

Impact of ODOP Scheme in Export Promotion of Uttar Pradesh

Dr. Kajal Bansal

Assistant Professor, Department of Economics, R.B.S. College, Agra

Abstract

Uttar Pradesh's 'One District One Product' (ODOP) scheme has completely transformed the state's export landscape over the past eight years. This research paper attempts to examine the manner in which exports from Uttar Pradesh have been boosted. The ODOP scheme has carved out a distinct identity for itself, not only within the country but across the entire globe. During the G20 Summit held in 2023, ODOP products were specifically selected as gifts for world leaders, a choice that significantly enhanced the global brand value of these products. Several of Uttar Pradesh's key ODOP products—such as Bhadohi carpets, Moradabad brassware, leather goods from Agra and Kanpur, ready-made garments from Gautama Buddha Nagar, and 'Kala Namak' rice from Siddharth Nagar—have firmly established their dominance on the international stage. Currently, there are 75 districts associated with the ODOP scheme and Uttar Pradesh has emerged as India's fifth-largest exporter. This demonstrates that ODOP is not merely a government scheme; it has evolved into the very engine of Uttar Pradesh's economy. It stands as a successful model for transforming the "Vocal for Local" ethos into a "Global" phenomenon. Consequently, this initiative is not only generating employment opportunities for the populace but is also contributing to the overall strengthening of the national economy.

Keywords: ODOP Scheme, Export promotion, MSME sector, Vocal for local, Atmanirbhar Bharat, Federation of Indian Export Organizations (FIEO)

Introduction:

The literal meaning of ODOP is "One District, One Product" That is, "एक जिला एक उत्पाद". The objective of this initiative is to foster regional and social development by selecting, promoting, and branding a specific product in each district. This approach will boost the country's standing in both domestic and international markets, and, through the ODOP scheme, local products from the districts of our state—such as handicrafts or agricultural produce—will acquire a distinct and unique identity. As a result, local residents will secure permanent employment in units of their choice, local products will become competitive in both domestic and international markets, and exports will receive a boost. Under this scheme, a unique product from any given district is identified—one that truly reflects the district's inherent potential. Subsequently, entrepreneurs and business owners associated with that product are provided with financial assistance, skills training, and market access at both

*Corresponding Author Email: bansalkajalm@gmail.com

Published: 09 May 2026

DOI: <https://doi.org/10.70558/IJSSR.2026.v3.i3.301074>

Copyright © 2026 The Author(s). This work is licensed under a Creative Commons Attribution 4.0 International License (CC BY 4.0).

domestic and international levels. This initiative not only boosts the local economy and fosters skills development but also contributes to the overall improvement of the country's economic standing on the global stage.

The Government of India launched 'Startup India' on January 16, 2016—aimed at creating an ecosystem to foster new products and startups within the country, thereby generating large-scale employment opportunities for the youth and driving the nation's economic and social development—similarly, the decision to launch the 'One Tehsil, One Product' scheme was taken on January 24, 2018, inspired by Japan's One Village One Product (OVOP) movement, under the leadership of the Honorable Chief Minister of Uttar Pradesh, Yogi Adityanath. The objective of this initiative is to promote the unique product specific to a particular Tehsil, while simultaneously generating employment opportunities for the youth. On August 10, 2018, the 'One District, One Product Summit' was organized in Lucknow (capital of Uttar Pradesh). Following its success, this initiative was subsequently adopted by the Central Government. Since the MSME Department is also actively engaged in promoting such products, the first phase involved collaborating with local district administrations to compile a list of products for each district—an exercise that provided a significant boost to departments such as the MSME sector.

The Aim of the Study:

The present study aims to examine the impact of the *One District One Product (ODOP)* scheme on export promotion and regional economic development in Uttar Pradesh. It seeks to analyse how the ODOP initiative has contributed to strengthening district-specific industries, increasing exports, generating employment opportunities, and promoting indigenous products in national and international markets. The study also aims to evaluate the role of ODOP in enhancing the competitiveness of local products through branding, skill development, financial support, and market linkages, while assessing its contribution to the broader vision of *Vocal for Local* and *Atmanirbhar Bharat*.

