

Impact Of One District One Product (ODOP) Programme On Export Performance – A Study Of Selected Districts Of Uttar Pradesh

Avdhesh Kumar Singh¹, V. K. Gangal², Jyoti Gogia³

Research Scholar, Department Of Applied Business Economics, Faculty Of Commerce

Dean & Professor, Faculty Of Commerce

Professor, Department Of Economics, Faculty Of Social Sciences

Dayalbagh Educational Institute (Deemed To Be University), Agra, Uttar Pradesh, India

Abstract

Aim: Exports serve in the growth of a country and state economy. It increases foreign exchange and diversifies the domestic market from global competition. The purpose of this paper is to study and analyse the performance of the export of identified products under the One District One Product (ODOP) programme in three selected districts of Uttar Pradesh, i.e. Jalaun, Jhansi and Lalitpur Districts from 2014-15 to 2023-24. It further estimates the export figures for five years from 2024-25 to 2028-29 of selected districts.

Methodology: This paper is based on secondary data, collected through government publications like District Domestic Product Book, ODOP Book Statistical Abstract and Diary accessed from websites <http://odop.up.in>, <http://updes.up.nic.in>, <https://upepc.org>. To fulfil the objectives, the t-test and OLS methods are used to analyse the data.

Findings: This paper shows the positive impact of the ODOP Programme on the export performance of the identified product in the selected districts from 2014-15 to 2023-2024, and the estimation of exports will increase in subsequent years.

Conclusion: The ODOP has great potential in increasing exports in Jalaun, Jhansi and Lalitpur Districts. The success story of ODOP in Uttar Pradesh will force the adoption of this scheme at the national level.

Limitations of the Study: This paper focused on the export performance of identified products and does not cover other aspects such as business units and employment generation.

Keywords: One Village One Product (OVOP), One District One Product (ODOP), Exports, Revitalisation, Identified Products, Estimation, GoUP

Date of Submission: 23-05-2025

Date of Acceptance: 03-06-2025

I. Introduction

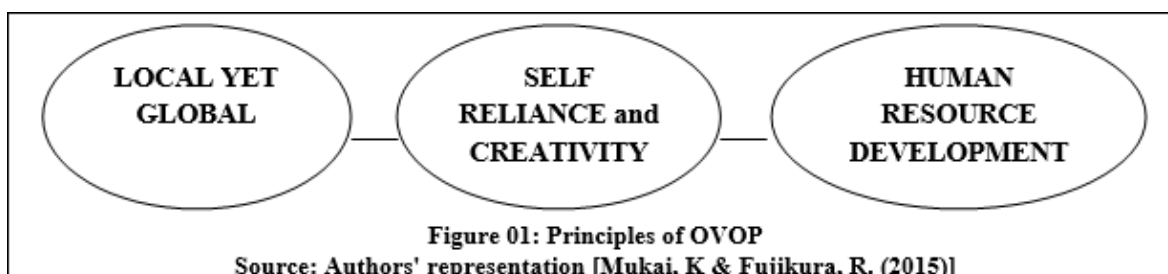
Uttar Pradesh (U.P.) was formed on 24 January 1950 after the independence of India from British Crown Rule in 1947. It is located in the north-central part of India. The state ranks first in terms of population among all the states in the country and is regarded as the most populous state in India [Srivastava et.al, 2019]. The population of the state was 199,812,341 (Census: 2011), and the estimated population for the year 2024 is projected to be 244,000,000 [Census 2024]. Only three countries of the world, excluding India, namely China, the USA and Indonesia, have a higher population than that of Uttar Pradesh. It possesses 2,40,928 sq. km area which makes this state the fourth biggest state area-wise in the country. It has its administrative capital at Lucknow (also known as the city of Nawabs), through which the entire state, with 75 districts under 18 divisions, is administered with good governance.

The Gross State Domestic Product (GSDP) of Uttar Pradesh for 2023-24 (at Current Prices) is projected to be ₹ 24,39,171 crore [UP Budget 2023-24]. The huge volume of merchandise promotes the crafts/skills of Uttar Pradesh and significantly contributes to India's exports. The Export figure of the state for the period April 2023 to March 2024 reported at ₹ 170340.95 Crore [Export Promotion Council – UP 2024 A].

