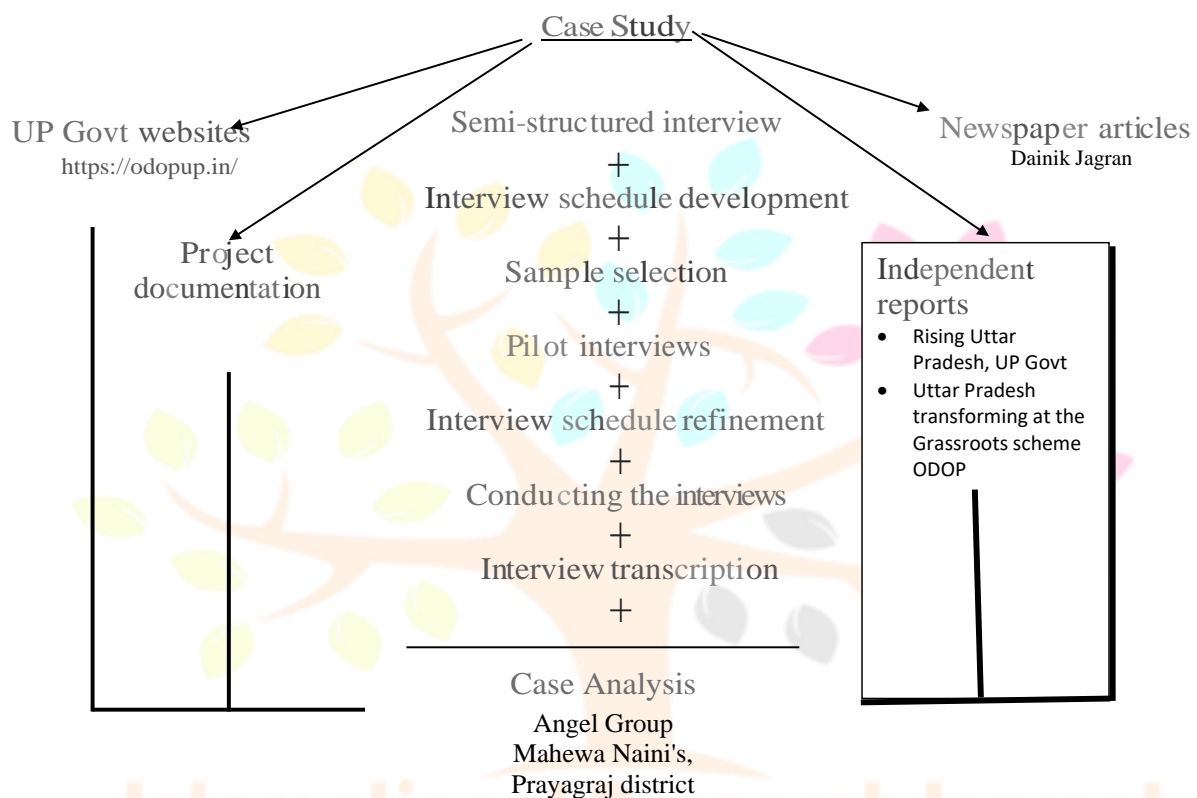
Small Scale industry	Large Scale industry
<ul style="list-style-type: none"> • Street stalls • General stores • Specialty stores • Seconds-hand goods shops • Peddlers and Hawkers 	<ul style="list-style-type: none"> • Departmental stores • Multiple shops • Mail-order house • Consumer co-operative stores • Supermarket

Source: (G. Singh & Kohli, 2022)

4.1 Research Methodology

The study explores the significance of One District One Product in the Prayagraj District, Uttar Pradesh in India to explore the social phenomena of individual or small communities. The study considered the Case Study of Angel Group Mahewa, Naini's, Prayagraj district, Uttar Pradesh to understand the challenges faced by the small business owners and entrepreneurs who are involved in One District One Product schemes. The study was designed to study the sustainability level of One District One Product in Prayagraj. The researcher has used the case study research method to find out the contextual analysis of event or condition and their relationships.

Figure 2: Layout of the Research methodology and case study of ODOP in Prayagraj



Source: Author developed the diagram

4.2 The case study of Angel Group Mahewa, Naini's, Prayagraj

The reputation of Moonj products selected under One District One Product (ODOP) has now crossed international boundaries. Products made from moonj here are being sent to America for the first time. A school in the US has shown interest in products made from moonj in Prayagraj and has ordered some goods to be made and sent. the product arrives from here, chandeliers and bouquets in the school and soon this decoration material will be sent to America.

Mahewa Naini's Angel Group, Prayagraj

The order for Moonj products from the United States of America has been received by the angel self-help group of Mahewa village in Naini the city. The group is run by Bibi Fatima. She has been preparing moonj products in her village for many years and selling them in the market. After the introduction of the One District One Product Scheme, Moonj's product got a boost, so Manju also launched her products in the global market through the Internet. The order came from America. Fatima has received an order from a school in America to buy some moonj items. She has sent some of our designs to the school, which the school management has liked very much and we are preparing orders according to the demand. We are very happy that we have received the order from the United States of America. This is opening a new door is open exporting local products to foreign markets.

Virginia school to decorate bouquets

Nita Pawar, the director of a school in Virginia, USA, decided to decorate her school with moonj products after seeing the beauty of the products made from moonj. When he searched for moonj products in India, seeing the fame of Moonj of Prayagraj, Fatima sent her designs of Moonj to her and the order was confirmed.