Overview of Uttar Pradesh

Uttar Pradesh is a vast state, home to a massive population of 204.2 million people and spanning a geographical area of 240,928 square kilometers. In a region of such magnitude, it is inevitable that a rich diversity would exist. The state features a variety of topographical terrains, diverse culinary traditions, food crops, climatic conditions, and social customs. Yet, perhaps even more remarkable than all of these are the state's indigenous handicrafts and entrepreneurial spirit; indeed, every city, village, town, and district across Uttar Pradesh is renowned for its own unique and distinctive products. The state produces goods that are unparalleled anywhere else in India—such as the ancient and nutritious 'Kala Namak' rice (Siddharthnagar), the world-famous 'Chikankaari' embroidery (Lucknow), leather products (Kanpur, Agra), glassworks (Firozabad), metal crafts (Moradabad), and many others. Many of these products are losing their distinct identity; therefore, efforts are being made to revitalize them by infusing them with modernity and administering the life-giving elixir of wider dissemination.

Objectives of ODOP:

1. To promote local crafts, fostering the expansion of artistic skills and capabilities alongside their preservation and development.
2. To generate local employment opportunities, thereby reducing migration for work and increasing income, while simultaneously enabling people to remain connected to their cultural roots.
3. To enhance product quality and foster skill development.
4. To improve product quality through effective packaging and branding, thereby boosting market value while simultaneously encouraging healthy competition.
5. To promote tourism.
6. To maintain regional balance—ensuring economic development in every district—so as to prevent the emergence of economic disparities.
7. To uphold the country's identity and reputation on the international stage.
8. To boost exports, thereby generating foreign exchange earnings and strengthening the nation's economic position.
9. To facilitate import substitution.
10. To make the nation prosperous and affluent on the global stage.
11. To accelerate the national and regional economies by focusing on indigenous industries and handicrafts.
12. To strengthen the rural economy, thereby curbing the migration of people from rural to urban areas.

Associated Schemes

- **Common Facility Centre (CFC) Scheme:** A Common Facility Centre (CFC) is a capital-intensive hub that provides cutting-edge and advanced technologies at affordable rates to ODOP and MSME manufacturers, thereby significantly boosting their operational efficiency and enhancing their competitiveness in the market. The objective is to empower the 'One District, One Product' scheme to such an extent that its participants can effectively compete in the market, adhering to global export standards. Furthermore, this scheme aims to bolster India's goals of self-reliance and global integration—in alignment with the 'Atmanirbhar Bharat' (Self-Reliant India) initiative—while simultaneously fostering the growth of local economies.
- **Marketing Development Assistance (MDA):**
- This scheme provides financial help to participate a district in national and international fairs.
- **Skill Development & Toolkit Distribution:**

- It trains unskilled or semi-skilled artisans, weavers, entrepreneurs and exporters and provides modern tools of them.
- **Financial Assistance Scheme:**
- It is also known as the "Margin Money" scheme, it provides subsidies on bank loans by all nationalized banks, regional rural banks and other scheduled banks will finance the scheme for setting up units.

Review of Literature

The existing literature on the One District One Product (ODOP) scheme highlights its growing importance as a regional development strategy for strengthening local industries, promoting exports, and generating employment in Uttar Pradesh. Most studies agree that ODOP has emerged as a significant policy intervention aimed at linking traditional district-based products with wider domestic and international markets. The scheme is widely viewed as an adaptation of Japan's *One Village One Product* model, redesigned in the Indian context to promote local specialization, MSME development, and export competitiveness.

Tripathi and Agrawal (2021), in one of the earliest academic studies on ODOP, examined the scheme as an economic revitalization programme in Uttar Pradesh and found that it had positively contributed to export promotion, employment generation, and state-level economic growth between 2018 and 2020. Their case-study-based analysis emphasized that ODOP strengthened traditional industries by improving market access, institutional support, and product visibility. The authors argued that the scheme played a crucial role in reviving district economies through targeted promotion of indigenous products.