Uttar Pradesh is the most inhibited state of India with the problem of economic inequality and labour migration for employment. The Government of Uttar Pradesh (GoUP) put into action the One District One Product (ODOP) Programme in 2018 to ensure local inclusive growth and optimum utilisation of skills and human resources for the economic revitalisation of the state.

ODOP Programme – A Historical Perspective

Japan was the first country in the world to introduce a regional development movement entitled One Village One Product (OVOP) to enhance its local economy in 1979. The identification and development of distinct products in each village was the special feature of the OVOP movement. The movement showed progress for the local economy in Japan. The idea of movement was primarily based on the following principles mentioned below:



The OVOP showed tremendous growth in Japan and led other countries of the world to implement such a movement/programme to boost their economy.

Rationale of the ODOP Programme in Uttar Pradesh

Shri Yogi Adityanath (Chief Minister - GoUP) launched the ODOP programme in the year 2018, covering all 75 districts of the state with the prime aim to:-

- Preserve and develop local crafts/skills/products
- Increase exports of the state by reviving the indigenous industries through financial infusion and marketing support.

Each district in the state is identified by the particular product/craft/skill. The ODOP Programme covers five schemes which are mentioned briefly in the table below:

Table 01: List of Schemes under ODOP

Name of Schemes under ODOP	Execution of the Scheme
1. Common Facility Centre Scheme (CFCS)	<ul style="list-style-type: none"> • Testing Laboratory • Design Development Centre and Training Centre. • Raw Material Bank/ Common Resource Centre. • Common Production/ Processing Centre • Common Logistic Centre.
2. Marketing Development Assistance Scheme (MDAS)	<ul style="list-style-type: none"> • Product Exhibition cum Selling Centre. • Packaging, Labelling, and Bar-Coding Facilities.
3. Skill Development and Tool Kit Distribution Scheme (SD-TKDS)	<ul style="list-style-type: none"> • The distribution of advanced tool kits to the skilled workforce.
4. Finance Assistance Scheme (FAS)	<ul style="list-style-type: none"> • The GoUP will finance the scheme through nationalised banks, regional rural banks
5. Branding Scheme (BS) (introduced in the year 2020)	<ul style="list-style-type: none"> • It will be executed by establishing stores at prime Airports, Railway Stations, Government Guest Houses and Gandhi Ashrams.

Source: ODOP-GoUP

II. Review Of Literature

From the studies of the world, the literature available on the ODOP programme is highlighted below:

- Success of the programme, generation of self-reliance and improvement in product quality
- Achievement of Atmn Nirbhar Bharat, determine price uniformity, and Potential to generate income

In our neighbouring country, Pakistan similar programme named Aik Hunar Aik Nagar (AHAN) has gained success with respect to the community development of wood workers of Silanwali cluster [Khalid and Rashid, 2019]. The Government of Nigeria, in its OVOP programme, generated and focused on self-reliance and creativity [Issa and Lawal, 2014]. The implementation of OVOP in the industrial sector in the Sidoarjo district has improved the product quality to a great extent [Tjahjani et. al, 2021]. The recent ODOP success in Uttar Pradesh has provided support to the state in achieving the goal of Atma-Nirbhar Bharat [Tripathi and

Agarwal, 2021]. The price uniformity and copyright on the handicrafts are executed in handicraft for artisans [Megha 2019]. However, ODOP has not shown good signs during the pandemic of COVID, but women associated with the handicraft industry in Prayagraj, Gorakhpur and Azamgarh have the potential to solve their problem of income [Yadav et. al, 2022].

Research Gap

Authors have reviewed the above papers but could hardly find any literature in which a change in the export performance of selected products under ODOP is discussed.

Therefore, this paper will highlight the impact of ODOP on export performance in the selected districts of U.P. and the estimation of exports in subsequent years.

Objectives Of The Study

- To find the impact of ODOP on export performance of selected districts, i.e. Jalaun, Jhansi and Lalitpur.
- To estimate the export performance of selected districts, i.e. Jalaun, Jhansi and Lalitpur, for the next five years from 2024-25 to 2028-29.

