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CONTRIBUTION OF ONE DISTRICT ONE PRODUCT SCHEME IN THE DEVELOPMENT OF MSME SECTOR OF UTTAR PRADESH

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ABSTRACT:

One district one product (ODOP) started in 2018 in Uttar Pradesh incited government in 1979 and became so famous in Uttar Pradesh to boost economy and artisan of 75 districts upwomen artisan increase and transformed in entrepreneurship Uttar Pradesh and the northeast of India before pandemic were experiencing an economic renovation through transformation technology but pandemic has slowdown their speed but after then it again increasing by the national slogan of vocal for local through at manirbhar Baharat Abhiyan, through the growth of women-oriented hand India is known for its handmade made decorative addition industrial country and famous in India These kinds of items are known as handicrafts because they are prepared solely by hands and there is nothing of the least technology used in this industry. In this process, hand skilled people artisan create different design products theirs decorative and used as utility products like from Rockwood, claystone and may more and many more using simple and cheap tools from the time of immemorial. India is called for it These kinds of products are prepared solely by hands and it is additionally known for its social client and India highlight among the highest evaluated social country which is famous on the planet there is some talented work are occupied on the planet which has and has craftsman has added to them and there isn't anything any utilization of machinery and we that India is known for its traditions. Painstaking work everywhere. as we know ha India has been extremely cherishing and regarded by everybody and many rural individuals actually procure their business through the innovative part culture. In the following article, we will learn about a portion of the handiworks of India that you can reclaim:



KEYWORDS: ODOP scheme, Perfume Industry, Planning, Organizing, Administration , One District, One Product Scheme, Micro, Small and Medium Enterprises, Economic development, Export promotion, Employment generation, GDP growth

INTRODUCTION

Uttar Pradesh is the biggest condition of the nation regarding populace and the fourth-biggest state concerning region. There is the immense physical and social variety of the state is huge. Uttar Pradesh is a craftsmanship rich state hand-hitched cover, workmanship metal, wood product, hand-

printed material caroché merchandise zari and zardozi, impersonation gems glass and dish sets are center craftsmanship of the state there are a few handiworks in the state which are becoming feeble, for example, sazarstone work weaving cotton rugs hand block material printing wood cutting, wooden toy and brush bone and ivory cutting. Bhadohi, Mirzapur, Saharanpur, Moradabad is essential to create focus of the state about the report of NCARE 29 % of Indian craftsman are in Uttar Pradesh, 13% in Gujarati Rajasthan bunch, and 43% in eastern India there are assessed 18 lakh craftsman in Uttar Pradesh and Uttar Pradesh accounts around 60% of complete handiwork product of India and Uttar Pradesh account around 22.41% unit and around 29% craftsman of the country. The craftsmanship and handloom area in India is a ₹ 24,300-crore industry and contributes almost ₹ 10,000 crores every year in send out profit. It was anticipated in the 12th Five Year Plan that it would grow its workforce by 10%, double its output, and export 18% more between 2012 and 2017. This would make it the largest non-farm sector in rural India. On the ground, there are many difficulties — powerless framework, restricted admittance to unrefined substance, broken supply chains, unfortunate promoting, and a shortfall of agreement on what is 'craftsmanship'. On top, all things considered, craftsmans navigate a precarious situation between protecting conventional abilities and developing for the contemporary commercial center. Weavers, for example, frequently supplant costly unrefined components with less expensive impersonations, just to wind up depreciating their art and its client's insight. The public authority's job has been censured as insufficient, and wrongly adjusted. Judy Frater, the founder and director of Somaiya Kala Vidya, which promotes the craft traditions of Gujarat and Kutch in particular, complains that government programs are geared toward subsidizing rather than recognizing the value of craft. They start with the feeling that craftsmans need assistance, which isn't a help to them. We need to consider setting out freedom as opposed to sponsorship," she says.