Sharma and Kumar (2024) studied the role of ODOP in strengthening the metal craft industry in Moradabad, one of Uttar Pradesh's most prominent export clusters. Their findings suggest that ODOP significantly improved production capacity, business opportunities, and entrepreneurial growth in the region. The study concluded that ODOP has been particularly effective in revitalizing traditional industrial clusters by providing branding, policy support, and improved market linkages, especially for small producers and artisans engaged in metal handicrafts.

Singh, Gangal, and Gogia (2025) analysed the impact of ODOP on export performance in selected districts of Uttar Pradesh, namely Jalaun, Jhansi, and Lalitpur. Using secondary data and statistical tools such as t-test and OLS, the study found a positive and measurable impact of the ODOP programme on district-level exports. Their research confirmed that exports of identified products improved significantly after the implementation of ODOP and projected continued growth in future years. This study provides empirical support for the argument that ODOP has strengthened export-oriented district specialization in Uttar Pradesh.

Kanujiya et al. (2025), in their study on Shravasti district, examined the role of ODOP in reviving traditional industries and promoting opportunities for SMEs and artisans. Their findings show that ODOP has strengthened market linkages, increased livelihood opportunities, and revived local production systems in underdeveloped districts. The study

highlighted the importance of ODOP in promoting inclusive regional development by integrating small artisans and family enterprises into broader economic networks.

Dipshi and Mohammad (2025) found that ODOP's financial interventions, including margin money assistance, credit support, and infrastructure development, played an important role in improving regional productivity and economic participation in Uttar Pradesh. Similarly, Srivastava and Fatima (2025) emphasized that ODOP has successfully transformed local products into globally recognized brands through better marketing, packaging, and export promotion strategies.

Overall, the literature indicates that ODOP has had a positive impact on Uttar Pradesh's economy through export growth, MSME expansion, employment generation, and revival of traditional industries. While most studies focus on specific districts or sectors, there remains a need for a broader state-level analysis of ODOP's contribution to Uttar Pradesh's overall export performance over the last eight years. The present study seeks to address this gap by providing a comprehensive analysis of ODOP's role in export promotion across Uttar Pradesh.

Methodology

This study adopts a descriptive and analytical research design to examine the impact of the One District One Product (ODOP) scheme on export promotion in Uttar Pradesh. The research is based primarily on secondary data collected from authentic government and institutional sources. Relevant data were gathered from official reports and publications of the Uttar Pradesh MSME and Export Promotion Department, Federation of Indian Export Organisations (FIEO), Invest UP, ODOP official portal, Exim Bank reports, and published research papers, journals, newspapers, and policy documents.

The study focuses on evaluating the performance of the ODOP scheme in promoting district-specific products and enhancing the export potential of Uttar Pradesh over the period 2017–18 to 2024–25. For this purpose, district-wise ODOP product data and state export statistics were compiled and systematically classified. The analysis includes identification of major ODOP sectors such as handicrafts, textiles, agriculture, food processing, and traditional industries, along with their contribution to employment generation, branding, and market expansion.

To assess the effectiveness of the scheme, a comparative trend analysis method has been used. Export figures of Uttar Pradesh for the last eight years were examined to identify changes in export performance of ODOP. State-wise export data were also compared to evaluate Uttar Pradesh's relative position among major exporting states in India. Percentage growth analysis was applied to measure changes in export value across the study period. In addition, sectoral interpretation was used to understand how ODOP has contributed to strengthening local industries, improving product competitiveness, and supporting the vision of *Vocal for Local* and *Atmanirbhar Bharat*.

The study is limited to secondary data and focuses only on Uttar Pradesh. Despite this limitation, the methodology provides a reliable framework for understanding the role of

ODOP in export promotion and regional economic development in the state.

Each district has a specific product assigned to it based on its historical and cultural significance. Many of these products have GI-tagged, which means they are certified as being specific to that district or region in Uttar Pradesh. Below is the list of major districts and their selected products under the One District One Product (ODOP) scheme in Uttar Pradesh. These district-wise products have been officially identified by the Government of Uttar Pradesh to promote local specialization, traditional industries, and exports.