Fatima has received the order, there is a demand for two things. The first wall is the hanging chandelier, which is prominently used in decoration. A 50-wall hanging chandelier has been sought. It is hung on the walls. Apart from this, 50 bouquets will also be prepared and sent from Munj. After the goods arrive, there will be a trial of their decoration and if successful, more products will be ordered.

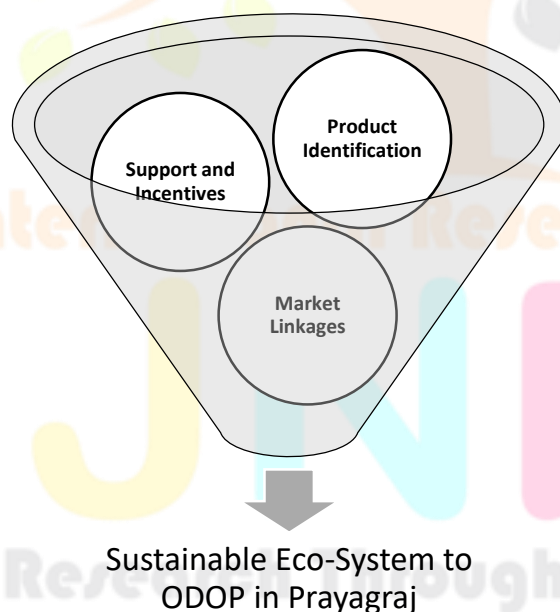
More than 100 families are working.

More than 100 families in Mahewa in Naini make products made from Moonj products. The work is done here throughout the year and according to the demand, we supply the products to other cities and states. In terms of employment, it has brought light to the lives of hundreds of families and now this product is ready to spread its shine internationally by becoming a brand.

4.3 Sustainable Eco-System of One District One Product in Prayagraj

The ODOP concept is based on the idea that each district or region in a country has its specific strengths, be it in agriculture, handicrafts, manufacturing, or services. By identifying and promoting a single product or a group of related products that a district is traditionally known for or has the potential to excel in, the initiative aims to create a sustainable economic ecosystem centered around these products.

Figure 3: Sustainable Economic Ecosystem Centered in Prayagraj District



Sources: Author develop the model of sustainability

Interpretation: The One District One Product initiative can have several positive impacts on small business owners and get the exposure to show the unique products to boost income and employment in the district. It increases the income and employment opportunities for local communities, reduce migration to urban areas, preserves and promotes traditional crafts and knowledge, and contributes to overall regional development.

5.1 Findings and Observations

Given the success stories of Fatima, Angel Group Mahewa Naini's, Prayagraj, Uttar Pradesh, and the case study explaining the success and contribution of ODOP, the following observations are made:

1. Fatima's success stories in ODOP rely on consistent and substantial market demand for the products. If the moonj product has limited market appeal or the demand is not sufficient, it can hamper the sustainability of the initiative.
2. The products must meet high-quality standards and be competitive in both domestic and international markets. If the products cannot compete effectively, it may lead to limited growth and sustainability challenges.
3. Adequate infrastructure, such as transportation, energy, and communication facilities, is crucial for the sustained success of ODOP. Additionally, ongoing support from the government, NGOs, and other stakeholders is essential for long-term growth.
4. Embracing technology and promoting innovation can enhance the competitiveness of ODOP products, leading to better sustainability prospects.
5. Sustainable practices and a focus on social responsibility are becoming increasingly important for businesses. If ODOP products are environmentally friendly and socially responsible, they can attract more consumers and investors.
6. Political stability and consistent policy frameworks are essential for long-term investments and growth. Frequent changes in government policies can disrupt the progress of ODOP initiatives.
7. Integrating ODOP products into global value chains can open up new opportunities and expand market reach, contributing to sustainability.
8. Skill development and capacity-building programs are necessary to empower local artisans and entrepreneurs to manage their businesses effectively.
9. Regular monitoring and evaluation of the ODOP projects can help identify challenges and opportunities, allowing for necessary adjustments to ensure sustainability.

5.2 Conclusion

The research explores the One District One Product (ODOP) scheme in Uttar Pradesh, specifically in the moonj Product in Prayagraj. The study is to understand the benefits of the ODOP scheme in Uttar Pradesh, explore the programs launched by the state government for the Moonj, basket, coaster stand, bags, and decorative items, and examine the role of the ODOP scheme in the social and economic development of Prayagraj.

The ODOP model, aims to improve the quality of local products and promote local brands. It has been successful in enhancing the economic status of regions and developing local industries. The ODOP program in Uttar Pradesh has been successful in various aspects. It has been implemented as a community awareness program, encouraging locals to actively participate in improving and promoting local products. The program has helped local products gain national and global recognition, with well-known products from different parts of the state being sold on online platforms like Amazon. The success of the ODOP program has contributed to the achievement of the Atma-Nirbhar Bharat aim (Self-Reliant India) and has been recognized as a successful model by the Indian government.

Social and Economic Impact of ODOP

The ODOP program has had a positive impact on both social and economic development. In terms of economic development, the exports of moonj products have been increasing in terms of quality and market growth. From a social development perspective, the program has enhanced workers' skill development and financial support capacity. The Department of Commerce has also collaborated with state and federal government departments to promote ODOP, indicating its success.

The ODOP scheme in Uttar Pradesh, particularly in the Moonj, basket, coaster stand, bags, and decorative items, has helped to promote local products, improve economic conditions, and enhance social development.

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