

# One Product, One District scheme

March 30, 2020

**Source:** *Kurukshetra Magazine and ODOP portal*

One District One Product(ODOP) was launched by the Government of Uttar Pradesh to encourage and revive aboriginals' arts and craft products. The scheme would help Micro, Small and Medium Enterprises (MSME) to produce and promote products that are unique in Uttar Pradesh.

## **Aim**

The programme aims to encourage more visibility and sale of indigenous and specialized products/crafts of Uttar Pradesh, generating employment at the district level

## **Objectives**

The main objectives of the One District One Product Programme are as follows:

- Preservation and development of local crafts/skills and promotion of the art.
- Increase in the incomes and local employment (resulting in a decline in migration for employment).
- Improvement in product quality and skill development.
- Transforming the products in an artistic way (through packaging, branding).
- To connect the production with tourism (Live demo and sales outlet – gifts and souvenir).
- To resolve the issues of economic difference and regional imbalance.
- To take the concept of ODOP to national and international level after successful implementation at the State level.

## How does it work?

- In this project, one particular product is selected from every district of Uttar Pradesh. The
- Selected product under ODOP is traditionally famous for their production and manufacturing from that particular district (e.g Lucknow is famous for zari-zardozi and chikankari). Many of these products are GI-tagged, which means they are certified as being specific to that region in Uttar Pradesh.
- The manufacturing process of a lot of these products are also dying community traditions that are being revived through modernization and publicization.
- **Under the ODOP programme, artisans, production units and associations which are related to the selected products are promoted by lending loan, establishing Common Facility Centers,** providing marketing assistance so these products can be popularized and employment can be generated at the district level.
- **Sub-schemes under the ODOP** are:
  - Common Facility Centre Scheme
  - Marketing Development Assistance Scheme
  - Finance Assistance Scheme (Margin Money Scheme)
  - Skill Development Scheme