

8. One District One Product (ODOP) Initiative

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Abstract:

The ODOP (One District One Product) is an initiative which is led by the government in India for giving a required thrust to the rural economy by promoting traditional and local products of each district. This program primarily focuses on the identification of unique products in each and every district and also ensuring better platforms regarding production, promotion and marketing of that very unique product, which can be done by building a market for it through skill development, technological up gradation, and market linkage. The prime goal of this program is to improve the socioeconomic condition of local artisans and farmers which will improve the national economy by improving the rural economies at its base. This program is successfully implemented in various states of India and also got global recognition for promoting sustainable and inclusive development. The ODOP also gave a boost to traditional products such as handicrafts, textiles, and food items whose identity was lost in modern days.

Keywords:

One District One Product, ODOP, Mono-zukuri, Petha, Betel Leaf from Nagaon, Red Chilli from Guntur, Litchi, Banaras Silk, Jardalu mango, Varanasi, Muzaffarpur, Bhagalpur, Agra, Andhra Pradesh, Uttar Pradesh, Bihar, Cluster Development Program.

8.1 Introduction:

As our Indian society gets its strength from its vast cultural diversity across the nation, we know that after some minor distance, our country has a different culture. This cultural difference can also be visible on a material basis. This materialistic diversity is a treasure which is to be harnessed. For harnessing this treasure, the Government of India with the association of state governments started a program called ODOP (One District One Product) to encourage entrepreneurship and economic development in various regions of the country. The goal of this initiative is to identify unique products and crafts native to a particular district and promote them to support local artisans and manufacturers. By promoting these products, the government aims to create employment opportunities for local communities and enhance the country's overall economic growth.

The program generally focuses on perishable food products, cereals, and other food products widely produced in a district and its allied sectors. These products include mango, potato, litchi, tomato, tapioca, kinnu, bhujia, petha, papad, pickle, millet-based products, fisheries, poultry, meat, animal feed, and other traditional and innovative products.

The program also supports products, such as honey, minor forest products in tribal areas, and traditional Indian herbal edible items like turmeric, amla, and haldi.

8.2 History:

The ODOP (One District One Product) concept was first found in Japan as its Mono-zukuri movement, whose primary aim was to promote specialisation and excellence in specific products in different regions across all of Japan to enhance competitiveness and promote regional development. Similar types of approaches were observed in medieval Europe and ancient China, where guilds and the Baodiao system respectively helped in fostering the specialization and excellence in specific products, contributing to regional economic development.

In India, the Cluster Development Program (CDP) was introduced in the 1980s to promote small and medium enterprises in different regions.

The ODOP program, launched in Uttar Pradesh in 2018, has been successful in generating income and employment opportunities for local communities and preserving traditional arts and crafts. It has become an inspiration for other states and countries, leading to the adoption of similar initiatives to promote regional specialities and local manufacturing.

8.3 Objectives of One District One Product (ODOP):

The main objectives of One District One Product (ODOP) are:

A. Product Identification and Development: The goal of ODOP is to find and market distinctive products and crafts that reflect the distinctiveness of a particular area or district. It is necessary to do research, identify regional resources, acknowledge traditional talents, foster creativity, and boost production of goods and services. The objective is to create a strong feeling of identity for the area and promote economic growth by utilizing the district's distinctive commodities and crafts.

B. Promotion of Local Industries: ODOP aims to promote local industries by identifying and developing unique products and crafts that are distinctive to a particular district or region. This helps in preserving traditional craftsmanship, promoting local culture and heritage, and creating economic opportunities for local communities.

C. Diversification of Rural Economy: Through the identification and promotion of various goods and crafts in various districts or areas, the ODOP approach encourages the diversification of the rural economy. By encouraging the expansion of non-agricultural sectors and reducing reliance on agriculture, this strategy promotes a healthy and sustainable economic growth.

D. Inclusive Development: By focusing on underprivileged and excluded groups, such as women, craftsmen, and small-scale producers, the ODOP strategy aims to advance inclusive development. This gives individuals the opportunity to engage in economic activity, improve their standard of living, and contribute to the general growth of their districts or regions.

E. Sustainable Development: Through the use of regional resources, traditional knowledge, and environmentally responsible manufacturing techniques, ODOP encourages sustainable development. This aids in protecting the environment, encouraging sustainable livelihoods, and creating climate change resistance. This will help to sustain the locally available product for future generation.