Hypotheses

H₀: There is no significant difference in the export performance in the PRE and POST ODOP Period

H_a: There is a significant difference in the export performance in the PRE and POST ODOP Period

III. Research Methodology

This research paper is based only on secondary data comprising research papers, government publications (District Domestic Product Book, Statistical Abstract, Statistical Diary, ODOP Book, UP Budget, etc), websites (<http://odop.up.in>, <http://updes.up.nic.in>, <https://upecp.org>). The ODOP programme is prevalent only in Uttar Pradesh; the three districts are selected from the Bundelkhand region of Uttar Pradesh in terms of large area size. This region is selected on the point that authors are conducting other studies on ODOP, excluding the said region. To achieve the first and second objectives of the study, t-test and OLS methods are used respectively to fulfil the same.

Profile of Selected Districts – Jalaun, Jhansi and Lalitpur:

The Bundelkhand region lies in Madhya Pradesh and Uttar Pradesh. It is one of the four economic regions of the U.P. The main rivers flowing in this region are Betwa, Ken, Dhasan and Yamuna. It comprises seven districts, i.e. Banda, Chitrakoot, Hamirpur, Jalaun, Jhansi, Lalitpur and Mahoba in U.P. [Water Management, Bundelkhand]. In this study, three districts of U.P. are selected, which are mentioned in the table below:

Table 02: Profile of Selected Districts

Name of Selected Districts	Jalaun	Jhansi	Lalitpur
Area (in Sq. Km)	4565	5024	5039
Gross District Domestic Product 2021-22 at Market Price ₹ (In Crore)	16700.19	22304.28	12165.18
Population (Census: 2011)	1689974	1998603	1221592
Literacy Rate	73.7	75.0	63.5
Tourist Destination	Kalpi, Rampura	Jhansi Fort, Tahrauli	Devgarh, Dashavtar Temple, Paali, Dudhai
Tehsil	4	5	3
Major Industries	Handmade Paper Manufacturing Industries, Soap Industries	Electrical Industries, Petroleum Industries, Cement Industries	Lead Acid Storage Industries, Readymade Garments Industries
Identified ODOP Product	Handmade Paper Art	Soft Toys	Zari Silk Saree

Source: Compiled from - Directorate of Economics & Statistics and ODOP-GoUP

IV. Data Analysis & Findings

The table below shows Export Figures of products identified in selected districts under the ODOP programme over the last ten years.

Table 03: Export Figures of Identified Products under ODOP of Selected Districts

Name of Districts	Jalaun		Jhansi		Lalitpur	
ODOP Products	Handmade Paper Art		Soft Toys		Zari Silk Saree	
Pre-ODOP Period	Export Figure ₹ (In Crore)	Growth (In %) Y.O.Y.	Export Figure ₹ (In Crore)	Growth (In %) Y.O.Y.	Export Figure ₹ (In Crore)	Growth (In %) Y.O.Y.
2014-15	501.31	-	373.97	-	9.11	-
2015-16	493.15	-1.63	393.6	5.25	7.46	-18.11
2016-17	530.35	7.54	413.21	4.98	7.32	-1.87
2017-18	511.13	-3.62	481.48	16.52	8.67	18.44
Post-ODOP Period	Export Figure ₹ (In Crore)	Growth (In %) Y.O.Y.	Export Figure ₹ (In Crore)	Growth (In %) Y.O.Y.	Export Figure ₹ (In Crore)	Growth (In %) Y.O.Y.
2018-19	879.03	71.97	663	37.70	63.29	629.98
2019-20	833.29	-5.20	669.29	0.94	119.58	88.93
2020-21	779.19	-6.49	696.93	4.12	178.29	49.09
2021-22	1222.04	56.83	1086.49	55.90	260.03	45.85
2022-23	1416.46	15.91	1179.78	8.59	238.88	-8.13
2023-24	1430.61	1.00	1214.70	2.96	316.50	32.49

Source: Export Promotion Council, UP (2024 B)

In the above table, the export figures are in ₹ **Crore** for the selected three districts. These export figures of the identified ODOP product correspond to the period 2014-2018 and 2018-2024, which are classified as the Pre-ODOP Period and Post-ODOP Period, respectively. In the said table, the Growth % Year Over Year (Y.O.Y) is calculated by:

$$[(\text{Export in } n\text{th year} - \text{Export in } n-1\text{th year}) \div \text{Export in } n\text{th year}] \times 100$$