Table 1

Sectors Covered Under Uttar Pradesh's 'One District, One Product' (ODOP)

Sr. No	District	ODOP Product
1	Agra	Leather Products and Stone/Marble Handicrafts
2	Aligarh	Locks, Hardware & Metal Handicrafts
3	Ambedkar Nagar	Textile Products
4	Amethi	Moonj Products
5	Amroha	Musical Instruments & Readymade Garments
6	Auraiya	Food Processing (Desi Ghee)
7	Ayodhya	Jaggery
8	Azamgarh	Black Pottery
9	Baghpat	Home Furnishing
10	Bahraich	Wheat-Stalk Handicrafts & Food Processing
11	Ballia	Bindi (Tikuli)
12	Balrampur	Food Processing (Pulses)
13	Banda	Shazar Stone Craft
14	Barabanki	Textile Products
15	Bareilly	Zari-Zardozi & Bamboo Products
16	Basti	Wood Craft & Vinegar Products
17	Bhadohi	Carpet (Dari)
18	Bijnor	Wood Craft
19	Budaun	Zari-Zardozi

20	Bulandshahr	Ceramic Products
21	Chandauli	Zari-Zardozi & Black Rice
22	Chitrakoot	Wooden Toys
23	Deoria	Decorative Products & Embroidery
24	Etah	Ghungroo, Bells & Brass Products
25	Etawah	Textile Products & Garment Embroidery
26	Farrukhabad	Textile Printing & Zari-Zardozi
27	Fatehpur	Bedsheets & Iron Fabrication
28	Firozabad	Glassware
29	Gautam Buddh Nagar	Readymade Garments
30	Ghaziabad	Engineering Goods
31	Ghazipur	Jute Wall Hanging
32	Gonda	Food Processing (Pulses)
33	Gorakhpur	Terracotta & Readymade Garments
34	Hapur	Home Furnishing
35	Hardoi	Handloom
36	Hamirpur	Shoes
37	Hathras	Hing (Asafoetida)
38	Jalaun	Handmade Paper Art
39	Jaunpur	Woollen Carpet (Dari)
40	Jhansi	Soft Toys
41	Kannauj	Perfume (Attar)
42	Kanpur Dehat	Aluminium Utensils
43	Kanpur Nagar	Leather Products
44	Kasganj	Zari-Zardozi
45	Kaushambi	Food Processing (Banana)
46	Kushinagar	Banana Fiber Products
47	Lakhimpur Kheri	Tribal Craft & Jaggery

48	Lalitpur	Zari Silk Sarees
49	Lucknow	Chikankari & Zari-Zardozi
50	Maharajganj	Furniture
51	Mahoba	Gaura Stone Craft
52	Mainpuri	Tarkashi Art
53	Mathura	Sanitary Fittings & Religious Crafts
54	Mau	Powerloom Textile
55	Meerut	Sports Products
56	Mirzapur	Carpets & Brass Industry
57	Moradabad	Metal Craft
58	Muzaffarnagar	Jaggery
59	Pilibhit	Flute & Wooden Products
60	Prayagraj	Moonj Products
61	Pratapgarh	Amla Products
62	Raebareli	Wood Work
63	Rampur	Applique Work & Patch Work
64	Saharanpur	Wood Crafting
65	Sambhal	Horn-Bone Handicrafts
66	Sant Kabir Nagar	Brassware Craft
67	Shahjahanpur	Zari-Zardozi
68	Shamli	Iron Arts
69	Shravasti	Tribal Craft
70	Siddharthnagar	Kala Namak Rice
71	Sitapur	Carpet (Dari)
72	Sonbhadra	Carpets
73	Sultanpur	Moonj Products
74	Unnao	Zari-Zardozi & Leather Products
75	Varanasi	Banarasi Silk Saree

Source: <https://odopup.in/>

These district-specific products reflect Uttar Pradesh's strong base in handicrafts, textiles, agriculture, food processing, leather, and traditional industries, making ODOP a major driver of employment and exports in the state.

In the above list of ODOP product we see that 45% of the products covered under the ODOP scheme are agriculture-related—examples include Siddharthnagar's **Kala Namak** rice, the jaggery from Ayodhya and Muzaffarnagar, and food processing (specifically corn) in Gonda.

