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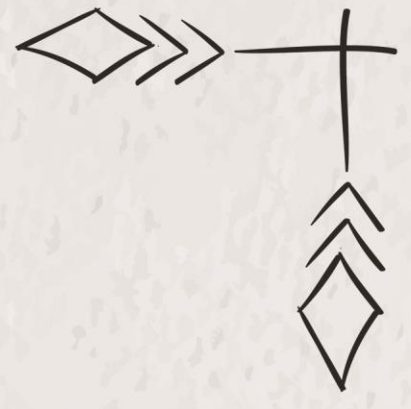
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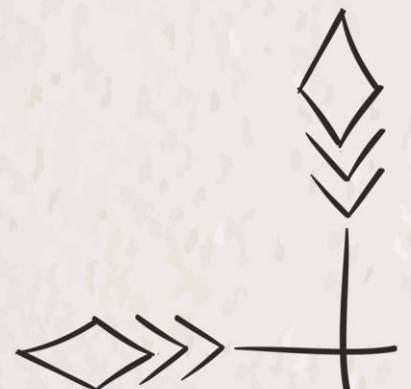
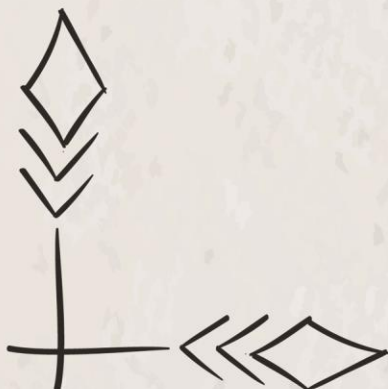
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## One District One Product (ODOP): Towards an Aatmanirbhar Bharat

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Dr. Priyanshi Gupta\*

### Introduction

Aatmanirbhar Bharat is a Government of India plan which focuses on making India tone- reliant. One District One Product( ODOP) is a radical step forward leading to an Aatmanirbhar Bharat by fuelling profitable growth and employment generation along with pastoral entrepreneurship, towards realising the true eventuality of the quarter. The ODOP action, for PM Formalisation of Micro food processing Enterprises (PMFME) as well provides thealignment of support structure and frame for value-chain development. therefore, boosting the Indian Economic growth by supporting and accelerating the pace of development from the grassroot position. It was in the time 2020 that ODOP was brought to action to boost, promote and export the perishable indigenous products which are traditionally produced. ODOP action aims at enabling holistic socio- profitable growth, encouraging investment, fostering balanced indigenous development and boosting exports. It tries to identify, concentrate and support single product from specific quarter/ region to raise the standard of living by promoting the original frugality through employment generation.

### Aims or Motives of One District One Product (ODOP)

The major motives behind the ODOP action introduced by the Government of India are as under:

- **Diversification of Economy:** Promotion of profitable diversification at the quarter position, is the primary motive behind ODOP scheme. To produce a sustainable profitable base, the ODOP action identifies and focuses on a specific product that one quarter has a relative advantage in.

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- **Generation of Employment:** The ODOP action aims to produce jobs and ameliorate the living norms by using the unique chops and coffers of each quarter. Under it the employment openings are generated by promoting original diligence and traditional crafts.
- **Development of backward/ pastoral areas:** Through the commission of the original communities, the ODOP action aims to foster pastoral/ backward area development. ODOP action aims to reduce migration to civic centres by bringing profitable substance to pastoral areas through original products and diligence creation.
- **Relief from Poverty:** ODOP scheme contributes to the enhancement in living standard and poverty relief by creating income openings and sustainable livelihoods.
- **Cultural Preservation:** By riveting on products deeply embedded in original history, the ODOP action aims to save and promote the traditional and artistic heritage of each quarter.

#### **Four Components of One District One Product (ODOP)**

The ODOP scheme substantially comprises of four factors or approaches which targets to achieve inclusive and sustainable development of the country, making it tone- reliant. The approaches of the same are mentioned below:

- **Identification of Product:** The identification of a unique product or craft in which a quarter specializes or has the implicit to exceed, is the first step in the ODOP approach. The original community's literal moxie, traditional chops or natural coffers could be the base of it.
- **Development of Chops:** The action focusses on erecting the capacity or skill development, once the identification of product is done. To enhance the product capabilities of the entrepreneurs and the original crafters and enrich the product quality through relinquishment of ultramodern product ways proper training, technological support and skill development is handed under this action.
- **Market Linkages:** Creating market linkages for identified products is emphasised by ODOP initiative. This involves connecting within India as well as Internationally, the local producers with broader markets. To enhance the reach and sales of ODOP products: through marketing initiatives, e-commerce platforms and exhibitions, etc. this is often achieved.
- **Providing Financial support:** ODOP initiative provides support financially in terms of low interest loans, grants or subsidies to facilitate the growth of local industries by encouraging entrepreneurship at the grass-root level and helping in overcoming initial investment barriers.

