

Relevance of One District One Product Scheme in Economy of Uttar Pradesh

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Abstract

A large state like Uttar Pradesh which has a geographical spread 2,40,928 square kilometers, where there are 20 crore 42 lakh large population. It is not possible to have diversity. There are different terrain, different types of food and crops also. Different types of climate, communities and traditions. Apart from all this, there is a different and beautiful variety in Uttar Pradesh which is mainly craftsmanship and entrepreneurship. This is spread here in the small towns and cities of the state.

The main objective of the Uttar Pradesh Government's important scheme "ONE DISTRICT ONE PRODUCT" is to encourage special crafts and products. Such products are made in Uttar Pradesh, which are usually not available anywhere in the country like world famous chikankari, zari-zardoji, work on clothes, ancient and nutritious kala namak rice etc. Those who are losing their identity but they are being revived by this scheme of the government of Uttar Pradesh.

Keywords: ODOP Scheme, Craftsmanship, Entrepreneurship, U.P. Government, State Economy.

Introduction

Uttar Pradesh is a state of north India. It is a most populous state in India. Over 20 crore population lives here. It is divided into 18 divisions and 75 districts. About 75% of the population here is engaged in agriculture. Uttar Pradesh economy is India's fourth largest economy. Agriculture and service industry is the largest part of the state economy. The service sector includes hotel business, travel and tourism, real estate, insurance etc. Handicrafts, carpets, brass items, leather and sports goods make major contributions to the state exports. The state government has run many schemes from time to time for the promotion of small and medium enterprises. Among those schemes, the ODOP scheme is a very important scheme of the state government to prevent migration from villages and small towns for employment. ODOP campaign was first started in 1979 by the then Governor Mr. Morihiro Hiramatsu in Japan under the name of "ONE VILLAGE ONE PRODUCT" scheme. After this Thailand, China, Indonesia etc countries started this scheme in their own country. Uttar Pradesh is the first state in India to launch this scheme.

To encourage indigenous and specialized products in the state the Uttar Pradesh government has launched the ODOP scheme. The ODOP scheme was inaugurated by honorable president Shri Ram Nath Kovind ji on 10th August 2018 for small and medium enterprises. With the inauguration of this scheme our president sanctioned a loan of 1006.94 crore to 4095 artisans. The main goal of the government in this scheme is to provide self-employment to 25 lakh artisans and entrepreneurs in 75 districts of the Uttar Pradesh within 5 years. So that handicrafts and special skills can be protected. Under this scheme, each district of Uttar Pradesh will have a product which will often become the identity of those districts.

The main objective of the government to start this scheme is to boost production and provide new employment opportunities in Uttar Pradesh. Honorable prime minister of India Sri Narendra Modi Ji called this scheme an extension of Make in India. This scheme will raise the GDP of the state up to 2%. This major scheme of the state government will not only increase production but people will also get employment opportunities.

Objectives of Study

1. To know the relevance of this scheme for Uttar Pradesh economy.
2. To express the main theme of this scheme.
3. To know the practicality of this scheme.

Objective of This Scheme

1. Promoting income level by increasing local employment, this will reduce migration to employment.
2. To develop and preserve local crafts so that traditional art can be promoted.
3. Developing small, medium enterprises and reducing unemployment.
4. Encourage specialized crafts and product which are not available any where in the country.

Significance

The state government will focus on special product of all districts under this scheme So that the quality of the product can be further enhanced for competition in the international market. Following is the list of some important districts and products-

Districts	Products
Agra	Leather
Ferozabad	Glass bangles
Bareilly, Saharanpur, Badayun	Zari work
Kanpur	Leather Goods
Mirzapur, Sombhadra, Bhadohi	Dari and Kaleen
Lucknow	Chikan work
Bahraich	Handmade product (genhu danthal)
Kashganj	Zari Zardoji
Aligarh	Lock and Hardware
Bhagpat	Handloom

Some of the features of this scheme are as follows –

1. This scheme is necessary for the inclusive development of the entire state.
2. This scheme will provide employment to about 25 lakh people in 5 years.
3. After the success of this scheme all the products will get international recognition.
4. These products will become brand and these brands will become the identity of Uttar Pradesh.

Conclusion and Suggestion

The study concludes that this plan will prove to be a milestone for Uttar Pradesh economy in future product that have lost their identity by the implementation of this scheme will get a new identity,

not only at the national level but also at the international level. People get new employment opportunities and there will also be a decrease in migration for employment from villages and towns in large quantities, because with this scheme people will get employment in their place of residence. The success of this scheme will improve the economy of Uttar Pradesh and will also increase self-employment worker of Uttar Pradesh working in different states are returning back to the state in the anomalous situation created by the corona epidemic. Therefore, in such a situation this scheme will prove to be a very effective in providing employment at the local level because now people will not have to leave their place of residence for employment and living.

In order to make one districts one product scheme more successful, the ambitious scheme of the Uttar Pradesh government, the government should run a campaign in the entire state. So these products can be transported from house to house in every district. The government should take the following steps for this scheme-

1. These products should be replaced with hoardings such as parks, public place, airport, bus stand etc.
2. This scheme should be promoted and disseminated by advertise on government vehicles.
3. Products in all the districts should be promoted from one city to another.
4. Government should exhibit these products in regular intervals.
5. For promotion of this scheme government should provide easy and low rate of interest of finance.
6. For promotion of this scheme government should advertise these products by social media platform, TV channels, radio channels etc.

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