India holds a prominent position in Asia within the manufacturing and mineral sectors; notable examples include the metal crafts of Moradabad, or the intricate **Zari-Zardozi** embroidery work—which often incorporates precious stones and jewelry—found in various regions. It is a well-known fact that when it comes to handicrafts, Uttar Pradesh stands second to none among the Indian states. Owing to its diverse culture and rich heritage, the state boasts a vast array of handicrafts, paintings, pottery, sculptures, and various other decorative and utility items—such as the Black Pottery of Azamgarh and the wood carving crafts of Saharanpur etc..

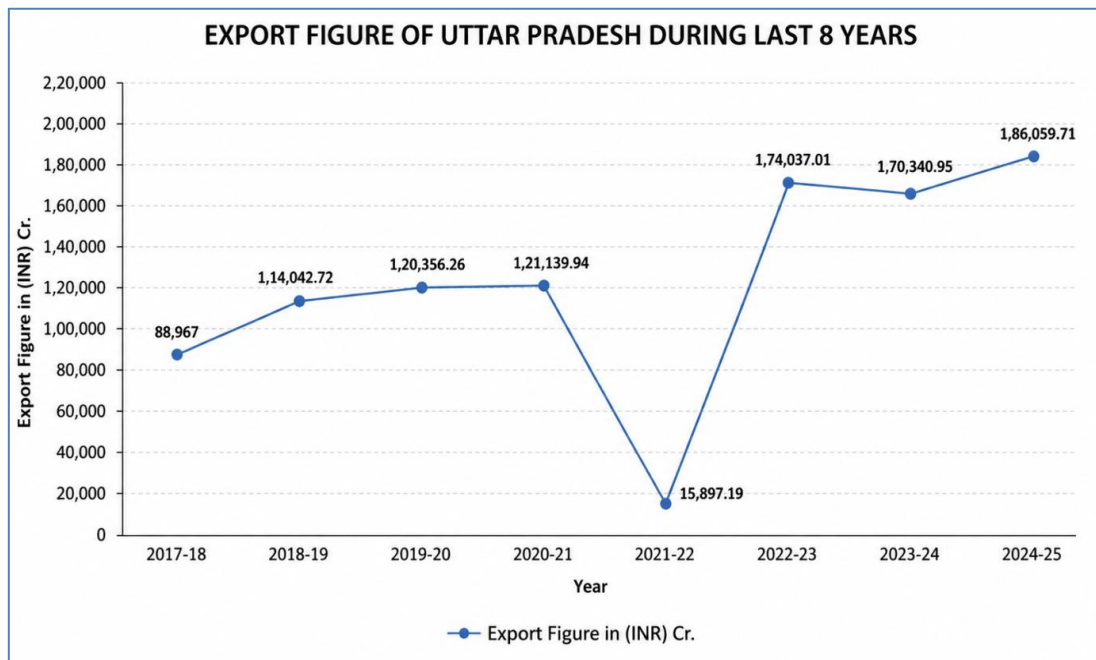
When discussing textiles and handlooms, Indian fabrics and handloom products have established a significant global presence—largely due to their deep-rooted connections with agriculture and Indian culture. Notable examples include the carpets of Bhadohi, the **daris** of Sitapur, the silk sarees of Varanasi, and the **zari** work of Unnao. This sector constitutes a vital component of the Indian economy, providing employment to over 7 million people. India stands as the world's largest exporter of handicraft goods, with Uttar Pradesh ranking among the country's leading states for the export of textiles and apparel. During the fiscal year 2023–24, the state exported goods worth approximately \$3.5 billion, accounting for 9.6% of the country's total textile and apparel exports.