### **Role of One District One Product (ODOP) in Economic Revitalization of India**

The ODOP initiative aligns with the broader goals of employment generation, cultural preservation and economic diversification. By fostering inclusive and sustainable development, promoting entrepreneurship and tapping into the unique strengths of each district, ODOP initiative plays a role of catalyst in India's economic revitalization.

- **Alleviation of Poverty:** ODOP scheme contributes toward the poverty alleviation in rural areas through income enhancement and employment generation by providing an inclusive and sustainable development model which benefits the marginalized communities.
- **Economic Growth at Local level:** The localized approach of ODOP helps in boosting the overall economic growth of India. By focusing on the development of specific unique products, ODOP initiative plays a crucial part in revitalizing the economy of districts.
- **Promote Balanced Regional Development:** ODOP initiative by identifying and harnessing each district's unique economic potential, aims to achieve balanced regional growth and development. This helps in promoting a more equitable distribution of economic opportunities and in reducing regional disparities.
- **Cultural and Heritage Preservation:** Preservation of heritage and culture not only attracts cultural tourism but also adds value to the products. ODOP initiative helps in preserving historical and cultural heritage of a region by promoting traditional products and crafts.

### **Advantages of One District one Product (ODOP) Scheme**

- **Local Economic Development:** ODOP supports the development of local economies by capitalizing on the unique strengths and resources of each district.
- **Cultural Preservation:** The initiative helps preserve and promote traditional crafts, skills, and heritage by focusing on products deeply rooted in the local culture.
- **Employment Opportunities:** By promoting local industries, ODOP generates employment opportunities, especially in regions with limited economic activities.
- **Sustainable Practices:** The emphasis on local resources and traditional practices promotes sustainable economic development, reducing environmental impact.
- **Inclusive Growth:** ODOP contributes to more inclusive growth by addressing regional economic imbalances and empowering communities.

### **Challenges Faced While Implementing One District One Product (ODOP) Scheme**

- **Limited Market Access:** Some districts may face challenges in accessing broader markets, limiting the potential success of ODOP products.
- **Dependency on Traditional Sectors:** Overemphasis on traditional sectors may hinder the adaptation to modern market trends and limit the scalability of the initiative.
- **Infrastructure Challenges:** Inadequate infrastructure, including transportation and logistics, may hamper the efficient production and distribution of ODOP products.
- **Risk of Marginalization:** Certain products may have limited market demand, and the over-reliance on a single product could expose communities to economic risks.
- **Technological Gaps:** Insufficient access to modern technology and techniques may affect the competitiveness of products under ODOP, in a globalized market.

### **Benefits of One District One Product (ODOP) Scheme**

- **Economic Growth:** ODOP contributes to overall economic growth by harnessing each district's unique economic potential.
- **Community Empowerment:** The initiative empowers local communities by providing them with the means to participate in and benefit from economic activities.
- **Preservation of Traditional Knowledge:** ODOP helps preserve and pass on traditional skills and knowledge from one generation to the next.
- **Cultural Promotion:** By focusing on culturally significant products, ODOP supports the promotion and celebration of local heritage.
- **Rural-Urban Linkages:** ODOP can strengthen linkages between rural and urban economies by promoting the exchange of unique products.

### **Success Factors of One District One Product (ODOP) Initiative**

- **Community Involvement:** Critical for success are engagement of local communities in the planning and implementation of ODOP initiatives and active participation.
- **Market-Oriented Approach:** A well-defined strategy for market penetration, including effective branding and marketing, is needed to ensure fruitfulness of ODOP products.

- **Government Support:** Supportive policies, financial incentives, and infrastructure development provided by the government play a crucial role in the ODOP's success.
- **Skill Development:** Continuous skill enhancement programs contribute to the competitiveness and sustainability of ODOP products.
- **Adaptability:** Flexibility and adaptability to market's changing conditions and consumer preferences are key for the sustained success of ODOP initiatives.

### **Women Empowerment and Gender Inclusivity through ODOP Initiative**

One of the remarkable aspects of ODOP is its potential to empower women. Many districts feature products that are traditionally crafted by women. By supporting and promoting these products, ODOP becomes a catalyst for women's economic independence and a step towards gender inclusivity in the workforce.