F. Employment Generation: ODOP creates a vacuum in the economic growth of rural areas. By fostering locally owned enterprises and crafts, the ODOP project has the ability to drastically boost job opportunities, especially in rural areas. This can help combat the issue of underemployment and unemployment, stop people from migrating to cities, as well as promote inclusive growth.

G. Capacity Building and Skill Development: ODOP stresses the importance of building the capacity and skills of local producers, artisans, and other stakeholders involved in producing local products. This encompasses offering training, upgrading skills, and providing technical support to enhance the quality and competitiveness of local products. The aim is to augment the capacity and proficiency of local stakeholders to effectively engage in local economic activities.

H. Marketing and Branding: ODOP places significant importance on marketing and branding as a means of promoting local products and crafts in both domestic and international markets. This effort involves establishing brand identities, developing marketing channels, organizing exhibitions and events, and promoting e-commerce platforms for local products. The goal is to generate market demand for local products, increase their visibility, and improve their competitiveness in the market.

I. Community Participation and Ownership: ODOP recognizes that community participation and ownership are essential in the development process. The program encourages the active engagement of local communities, producers, and artisans in the planning, implementation, and monitoring of ODOP initiatives. The goal is to ensure that the development process is inclusive, participatory, and locally driven, which fosters sustainability and ownership by the local communities.

J. Policy Advocacy and Coordination: ODOP involves engaging in policy advocacy and coordinating with diverse groups of stakeholders, including government agencies, local organizations, private sector entities, civil society groups, and communities.

8.4 Principles:

Several fundamental principles underlie the success of the One District One Product (ODOP) program.

- A. **Local resource-based approach:** The ODOP program is founded on the idea of recognizing and promoting the distinctive products of every district, based on their local resources, strengths, and abilities. This methodology guarantees that the products are viable, competitive, and representative of the local culture and traditions.
- B. **Entrepreneurship and innovation:** The ODOP initiative stimulates innovation and entrepreneurship through providing support and incentives to local businesses for their establishment and growth. This strategy results in the creation of fresh job opportunities, increased income, and enhanced economic development in rural areas.
- C. **Value addition and marketing:** The ODOP program stresses the significance of value addition and marketing to enhance the competitiveness of local products. By processing, packaging, and branding the products, local businesses can add value to them, enhance their marketability, and earn higher profits.
- D. **Public-private partnership:** For the ODOP program to succeed, it necessitates the collaboration of the government, private sector, and community organizations. This strategy enables the pooling of resources, exchange of knowledge and expertise, and establishment of a supportive environment for local enterprises.
- E. **Skill development and capacity building:** The ODOP program gives high priority to capacity building and skill development of local entrepreneurs and workers to enhance their knowledge and abilities. To achieve this, the program provides training, mentorship, and technical assistance to local businesses. This support helps them improve their production processes, adopt new technologies, and meet the requirements of the market.
- F. **Inclusivity and sustainability:** The ODOP program aims to ensure inclusivity and sustainability by providing equal access to resources and opportunities for all members of the community, including marginalized groups, women, and youth. This strategy helps to foster social and economic equality, as well as the conservation of the environment and natural resources.

By adhering to these principles, the ODOP program can facilitate the advancement of local economic growth, safeguard local customs and traditions, and enhance the quality of life of rural communities. The program holds promise for generating fresh prospects for entrepreneurship and invention, while also contributing to the economic expansion at the national and regional levels.

8.5 Challenges and Their Solution:

The One District One Product (ODOP) programme has the ability for significant benefits, but there are also several hurdles that must be overcome. Some of the main challenges and their solution associated with the ODOP initiative are as follows;

- A. **Lack of awareness and participation:** The ODOP program struggles to function effectively since so many residents of rural areas are unaware of it and does not know about how to participate. This is a problem because participation is necessary for the program to succeed. Government agencies and cottage businesses should collaborate to educate the public about the program and how to participate in it in order to remedy this.
- B. **Limited infrastructure and resources:** The absence of essential infrastructure and resources, such as production and processing facilities, as well as basic amenities like

roads, electricity, and water supply, hampers the effective execution of the ODOP program in rural areas. The lack of these fundamental elements makes it difficult for local enterprises to start up and thrive, which in turn hinders the development of the local economy as a whole. Constructing or developing amenities such as warehouses, access to water, energy, and roads is crucial to tackling this obstacle.