OBJECTIVE

- To concentrate on horticultural painstaking work of Uttar Pradesh and ODOP on country and ancestral individuals of the craftsmanship area.
- Recommend new procedures and approaches to the advancement of workmanship list for ODOP business visionaries for expanding request and supply of craftsmanship items in the Coronavirus period.
- To foster dispersion channel hand on preparing center around the brand advancement of Uttar Pradesh, limit the expense
- Legitimate display of handiwork item
- Televisions marking of workmanship item at the homegrown and worldwide level
- Standard advertising at the air terminal and the seaport of that item.
- To investigate the role that administration plays in one district
- One product schemes
- Brief overview of one district, one product ODOP

The purpose of this program is to support local and block artisans while also enhancing their access to the global market. It connects sellers and buyers of handicrafts and helps them gain national and international recognition through marketing, branding, and easy credit. Through this program, our district's rich cultural heritage, addition, and unique skill will be preserved. As we realize that Uttar Pradesh is arising as a very quickly developing economy in most recent couple of years and the GSDP of Uttar Pradesh has developed from Rs. 1137,210 crore in 2015-16 to 13,75,609 crore in 2017-18 and the normal monetary development of Uttar Pradesh has around 7.5% in finance year of 2016 to 2018 so presently U.P is developing per capita income level of its generally expected individuals this has been increase from 42,276 to 55,344 in finance year of 2018 and this is show that typical development is 8.4% and in 2023-24 it will become Rs 80000 .now agricultural development of Uttar Pradesh in 2015-16 to 2017-18 in horticultural area was 7.5% that is most noteworthy this is because of accessibility of assets, framework and environment that is the most appropriate for better interest in Uttar Pradesh Uttar c .there is hearty modern foundation with 15 modern region and 12 specific park, there are 4 development place sand modern improvement revolve there are around 21 advised extraordinary

financial zone that is in short structure called SEZ and around 15 for itself and related area. The One District, One Product (ODOP) program will play a crucial role in the development of handicraft product and its artisan value in global market because the majority of the export rate of handicraft sector in market value such as information agro-based and food processing textile chickankari, carpet weaving, and shazar stone industry

One District, One Product Scheme

The Service of Food Handling Ventures sent off the "One Region, One Item" drive to help areas in arriving at their maximum capacity through socio-social and quick financial turn of events, as well as to set out work open doors, fundamentally in the rustic area. The ODOP plan's primary point is to change over each area into a commodity place through headway of the item in which the locale has specialization. The plan was sent off by the Uttar Pradesh government on January 24, 2018 and later acknowledged by the focal government because of its extraordinary achievement. The motivation behind the "one region, one item" plot is to help the advancement of particular items in each locale across the state. The plan gives monetary help to makers to the improvement of specific items through ability advancement, promoting, the advancement of MSME enterprises, and the advancement of normal offices.

About Agricultural handicraft of Uttar Pradesh (ODOP)

ODOP can give a potential open door and have the capacity to take care of the movement issue of people from one country to another, state to state giving Neighborhood level work and imagination and Have an extraordinary chance to make the Craftsmans as Business person and work on the social, monetary circumstance of provincial, more vulnerable segment disorderly specialists and ancestral individuals of the world particularly in the event of India on the grounds that these individuals are confronting immense difficulties during lockdown period and stay at their home and hands are vacant without money and Occupations. We ought to need to remember to make our Neighborhood Ability and Conventional workmanship and specialty which are Feasible Eco-accommodating and giving nearby market to craftsmanship Area for India to be an Atmanirbhar Bharat and Vocal for Nearby slogan of India. One District One Product Yojna, or ODOP, is a well-known program that was developed by the Japanese government and launched by the Uttar Pradesh government. It aims to support small and local cultural businesses, as well as artisans, by connecting them with buyers and sellers of handicrafts and making it easier for them to gain national and international recognition through marketing, branding, and easy credit. This program will also help preserve our rich cultural heritage, tradition, and unique skill at the district level. The monetary circumstance of individuals engaged with ODOP craftsmanship is a work that is involved in handiwork area 64% craftsmanship is an and Workers are financially poor 23% craftsmanship is an and workers are not poor yet they can run their art at negligible level 17 forestall craftsman a modifying as a business visionary. Commodity of Uttar Pradesh in the monetary year 2016 and 17 Area wise commodity from Uttar Pradesh absolute commodity of Rs 84282 crore in the different area have different product sum like as food handled and meet close to around 15073 crores and the percent 17.6% and craftsmanship of Rs 8400.84 and the percent of this was 9.97 % and the handloom development was around 417 crore and offer was half calfskin item was around 10560 crore and its portion was 12.57% and rug and durries around 4648.48 and share 5.34% readymade article of clothing around 10866.6 and causing great around 11360 crores and marble around 799 crores cultivation around 795.44 crore.