### **ODOP Scheme for the Food Processing Sector**

- The States would identify the food product for a quarter, keeping in perspective the focus of the scheme on perishables.
- A birth study would be carried out by the State Government. The product under ODOP could be agricultural yield which may be perishable, grounded cereal product, or an extensively produced food product in a quarter and its confederated sectors.
- An elucidative list of similar products includes potato, mango, tomato, litchi, kinnu, tapioca, bhujia, papad, fix, millet- grounded products, fisheries, flesh, meat as well as mutton among others.
- Besides, under the scheme, certain other innovative, traditional and sustainable products such as: waste- to- wealth products, under the scheme could be supported.
- For illustration, honey, minor timber products in areas of ethnicity, Indian traditional herbal comestible particulars like haldi, amla, etc.

Under the Agriculture Export Policy for support of exports, the Commerce Department is fastening on husbandry crops on a cluster approach, and in sections having a relative advantage, the development of specific agricultural products is also fastening on a cluster approach by the Ministry of Agriculture. This approach of the ODOP scheme may make it easy to furnish common installations and other likely services to support.

### **ODOP Scheme for the Craft Sector**

India is amongst the large crafts exporting countries.

- An annual increment was seen in March 2022 when India's total craft import banning handwrought carpets rose to USD 174.26 million.

- During 2021- 22, the overall Indian crafts exports were valued at USD4.35 billion; a USD25.7 increase from the former time.

Centre is working towards ' One District One Product ' which will give provocation to the craft sector along with the crafters. The ' Lota Shop ' was inaugurated at National Crafts Museum in New Delhi by the Ministry of Textile. Central Cottage assiduity Corporation of India Limited( CCIC) opened this shop. It showcases fine handwrought sundries, monuments, crafts, and fabrics based on India's craft forms which are traditional in nature.

The One District One Product( ODOP) Programme of Uttar Pradesh Government, aims to promote innovative and locally developed crafts and products in U.P. and all over India that are set up nowhere differently like-

- The ancient and nutritional ' Kala Namak ' rice, the unique and innovative wheat- stalk craft.
- The world-notorious chikankari and zari- zardozi work on clothes.
- The complicated yet beautiful cornucopia- bone work that utilizes the dead remains of beasties rather than live bones, a nature-friendly relief for ivory.

#### **Benefits of the One District One Product (ODOP) Action for Handicraft Industry**

- Numerous micro- enterprises will profit through quick information access, broader exposure to the request, and formalization.
- In public and global space, it'll help them in becoming competitive, grow and formalize.
- The design is likely to induce precious professed andsemi- professed jobs.
- The scheme provides increased access to credit to the entrepreneurs in the aspirational sections who are women and are related to micro food processing.
- Better integration will be assuredwhile boosting the crafters and original merchandisers.
- An added advantage will be an increased access to sorting, grading, recovering, packaging, storehouse, etc., which are some common services.

#### **New Action of Government of India to Fortify ODOP**

The Union Finance Minister, in the **Fiscal Year 2023- 24 Budget Speech**, introduced a reviving action to convert Indian retail successwhich promises to review the nation's profitable and artistic fabric the establishment of Unity- promenades or PM- Ekta promenades in each state. This visionary shot, bedded within the'**Scheme for Special Assistance to States for Capital Investment 2023- 24**,'seeks to boost morale of the nation by investing in new vitality along with the Department of Expenditure's supplementary guidelines.

This new action of GOI promotes public integration, backing the 'Make in India' morality, and fortifying the 'One District One Product (ODOP)' action.

### **Objectives**

Prime Minister Ekta Mall, under the One District One Product( ODOP) action, has been adjudged as a lamp of profitable commission and artistic festivity. This ambitious venture envisages to evolve a benefitting relationship between consumers and crafters, presenting a broad outlook of locally produced products from every single niche and fissure of the country. With an unvarying commitment to promoting original tradesman and conserving artistic heritage, the PM- Ekta walk is a proof showcasing India's different shade, creating a vibrant business that goes beyond boundaries.

### **Fiscal Allocation under PM- Ekta Mall**

The Scheme for Special Assistance to States for Capital Expenditure was introduced in the financial time 2020- 21 first. Under this program interest free loans as a fiscal support is provided with the repayment period of 50 years. This program aims to provide countries the necessary financial backing, fostering long- term fiscal sustainability and profitable development. As per the Unity Mall action, with INR 100 Crore being a minimal requirement, a budget of INR 5000 Crore has been allocated.

28 countries have shown interest under Special Assistance Scheme to construct Ekta promenades at strategic locales ensuring maximum footfalls. This grand platform isn't simply a retail place, it centres a externalization of confinity, furnishing original crafters with an unexampled occasion to showcase their tradesman on a public stage. With 27 countries having formerly submitted Detailed design Reports, thirteen countries entering finances from the Department of Expenditure, the instigation is erecting for a transformative trip.