In pursuance of Table 03, the mean values of the export figures for the Pre and Post ODOP periods are computed separately for selected districts and mentioned in Table 04 below:

Table – 04: Mean and Standard Deviation for Pre & Post ODOP Period

Name of Districts	Jalaun	Jhansi	Lalitpur
Pre-ODOP Period [MEAN Export ₹ In Crore]	508.98	415.56	8.14
Standard Deviation (S.D.)	(16.02)	(40.5)	(0.77)
Post-ODOP Period [MEAN Export ₹ In Crore]	1093.44	918.36	196.09
Standard Deviation (S.D.)	(272.94)	(245.19)	(85.85)

Source: Authors' Computational Work

In the above table, the mean value with standard deviation for pre and post ODOP period are 508.98 (16.02) & 1093 (272.94) in Jalaun, 415.56 (40.5) & 918.36 (245.19) in Jhansi and 8.14 (0.77) & 196.09 (85.85) in Lalitpur district.

From table 03 given above, the analysis of export has been done for Handmade Paper Art, Soft Toys and Zari Silk Sarees in the selected districts. Authors have employed a **t-test** to identify the differences in mean for the pre & post-periods of exports. The values calculated are presented below in the Figure 2 extracted from MS-Excel:

Districts:	JALAUN		JHANSI		LALITPUR	
	PRE-ODOP	POST-ODOP	PRE-ODOP	POST-ODOP	PRE-ODOP	POST-ODOP
Mean	508.985	1093.436667	415.565	918.365	8.14	196.095
Variance	256.9057	89393.24447	2187.646167	72140.26963	0.785533333	8844.86715
Observations	4	6	4	6	4	6
Hypothesized Mean Difference	0		0		0	
df	5		5		5	
t Stat	-4.777908241		-4.484588756		-4.895025126	
P(T<=t) one-tail	0.002489919		0.00324557		0.002246925	
t Critical one-tail	2.015048372		2.015048372		2.015048372	
P(T<=t) two-tail	0.004979839		0.00649114		0.00449385	
t Critical two-tail	2.570581835		2.570581835		2.570581835	

Figure 02: t-Test two-sample assuming unequal variance
Source: Authors' Computation Work (MS-Excel)

The p-values computed for Jalaun, Jhansi and Lalitpur districts are 0.0049, 0.0064 and 0.0044, respectively, which stand below the level of significance 0.05. Thus, *there is a significant difference in export performance in selected districts. Therefore, we conclude that after the application of ODOP, the export performance of selected districts showed a significant positive change.*

Estimation of Export Performance:

For estimating the export performance of identified ODOP products in the selected districts for the five years ahead from 2024 to 2029, the simple OLS Method has been used as $Y = a + bX$. From the given data in Table 03, the following OLS equations are formulated separately for selected districts and exports are projected in Table 05 mentioned below:

Table 05: Estimated Exports for the Next Five Years

Name of Districts	Jalaun	Jhansi	Lalitpur
Equations	$Y = 598.39 + 141.44 (X)$	$Y = 450.42 + 133.70 (X)$	$Y = 25.59 + 48.73 (X)$
Future Years	Estimated Export ₹ (In Crore)	Estimated Export ₹ (In Crore)	Estimated Export ₹ (In Crore)
2024-25	1588.46	1386.32	366.66
2025-26	1729.90	1520.02	415.40
2026-27	1871.33	1653.72	464.13
2027-28	2012.77	1787.42	512.87
2028-29	2154.21	1921.12	561.60

Source: Authors' Computational Work

The above table shows the estimated export figures under ODOP for selected districts, and it is noted that the export performance shows a significant rise over subsequent years. The GoUP should take these estimated figures as a target for the upcoming five years. These estimated figures can be achieved only when the GoUP continues to support ODOP as it has been done over the past years.