Moon craft agricultural handicraft a family-based business during

lockdown During pandemic time when individuals were not contacting any sack crate from the market or no consideration due scared of crown contamination then Moonj create made item were in day to day utilization of provincial metropolitan and ancestral individuals of India this is green eco-accommodating biodegradable effectively accessible moonj create in following locale of Uttar Pradesh and it helped family pay age and most the ladies participated in the creation of Moonj make due to lockdown

they invested their energy in making Dalia bushel pack convey pack an and so forth. item and protected from external contamination of sickness and this made another business person pull for ladies and aided in bringing in cash .so presently we attempt to comprehend about Moonj create industry and job of this industry in privately-run company and what was effect of pandemic on Moonj industry and how the tackled their concern during this time so as we realize that Moonj create is renowned art of Allahabad Amethi, Sultanpur region, Allahabad workmanship called Moonj create in neighborhood there are a few result of Moonj make named crate like as Dalia, dauri, bhauki, sika, in north yeast language and the unrefined substance normally fill in perpetual grass called Sarpat and kusha in town and in neighborhood language this sarpat is fill in marsh of the area in Prayagraj, Amethi, Jaunpur, kaushambi, Mirzapur, yet for the most part popular in Allahabad and Amethi area neighborhood at the bank of little waterway like Mansaita stream in Phoolpur tehsil and phaphamau block(Baratar, katiyahi both are renowned for moonjcraft town of Uttar Pradesh) Paigamberpur, balipur and at the bank of Yamuna naini modern region and its close to town in Naini locale like mavaiya region, sonipur balapur itraura chhewaki station kusha name nearby and Holi grass in Hindu religion and the majority of the nearby people groups are participated in making different kind of improving and as a utility item and householdproduct from Moonj, for example, foot mats convey sacks stool ropes pen stand seats table bed tie rope called bandh and so on. skilled workers makes these items without utilizing any apparatuses and cutting edge innovation and Gear's. A lot more regions at the bank of Kochhar of Ganga and Yamuna waterway with its auxiliary streams Sarpat and kasha are utilized for making moon create same condition is in Amethi locale.

Approximately 1500 women painstakingly cut, color, and weave the kasha grass using a combination of Carpet or Sarkanda Grass, which is used to bind the kasha grass and give it shape. They also make bread baskets, laundry and storage baskets, and all of the tableware mat cot round and square fruit baskets for the table and shopping baskets for shopping. This is a green product that is free in a variety of brilliant colors, textures, and styles.

The majority of the training done by ladies they assemble unrefined substance from cover plants and kasha plants and afterward take the variety and heat up the variety with water and enter the natural substance in the hot water and after some time the three unrefined components tone in their concurring and ladies make this item in deferent shape this specialty has been moved from one age to other and across the ages that have kept it revieve even in present day time currently time and this eco-accommodating art and make the item a cording to their comfort after they completed day to day errands. the craft of bushel making and winding with normal tinge. and every one of these are farming specialty item and is so exceptionally old as stoneware the antiquated roaming food finders were reeds and slices plants leave together to set up the crates, packs to hold the art has conventional meanings as the item is given later with the coming of various societies basketry take the ideal shape this kind of item is day to day or ceremonies reason. unique examples are engaged with making the various items in antiquated variety today in the event that the thing needs to look amazing brilliant and sparkling tone including tablemate holders, crate new plan like as hoops natural product container.

Role of Administration Skills in the Success of One District One Product Scheme In Uttar Pradesh

Unnoticed potential and neglected assets will prompt neediness and disappointment of any administration. ODOP has offered a chance to organizations to develop and gain overall appreciation. The current research aims to examine the ODOP plan from an administration's point of view. The examination will attempt to make sense of that how organization can add to an administration plan and will help in the progress of OPDP. on formal hierarchical construction and the essential administration process spearheaded a more extensive way to deal with association. This collection of information has been named as 'managerial administration hypothesis' by Spring and Simon. This is additionally alluded to as the Mechanical hypothesis, Old style hypothesis, or Primary hypothesis. Henri Fayol, Luther Gulick, L.F. Urwick, J.D. Mooney, A.C. Reiley, M.P. Follet, and R. Shelton were among the most unmistakable advocates of this hypothesis. These creators battle that organization is organization no matter what the sort of work done or the setting in which it is finished. The definition of specific general

authoritative standards is the hypothesis' essential concern. The analyst has found that these years old managerial hypotheses actually hold the legitimacy and huge in present day setting.