Table 2
Export Figure of Uttar Pradesh During Last 8 Years

Year	Export Figure in (INR) Cr.
2017-18	88,967
2018-19	1,14,042.72
2019-20	1,20,356.26
2020-21	1,21,139.94
2021-22	15,897.19
2022-23	1,74,037.01
2023-24	1,70,340.95
2024-25	1,86,059.71

Source: UP export data, combined export data 10 years latest 06.05.2024

Diagram 1



According to Alok Srivastava, Assistant Director of the Federation of Indian Export Organizations (FIEO), and the above data, UP exported a total of ₹88,967 crore in fiscal year 2017-18, when ODOP was launched. This increased to ₹1,14,042.72 crore in 2018-19. Thus, UP's exports steadily increased until 2020-21. However, due to the COVID-19 pandemic in 2021-22, the steady growth in exports fell to ₹15,897.19 crore. Since then, exports have only increased since fiscal year 2022-23. In the financial year 2024-25, this jump reached ₹1,86,059.71 crore, a 12% increase compared to the previous financial year. Considering the exports of the last five years, Uttar Pradesh alone has seen a 53% increase. This is the biggest jump in the history of Uttar Pradesh. In the last financial year (2024-25), UP alone exported goods worth ₹36,850 crore to the US, followed by the UK and Germany. If we compare with other states in the country, UP is at 5th place in terms of exports, while Gujarat is at first place. This is shown in table 3....

Table 3

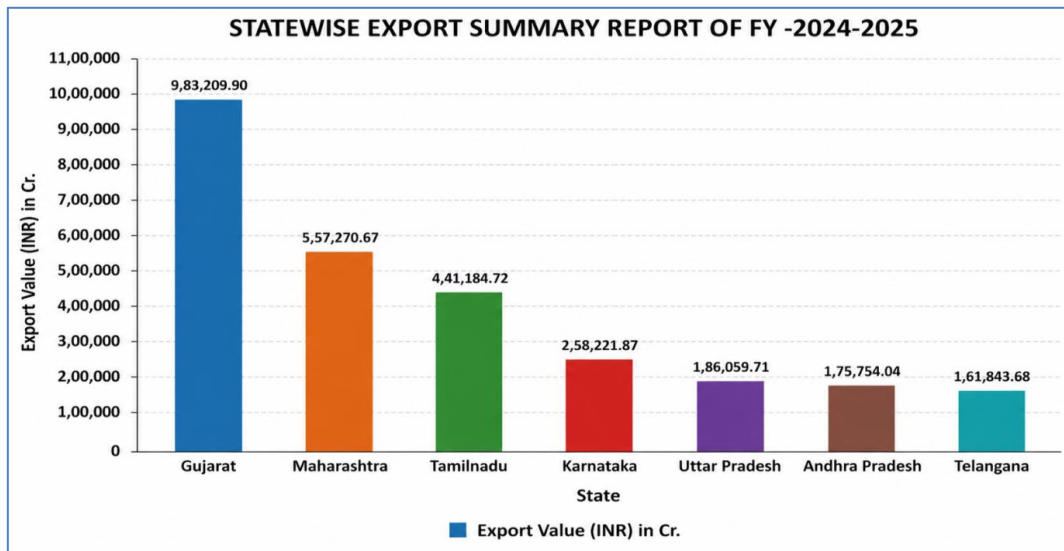
State wise Export Summary Report of Fy -2024-2025

Sr. No.	State	Export Value (INR) in Cr.
1	Gujarat	9,83,209.90
2	Maharashtra	5,57,270.67
3	Tamilnadu	4,41,184.72
4	Karnataka	2,58,221.87
5	Uttar Pradesh	1,86,059.71

6	Andhra Pradesh	1,75,754.04
7	Telangana	1,61,843.68

Source: Overview of States' Exports 2024-25 Federation of Indian Export Organization.

Diagram 2



According to the Table 3 and diagram 2, present the state-wise export performance of major Indian states for the financial year 2024–25 and highlights Uttar Pradesh’s position in the national export landscape. The data reveal that Gujarat ranked first among all Indian states with exports worth ₹9,83,209.90 crore, making it the leading exporting state in the country. Its dominant position reflects the strong presence of ports, industrial infrastructure, petrochemical industries, and export-oriented manufacturing units in the state. Maharashtra secured the second position with exports valued at ₹5,57,270.67 crore, followed by Tamil Nadu in third place with ₹4,41,184.72 crore. Karnataka ranked fourth with exports of ₹2,58,221.87 crore.