- C. Limited access to finance:** Many local firms struggle to get access to financing, especially small and medium-sized organizations (SMEs), which frequently lack the collateral and credit history needed to get loans from traditional banking institutions. They find it difficult to start and grow their operations as a result. Governments and organizations can help SMEs with their financial needs by offering financial support in the form of grants, loans, or subsidies in order to overcome this difficulty.
- D. Limited technical and managerial skills:** Local businesses, especially those dealing with traditional and indigenous products, often face a lack of technical and managerial skills necessary to compete in the market. The specialized knowledge and skills required for such products are often missing, which adversely affects the quality and competitiveness of these products. To overcome this obstacle, training programs can be organized to develop the skills of local artisans and craftsmen, providing them with the required technical and managerial skills to enhance the quality and competitiveness of their products. Local Panchayat and entrepreneurs encouraging for conduct training programme for improving skills.
- E. Lack of coordination and governance:** Efficient coordination and governance among diverse stakeholders, such as local government, businesses, and civil society organizations, are vital for the successful implementation of the ODOP program. The absence of proper coordination and governance often results in duplicated efforts, lack of accountability, and ineffective implementation. To overcome this challenge, it is important to establish a centralized coordination mechanism that facilitates effective collaboration among the stakeholders.
- F. Climate change and natural disasters:** Rural areas are frequently at risk of facing the adverse effects of climate change and natural disasters, which can severely impact local businesses and the economy. These events can cause crop failure, loss of livestock, and damage to infrastructure, leading to disrupted supply chains and restricted market access for local products. To mitigate the impact of climate change and natural disasters, it is essential to develop effective contingency plans that can minimize the impact of such events.
- G. Lack of marketing:** Inadequate marketing may limit the market reach of ODOP products, which can impact their sales and growth. To overcome this, it is crucial to develop marketing strategies that target a broader audience, such as online platforms and social media, providing a wider market reach for ODOP products.
- H. Lack of innovation:** ODOP products may face the risk of becoming obsolete or losing their competitiveness over time. To overcome this challenge, it is essential to encourage creativity and innovation through research and development programs, which can help in enhancing the quality and competitiveness of ODOP products. Several factors contribute to the success of the One District One Product (ODOP) program, which are as follows:
- I. Local Resource Mobilization:** The success of the ODOP program is dependent on identifying and promoting the unique products of each district, which are based on local resources, strengths, and skills. Effective mobilization of the district's natural resources, human resources, and cultural resources is crucial to the success of the program.

- J. Value Addition and Quality Improvement:** To make local products more competitive, it is vital to prioritize value addition and quality enhancement. The ODOP program stresses the significance of local businesses adding value to their products by upgrading their quality, packaging, and branding.
- K. Market Access and Linkages:** The effectiveness of the ODOP program also relies on ensuring that local products have efficient access to markets and linkages. This can be accomplished by building local markets, creating supply chains, and connecting local businesses with national and global markets.
- L. Innovation and Technology:** The ODOP program highlights the importance of local businesses embracing innovation and incorporating new technologies to enhance the quality and competitiveness of their products. Technology transfer, research and development, and innovation hubs are some of the ways to accomplish this.
- M. Capacity Building and Skill Development:** The ODOP program's success also hinges on the efficient building of capacity and development of skills for local entrepreneurs. This can be attained through methods such as training programs, coaching, and mentorship.
- N. Community Participation and Empowerment:** The ODOP program is unable to continued without the support of the community. This might be accomplished by incorporating members of society in the creation and execution of the program, supporting social and environmental sustainability, and giving women and young people the chance to participate. Local engagement is essential for the expansion of ODOP.
- O. Policy Support and Enabling Environment:** The right policy backing and supportive environment are also essential to the ODOP program's efficacy. Establishing a favourable legal and regulatory environment, offering financial incentives, and encouraging collaborations among the government and private sectors can all help achieve this.

Below are some examples of case studies that demonstrate the success of the One District One Product (ODOP) program in promoting local products and creating sustainable livelihoods:

Petha from Agra, Uttar Pradesh:

The Agra locality of Uttar Pradesh is famous for producing petha, a traditional dessert made from pumpkin and syrup with sugar. The objectives of the local ODOP set up were to boost the lives of local producers while promoting Petha as an unique indigenous product. The program's components such as training, promotion assistance, and monetary aid helped the producers, which raised their output and income. The campaign has established a paradigm that is environmentally sustainable for the region's Petha production, and the product has gained popularity on both the domestic and foreign markets.