Improvement organization is a powerful idea that influences financial and political changes in the public eye. To accomplish improvement, it takes a stab at change, development, progress, and generally speaking advancement in all parts of a country. Edward W. Weidner was quick to utilize it. Advancement organization is characterized as "an activity arranged, objective situated managerial framework" by Edward Weidner. Moreover, he saw that advancement organization is the most common way of directing an association towards the accomplishment of moderate political, monetary, and social objectives that still up in the air here and there. Different creators have likewise shared various meanings of advancement organization, some of which are as per the following: Gont, G.F. "The focal point of consideration being developed organization is on sorting out and overseeing public offices so as to invigorate and work with a characterized program of social and financial advancement." Its will probably make change engaging and plausible to everyone.

ODOP has four schemes to provide access to financial

It is a critical instrument to take care of the different issues of the third world. The Uttar Pradesh government has sent off the "One Locale, One Item" program to advance and rejuvenate native expressions and specialties. The plan would help Miniature, Little, and Medium Undertakings (MSME) in creating and showcasing items that are remarkable to Uttar Pradesh. The Public authority of Uttar Pradesh sent off the One Locale One Item (ODOP) scheme in 2018 with a spending plan of Rs.25,000 crores to rejuvenate the native work of art by giving monetary and showcasing support. ODOP helps specialists by extending the modern world to reproduce the lost useful assembling and inventive processes[1,2,3,4]. ODOP has four plans to give admittance to monetary help from perceived banks, fair estimating, and preparing to work on specialized abilities to rival advertisers all over the planet. ODOP means to zero in on one of a kind or customary specialties fabricating in every one of Uttar Pradesh's locale. By zeroing in on special or conventional artworks, the public authority would help the neighborhood economy, resuscitate customary item creation, and work on the personal satisfaction for craftsmanship makers. The scheme will be implemented in 2018-19 with a budget of Rs. 250 crore from the Uttar Pradesh government[5, 6]. Kannauj, otherwise called Kannauj Scent, is a customary Indian fragrance maker. Kannauj, in the Indian province of Uttar Pradesh, is notable for its fragrance creation. It is safeguarded by the Topographical Sign (GI) arrangement of the Settlement on Exchange Related Parts of Licensed innovation Freedoms (Excursions). It is recorded as "Kannauj Aroma" at thing 157 of the Public authority of India's GI Demonstration 1999, with enrollment affirmed by the Regulator General of Licenses, Plans, and Brand names. Kannauj fragrance has a long history, and the city has been exchanging scent for millennia. Kannauj is known as "the aroma capital of India" and "Kannauj is to India what Grasse is to France" because of its significance in scent creation.

The ability of making fragrance was passed down from one age to another. At the point when gotten some information about their family's contribution in the business, a specialist says, "My family has been working in this field for quite a long time, and my child is the 30th era." They get and regular materials. Musk, camphor, saffron, and other fragrant substances are likewise utilized in the assembling system. Summer assortments incorporate white jasmine and vetiver, while storm assortments incorporate Mitti attar, a speciality known for repeating petrichor, the loamy smell of the primary downpour. Winter attars incorporate heena attar and musk attar. With the exception of a couple of creations, regular scent is liberated from liquor and synthetic substances. Rose attar has a more grounded fragrance, while sandalwood attar has a more extended enduring aroma. Regularly, it requires around 15 days to deliver a little container of fragrance. Kannauj aroma has both homegrown and worldwide business sectors, with around 20 organizations sending out to nations, for example, the Unified Realm, the US, Australia, the Assembled Bedouin Emirates, Saudi Arabia, Iran, Iraq, Singapore, France, Oman, and Qatar.