V. Conclusion

It is concluded that the impact of the ODOP programme in Jalaun, Jhansi and Lalitpur districts of Uttar Pradesh is growth-oriented. The programme has huge potential to increase exports not only in these districts but in the state as a whole. The artisans/workers and entrepreneurs of identified products are benefiting from the schemes prevailing under ODOP, and there is a significant change in production, sales, export, and job creation. There is a decline in migration of workers in search of work to other states, as identified products are becoming local to global over the years. The revitalisation of the state economy is ensured by the indigenous products. The success story of ODOP in Uttar Pradesh will lead to the adoption of such a programme in other states of the country.

Limitations Of The Study

In this study, the export performance and estimations of identified ODOP products are focused on selected districts of the state. Moreover, to reflect the transparency in the research work, not all possible aspects are discussed, like the number of business units, sales, and job creation. However, possible hard work will be done to reflect these variables in future research work.

References

- [1] Srivastava, A., Yadav, V. K. , Nigam, K. , Dixit, S. , Kumawat, R. K. , Shrivastava, D. & Shrivastava, P. (2019) Genomic Portrait Of Population Of Uttar Pradesh, India Drawn With Autosomal Strs And Y-Strs Forensic Science International: Genetics Supplement Series 07 (2019), 800–801 Doi: <https://doi.org/10.1016/j.fsigss.2019.10.182>
- [2] Population Census Available At: <https://www.census2011.co.in>
- [3] UP Budget <https://prindia.org/Budgets/States/Uttar-Pradesh-Budget-Analysis-2023-24>
- [4] Export Promotion Council, UP (2024 A) 'Export Figures Of Uttar Pradesh' Available At: <https://epbupindia.in/Home/Upexportdata>
- [5] Khalid, S., & Rashid, T. (2019, November). 'Inclusive Community Development—The One Village One Product Program In Pakistan'. Development Bulletin, 81, 90-95.
- [6] Issa, F. O., & Lawal, A. O. (2014). One-Village One-Product (OVOP): A Tool For Sustainable Rural Transformation In Nigeria. Nigerian Journal Of Rural Sociology, 14(02), 48-63. Doi:10.22004/Ag.Econ.287174
- [7] Tjahjani, I. K., Hakim, A., Yanuwia, B., & Satria, D. (2021). Analysis Of The Level Of Readiness For The Application Of One Village One Product In The Small And Medium Batik Tulis Industry In Sidoarjo District. Journal Of Engineering And Management In Industrial System, 09(01), 09-22. Doi:10.21776
- [8] Tripathi, A. P., & Agarwal, N. (2021). Impact Of An Economic Revitalization Programme On Export And Employment Generation: A Case Study Of One District One Product Programme In Uttar Pradesh, India. Public Administration And Policy. Doi:10.1108/PAP-03-2021-0018
- [9] Megha, O. (2019). Study Of Handicraft Industry Strategies And Its Implications In Marketing. International Journal Of Research And Analytical Reviews, 06(02), 874-877.
- [10] Yadav, U. S., Tripathi, R., & Tripathi, M. A. (2022). One District One Product (ODOP) Of Uttar Pradesh: New Initiative For Developing Global Handicraft Index. International Journal Of Advanced Multidisciplinary Research, 09(02), 01-23. Doi: 10.22192/Ijamr
- [11] Mukai, K., & Fujikura, R. (2015). One Village One Product: Evaluations And Lessons Learned From OVOP Aid Projects. Development In Practice, 25(03), 389-400. Retrieved From <http://dx.doi.org/10.1080/09614524.2015.1020763>
- [12] ODOP-Goup Official Website <http://odop.up.in>
- [13] Directorate Of Economics And Statistics, Government Of Uttar Pradesh Available At <http://updes.up.nic.in>
- [14] Export Promotion Council, UP (2024 B) 'Export Figures Product Wise' Available At: <https://epbupindia.in/Home/Upexportdata>
- [15] ODOP Success Stories Available At: <http://odop.up.in>
- [16] Water Resources Management Of Bundelkhand, Available At: http://planning.up.nic.in/Go/BOOK-2/PDF-Water/2.4_Ambuj%20Dwivedi-F.Pdf

Websites Accessed:

- [1] <http://odop.up.in>
- [2] <http://updes.up.nic.in>
- [3] <https://upepc.org>
- [4] https://updes.up.nic.in/Updes/Data/Dist_Domestic_Product/Ddp_Book_2021-22.Pdf