

ONE DISTRICT- ONE PRODUCT SCHEME

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INTRODUCTION:

One district one product was an initiative taken up by the government of Uttar Pradesh to reap the benefits in terms of procurement of inputs, services provided and marketing of the products by realizing the true potential of a district for economic growth, employment generation. The scheme operationally merged with the 'Districts as Export Hub' and the initiative is being implemented by the Directorate General of Foreign Trade, Department of Commerce, with major stakeholder being the Department for Promotion of Industry and Internal Trade (DPIIT) taking us towards the goal of Atma Nirbhar Bharat. The Hon'ble Prime Minister of India referred the scheme as an extension of Make in India.

The main objective of the scheme is to convert each district into an export hub by identifying the export potential in terms of cereals, pulses, fruits, vegetables, handicrafts, processed, garments, dolls and other traditional products that are specific to each district mainly to support the micro, small and medium enterprises (MSME), local people, artisans addressing bottlenecks for exporting the products and to identify the potential buyers in India and outside the country.

In order to increase exports and promote regional exports, the Ministry of Commerce, through the General Administration of Foreign

Trade (DGFT), cooperates with the state/UT government to gradually implement the scheme in all regions of the country. The purpose is to mobilize the potential of each region of the country to realize its potential as an export center. In the initial stage of the ODOP plan, 106 products were identified from 103 regions in 27 states.

The main objectives of this program are:

- Preserve and develop local crafts/know-how and promote art.
- Increase in national income and employment (leading to less migration in search of work).
- Improved product quality and skills development.
- Transfer the products in an artistic way (through packaging and branding).
- Link production to tourism (live performance and points of sale - gifts and souvenirs).
- To solve the problems of economic divergence and regional imbalance.
- To bring the concept of ODOP to national and international levels after successful implementation at the state level.

Actions to be taken to choose a product from a district

- ✿ Preparation of a database on trade, stakeholders, total production, export, availability of raw materials and organization of training.
- ✿ Search for possibilities related to the production, development and commercialization of the product.
- ✿ Prepare a micro plan for product development, marketing promotion, providing additional employment opportunities, and increasing wages for the craftsmen and workers involved.
- ✿ Provide advertising, publicity and marketing opportunities at the regional, state, national and international levels.
- ✿ Coordination is needed with MUDRA, PMEGP and Stand Up Schemes of India from India, as well as Mukhya Mantri Yuva Swarajgar Yojna and Vishwakarma Shram Samman Yojna of the UP government to provide the necessary funds for the new and existing units.

What if more than one product is identified in a district?

In case more than one product has an identity in a district, the product that can generate more employment and development opportunities has been chosen. Little by little, another product will also be included in the scope of the program.



WHY ODOP AT UTTAR PRADESH?

There are products at UP that cannot be found anywhere else. Products like Ancient nutritious rice “Kala namak”, The rare technology for the wheat stalk crafts, The famous Chikankari and Zari-Zari work clothes and the horn and bone work that uses dead animals remains in the place of living organisms, making it an environmentally friendly alternative to ivory. Many of these products are classified as GI. They have been certified to belong to this region of Uttar Pradesh. Many of these were also dying

societal traditions rekindled by modernization and propaganda.

Many region-specific industries are more common, but their products remain unique to those regions. Asafoetida, Desi ghee, luxury glassware, linens, jaggery, leather goods - the fields specializing in these trades are in UP. These are also small and medium-sized industries that need modernization, machinery and improved productivity.

Financial assistance under the ODOP program

Various programs and procedures can be used to help people seek financial assistance. This is the list:

- 1. Common Facility Center Scheme (CFC):** This scheme will provide financial assistance up to 90% of the project cost. This is provided by the state government.
- 2. Marketing Development Assistance Scheme:** Financial support will be provided

to all presenters as well as international and national budget seekers. They can use it to display and sell the products of their choice in the ODOP program.

3. Finance Assistance Scheme (Margin Money Scheme): The scheme doesn't give a complete margin, but a margin of the project cost will be received by the applicant in the form of subsidy.

4. Skills Development Scheme: In this case, all skilled artisans will be trained through RPL (Recognition of Early Learning). It will be recognized by SSC's, various Sector skill councils, and unskilled professionals will receive a 10-day training session and are provided with a free toolkit.



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