One District One Product (ODOP) Programme, Uttar Pradesh

The One Region One Item (ODOP) program sent off in January 2018 by the Public authority of Uttar Pradesh, is pointed toward making item unambiguous conventional modern centers across 75 locale of the state to advance customary enterprises that are inseparable from the separate regions of the state. The program covers all parts of the item environment, including esteem chain holes and framework holes. The goal of the program is to add to the pay of craftsmans at nearby level and create business hence forestalling outmigration. The traditional MSME clusters in Uttar Pradesh faced difficulties prior to the ODOP program, including a lack of new markets, innovation and product diversification, dependence on middlemen, the use of out-of-date tools and techniques, and a lack of technological innovation and adoption. Additionally, the traditional crafts were losing skilled labor to other unskilled pursuits. To get it and address these difficulties, a devoted cell was made under MSME branch of the state. The District Industry and Enterprise Promotion Committees (DIEPCs) provided feedback on the results of baseline surveys conducted for ODOP products in each district, and four basic strategies were implemented to address the most common obstacles that traditional artisans and handicraft people face:

The One Locale One Item (ODOP) program essentially affects the existences of customary craftsmans and business visionaries. In excess of 80,000 individuals have been prepared and furnished with current tool compartments liberated from cost under Expertise Improvement and Tool compartment Dissemination Plan bringing about superior nature of items prompting an enormous development in neighborhood business age and a lift in the ways of life of craftsmans. Facilities for credit in excess of Rs. 2500 Crore have been stretched out to ODOP craftsmans and business visionaries under Edge Cash Help Plan bringing about the making of work amazing open doors for almost 1.50 lakh. 6 CFCs are useful, 23 are under execution and 11 more are in pipeline under Normal Office Place Plan. Advanced design and testing labs, raw material banks, and upgraded production setups are accessible through these CFCs. Further, the State's products have likewise seen a gigantic leap starting from the start of ODOP program. ODOP products now have access to new markets thanks to their partnership with e-commerce platforms and subject matter experts. Customers have had direct access to the ODOP e-commerce portal, and partnerships with prominent businesses and institutions have contributed to the standardization of products, enhancements to packaging design, and digital payment infrastructure. ODOP Cell has teamed up with prestigious organizations/establishments like Amazon, Worldwide Flipkart and so forth. with the target taking ODOP items to public and global business sectors.

One District One Product' is critical to U.P.

The Yogi Adityanath government in Uttar Pradesh is as of now amidst a focussed, purposeful work to grandstand its improvement plan. Furthermore, fundamental to this drive is the "One Region One Item" (ODOP) conspire for the state's north of 90 lakh miniature, little, and medium endeavors (MSMEs). ODOP is the government's flagship program. Because of its sheer size and scope, it has the potential to generate a significant multiplier effect for employment and skill development, boosting the state government's efforts to project development as its central theme. The program concludes in January 2021. A key state government official who has been entrusted with guaranteeing that a considerable lot of these drives take firm shape is 1988 clump Indian Regulatory Help official Navneet Sehgal, who is Extra Boss Secretary, Data, MSME, Product Advancement, and Khadi and Town Industry in the state. Sehgal, who has worked with previous boss pastors Mayawati and Akhilesh Yadav, has been handpicked by boss clergyman Adityanath to guarantee the advancement plan of the state gains due appreciation. In an extended video call with me from Lucknow as of late, Sehgal spelt out key components of the state's improvement strategy, and how the public authority is pushing and calibrating ODOP to guarantee confidence for its MSMEs.

"We have the biggest number of MSMEs in the nation, and the larger part are in the chaotic area," Sehgal tells me. "Normally, such modern units create around groups all over. So whether it is cover winding around, handiwork, wooden cutting or calfskin, large numbers of these are extremely old, conventional businesses. Prior, there was no plan to empower conventional units. With ODOP, each

area which is known for specific items gets unique concentration. The MSME sector directly employs over 4 crore people. U.P's. 90 lakh MSMEs represent 14.2% of the complete number of MSMEs in the country. With the foundation of around 4.02 lakh new MSMEs, the state's MSME area created direct work for almost extra 24.41 lakh individuals over the most recent three years. Moreover, MSMEs contribute around 80% to the state's commodities which have seen an increment of 35%, from almost ₹ 88,967 crore in 2017-18 to ₹ 1,20,356 crore in 2019-20, state government figures show.