Uttar Pradesh stood at the fifth position with total exports of ₹1,86,059.71 crore in FY 2024–25. This ranking is significant because Uttar Pradesh is traditionally known as an agriculture- and population-dominated state rather than a heavily industrialized export hub. Achieving the fifth position indicates a substantial improvement in the state’s export capacity and reflects the growing contribution of district-based industries, MSMEs, handicrafts, textiles, leather goods, and agricultural products under the ODOP framework. The state has surpassed Andhra Pradesh and Telangana, which recorded exports of ₹1,75,754.04 crore and ₹1,61,843.68 crore respectively.

The data indicate that Uttar Pradesh has emerged as one of the top exporting states in India, reflecting the positive outcomes of policy initiatives such as ODOP, export promotion schemes, MSME support, and improved market linkages. Although the state still trails behind highly industrialized states like Gujarat, Maharashtra, Tamil Nadu, and Karnataka, its rise to the fifth position demonstrates strong progress in export diversification and regional

economic development. This also suggests that Uttar Pradesh is steadily transforming from a consumption-oriented state into a competitive production and export-driven economy.

Conclusion

The One District One Product (ODOP) scheme has emerged as a transformative development model for Uttar Pradesh, significantly contributing to the promotion of exports, revival of traditional industries, and strengthening of the state economy. The study concludes that ODOP has successfully provided a distinct identity to district-specific products by linking local resources, traditional skills, and cultural heritage with national and international markets. By focusing on one unique product in each district, the scheme has not only preserved indigenous crafts and agricultural specialties but has also enhanced their commercial value through branding, packaging, skill development, and market support.

The findings show that since the launch of ODOP in 2018, Uttar Pradesh has witnessed notable growth in export performance. The state's exports increased from ₹88,967 crore in 2017–18 to ₹1,86,059.71 crore in 2024–25, reflecting the growing strength of district-based production and export capacity. Despite the temporary setback during the COVID-19 period, the recovery and subsequent rise in exports demonstrate the resilience and effectiveness of the ODOP framework. The scheme has also played an important role in generating employment opportunities, reducing regional disparities, supporting MSMEs, and limiting migration by creating livelihood opportunities at the local level.

The study further concludes that ODOP is not merely a state-level promotional scheme, but a strategic instrument of inclusive economic development. It has strengthened Uttar Pradesh's position as the fifth-largest exporting state in India and has contributed meaningfully to the broader goals of *Vocal for Local*, *Make in India*, and *Atmanirbhar Bharat*. Therefore, ODOP can be regarded as a successful and sustainable model of regional development, capable of promoting self-reliance, export competitiveness, and balanced economic growth.

REFERENCES

1. ODOP-UP is an initiative by the government of UP – to encourage states' domestic production of various (Wikipedia)
2. <https://www.ijfmr.com> › research-paper “A Study on the Impact of ODOP Scheme on Economy...”
3. One District One Product Uttar Pradesh Department of MSME and Export Promotion, UP.
4. Invest UP Federation Indian Chambers of Commerce & Industry (FICCI) and 7 others, 7 Aug 2025. (Facebook.Invest UP)
5. Amar Ujala 28 Aug. 2025 Page 4.
8. [Overview of States' Exports 2024-25 Federation of Indian Export Organisations](https://fiec.org)
<https://fiec.org> › view section

7. Exim Bank Research-Accelatering Uttar Pradesh's export growth : insight & strategies
8. https://kcpgeko.in/WebDoc/PDF/Extra/Vol1Issue2_003.pdf?638760523821598245&%3A~%3Atext=Economy%20of%20Uttar%20Pradesh%20contributes%2Cthe%20financial%20year%202020%2D21.
9. A Study on the Impact of ODOP Scheme on Economy. (2024). International Journal for Multidisciplinary Research (IJFMR). Available at: <https://www.ijfmr.com/research-paper.php?id=45415>
10. <http://odopup.in>
11. <https://www.ris.org.in/sites/default/files/Publication/DP-285-Pankhuri-Gaur.pdf>