Betel Leaf from Nagaon, Assam:

A traditional mouth freshener popular in India, betel leaf is produced in high-quality in the Nagaon area of Assam. The ODOP program in the area aims to raise the living standards of regional farmers and market betel leaf as a distinctive locally produced good. Farmers were given training, marketing assistance, and financial aid under the initiative, which increased

their output and income. As a result, Betel Leaf has grown in popularity on both the domestic and international markets, and the program has created a sustainable production strategy for Betel Leaf in the region.

Red Chilli from Guntur, Andhra Pradesh:

The Guntur region of Andhra Pradesh is famous for growing outstanding red chillies. The ODOP campaign in the vicinity centred on marketing red chilli as a distinctive locally produced good and enhancing the standard of living of regional farmers. The effort helped the farmers through training, marketing aid, and financial support, which led to an increase in output and income. The program has developed a sustainable framework for red chilli production in the area, and the red chilli is now well-known on both the domestic and international markets.

Litchi from Muzaffarpur, Bihar:

The Muzaffarpur region of Bihar is famous for its superior litchis. The ODOP campaign in the vicinity concentrated on developing litchis as a distinguishing indigenous good and strengthening local farmers' standard of living. The endeavor supported producers through instruction, commercial aid, and monetary help, which resulted in a boom in output and income. The venture has established a sustainable framework for litchi cultivation in the area, and the litchis are now well-known on both domestic and global markets.

Banaras Silk from Varanasi Uttar Pradesh:

The ODOP initiative was started by the Uttar Pradesh government to encourage the growth of Banaras Silk, which it recognized as a distinctive product of the region. The government developed a silk manufacturing and designing center in Varanasi to aid local weavers, and it additionally offered entrepreneurs financing to adopt novel methods, purchase essential supplies, and promote their products. Through these activities, the Banaras Silk industry has grown, weavers' wages have increased, and the cultural uniqueness of the area has been preserved.

Jardalu mango from Bhagalpur district in the state of Bihar:

The successful ODOP initiative in the Bihar district of Bhagalpur has allowed for the commercial cultivation and marketing of the Jardalu mango, a special type that only grows in this area of India. Jardalu mangoes from Bihar are designated as a Geographical Indication (GI). The purpose of the effort is to help nearby farmers solve their production, post-harvest, and distribution issues. Because of its light yellow skin and its peculiar aroma, this jardalu mango is very well-liked in both domestic and global markets. But the difficulties they faced were impeding the agriculture sector and way of life.

8.6 Conclusion:

The ODOP (One District One Program) is one of the promising programs of the current time which gained enormous popularity due to its unique and distinct vision as it promotes

sustainable economic growth. This program mainly aimed to develop and market unique local products that generate income for local communities. The program has been implemented in diverse sectors such as agriculture, handicrafts, textiles, and food processing. As of the latest data, there are 764 districts in India if this program got good implementation there are the same number of unique products that will come into the market. But the implementation of ODOP also poses several challenges such as inadequate infrastructure, lack of technical and financial support, and limited market linkages. These challenges can be overcome by adopting a holistic approach that involves the participation of all stakeholders, including local communities, government agencies, NGOs, and private sector actors. This approach can ensure that the program's success factors are met, including identifying unique local products, providing technical and financial support, creating market linkages, and promoting sustainable practices. These challenges can be overcome by adopting a series of holistic approach that involves the participation of all stakeholders, including local communities, government agencies, NGOs, and private sector actors. This approach can ensure that the program's success factors are met, including identifying unique local products, providing technical and financial support, creating market linkages, and promoting sustainable practices. A large portion of the success of ODOP depends on the identification of unique local products which have market potential. This requires a thorough analysis of the local resources and expertise available in each district. Once when the products are identified technical and financial support should be provided to the local communities to improve the quality and productivity of their unique products. This support can include training, access to credit, and modern technology. The factors which provided the success in ODOP can also be replicated in other regions and sectors to get better results in inclusive and sustainable economic development. The program is also very helpful in the achievement of the (UNSDG)UN Sustainable Development Goals by addressing the issues like poverty, promoting gender equality, and reducing inequality. ODOP will also help in the preservation of traditional skills and knowledge, which are essential for cultural heritage and identity.

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