Literature Review

A writing survey's goal is to accumulate flow, relevant examination regarding the matter of your decision and to blend it into a complete outline of the group of information nearby. This then, at that point, prepares you to introduce your own contention or complete unique exploration regarding the matter. Scientist has attempted to gather pertinent examinations related with the exploration issue. The One region one item (ODOP) began from 2018 in Uttar Pradesh. The examinations related with ODOP before than addressed different nations so they become unessential in this specific circumstance. The analyst has attempted to gather the examinations related with various issues in A single region one item (ODOP) structure 2018-2023. Further the other central point of interest like organization and its job has been concentrated on by many creators. The specialist has attempted to gather significant investigates structure 2014-2023. The study's third topic is the perfume industry in the Kannauj district. The scope of employment, sectoral development, and even a distinguished industry have all been examined by researchers. In the current review research has taken reference of these from 2014-2023. A few vital commitments are referenced here[12]. According to Shava, E., and Hofisi, C. (2017), public administration is the practice of creating and implementing government policy by bureaucrats, politicians, managers, and other officials. This means that public administration has an impact on almost everything we encounter on a daily basis. The quantity of hours we work, the air we inhale, how effectively we can visit the specialist, and the state of the streets we drive and stroll on are all - to some degree to a limited extent - the consequence of public managers' choices. Notwithstanding the overall pertinence of policy implementation, there are provincial contrasts in the general degree of administrative impact on society. The structures, procedures, and accomplishments of public administration, in addition to the actions and objectives of the administrators themselves, are examined in this significant new introduction. Pratama, T. G. W. (2017) has utilized a humanistic methodology strategy joined with a legal observational examination technique is utilized in the investigation of hand-rolled kretek as a workmanship result of geographic sign of the Kudus Region. To decide if Hand-Moved Kretek is in consistence with item regulation arrangements that can be a Geological Sign Result of Craftsmanship or not and what suggestions that might have, the essential information utilized in this study were information gotten from related individuals or foundations with the guide of pertinent writing, reports, and correlation with comparative guideline from different nations. The review's discoveries exhibit that hand-rolled kretek can be a result of geographic sign on the grounds that its verifiable, unmistakable, and monetary potential are adequate, and it follows the laid out guidelines of profound quality, religion, and popular assessment.

ODOP conspire is started in Japan and have been executed a few regions of the planet. Muchima, E. J. (2023) concentrated on in Zambia, Ho, K. L. P., Adhikari, R., Bonney, L., Teo, D. D., and Miles, M. P. (2023) concentrated on in Vietnam. These examinations appeared to make a need of concentrate on ODOP conspire in Indian setting There are a few managerial hypotheses that been worked in before business the executives. A study that could establish the significance of administration in the current world will be significant in the field of public administration. In light of an essential writing survey specialist has found that a huge report upon the one region one item it will be useful to lead another review centering the Organization part of one locale one item plot

CONCLUSION

Indeed, even in this difficult stretch, the pandemic circumstance has made more issues to individuals of the entire world and transient individuals have lost their positions and they got back to

their nation, state from own state economy stoppage of the entire world yet in this present circumstance, ODOP and in this craftsmanship area can possibly give work and to make and redesign their ability and begin up at the neighborhood level to give more task to take care of the issue. ODOP has, notwithstanding, experienced because of pandemics and it is being chaotic, with the extra requirements of absence of training, low capital, and deficient openness to new innovations, nonattendance of market insight, and a lacking institutional system.

One Region One Item (ODOP) is a drive by the Public authority of Uttar Pradesh to empower state's homegrown creation of different painstaking work, readymade garments, calfskin items and so on. The point of state government is to empower native and particular items area wise. By aiding cabin and little businesses, UP government is assisting neighborhood laborers with expanding their pay through marking of their items. The programs have helped a lot of artisans find work and helped Uttar Pradesh's economy grow. The Public authority of Uttar Pradesh has executed this program in every one of the 75 regions of Uttar Pradesh. The program is commended not locally yet in addition at global level and got achievement. Different items created under the plan of ODOP, were skilled to World forerunner in particular reciprocal gatherings and very much lauded by them. Several handicrafts were given to world leaders during India's presidency of the G20 to promote Indian handicrafts and the intellectual, physical, and spiritual capabilities of the country. This study aims to explain how the scheme's administration contributed to its success. The specialist has attempted to make a huge commitment in the field of organization hypotheses.

Miniature, little, and medium endeavors comprise the biggest portion of business undertakings in the entire world. Economic growth, job creation, poverty reduction, and the promotion of inclusive and sustainable development are all aided by the MSME sector's essential capabilities. Convincingly, we can say that the "One Region, One Item" plot has added to financial turn of events and MSME development. Additionally, the imaginative drive has assisted with the state's commodity advancement and occupation creation. The "One District, One Product" scheme has given each city's distinctive product a new identity. The above concentrate on shows that the ODOP drive likewise helped little craftsmans through showcasing help, monetary help, and expertise upgrade.

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