### **Casting a Bound together Brand**

PM- Ekta shopping center is deliberately kept to exemplify a broader vision of productive commission, imaginative trade, and open confinity. Put perfectly in state eyes, noticeable tourism centres, or financial eyes, the building plan emphasizes India's confinity and grandness with highlights like terrific veneers, places, and arranging. To guarantee consistency and common branding, all Solidarity promenades are requested to have common signage over the nation. States are empowered to consider multilingual signage to celebrate India's verbal differences. The plan of Solidarity promenades will conspicuously highlight the ODOP trademark along with the Make in India totem, adjusting with the creation and branding of these isolated enterprise.

With at slightest 36 attractive spaces speaking to each state and union domestic, the walk guarantees break even with space for segments inside the state, cultivating open confinity and contributing to venture like One Locale One Product,'

Make in India,' and 'Aatmanirbhar Bharat.' These given ODOP spaces serve as creative appears, strikingly displaying the interesting items, creates, and legacy of each locale. Whether it's the dynamic handlooms of Tamil Nadu, the perplexing makes of Rajasthan, or the conventional remnants of Nagaland, each state's gift is celebrated and given rise. The walk serves as a fantastic stage for crafters, catalysing grassroots productive development and celebrating diverse social orders to advance agreeable understanding and a solid sense of open connectivity.

### **Strategic Integration of Innovation and Sustainability**

The brilliance of Prime Serve Ekta Shopping center lies not as it were in its physicality but in its visionary integration of cut- edge innovation and economical hones. A marriage of convention and fustiness, the walk guarantees an upgraded shopping involvement through state- of- the- craftsmanship show centres, immersive encounter zones, and comforts like Virtual Reality, fed Reality, and Advanced Shows. This forward- permitting approach guarantees that the walk works proficiently and minimizes natural impact.

They're too prepared with civilities comparable as state- of- the- craftsmanship nourishment courts, respectable stopping, recreational spaces, and creative effort regions. The promenades prioritize vacuity and inclusivity, clinging to open structure law ethics and outfitting comforts for people with disabilities.

### **Functional & Preservation Model**

The useful and preservation show for PM- Ekta promenades( shopping center) embraces a Open- Private Organization approach. Whereas the control remains with the government, the useful and preservation overdue debts are depended to private parties. The Point by point plan Reportought to incorporate a Demonstrate Concession Assention indicating obligations, nets, and the contract term with the private party, with a prescribed 30- time concession period.

To guarantee the victory of PM- Ekta promenades, attractive spaces are distributed to all nations and union homes, with areas sharing rested on discussions with pertinent specialists. Private parties included in walk operations will fill abandoned spaces, icing a distinctive run of ODOP items are showcased. States must keep up a course- driving frequenter encounter, with plan rules in put for consistent quality. nations are energized to grant prevalent bolster for merchandisers from other districts and assignment measures to advance PM- Ekta walk as sightseer lodestones and creative eyes.

### **Immersive Encounter Centres**

Completing the presentation centres are immersive involvement zones that offer visitors a delicate trip into the heart of each state and Union Region. These centres go past the value-based angle of shopping, outfitting an intelligently and instructive involvement. Whether it's learning approximately the complicated handle of

weaving conventional textures or seeing the age-old ways of ceramics, the PM- Ekta mall's involvement centres point to create enduring recognitions for guests.

### **Conclusion**

In rundown, the financial matters of ODOP include a adjust between advancing nearby financial advancement, protecting social legacy, and tending to the challenges related with showcase get to and financial enhancement. Victory depends on the successful execution of the activity, collaboration among partners, and the capacity to adjust to advancing financial landscapes.

The Indian creates, cultivation, and nourishment item have the inevitability to overwhelm the worldwide ask if given with the event for systemic development and acknowledgment. The ODOP points to do that by outfitting the right back and commerce territory. E-commerce opens assist roads for way better outreach and inspiration to item plan and fabricating by outfitting get to to unused demands. With the current state of globalization, handcraft and other unique segments will benefit incredibly from comparable endeavour. These segments confront a few challenges counting the ineptitude to penetrate credit, tall taken a toll of organization credit, need of get to to ultramodern innovation, lack of ability to coordinated with the constrain chain, and compliance with the security standards. Fortifying these angles through One Area One Item (ODOP) will lead to a decrease in devastation, creation of work openings, and help in accomplishing the Government's perfect of multiplying grower's and unique crafter's income.

PM Ekta Shopping center stands not fair as a retail space but as a image of India's imaginative briskness and productive inevitability. As its ushers in a unused period of retail, the boardwalk typifies the substance of solidarity in differing qualities, bringing together the bents and conventions of each state and Union Domain. Through key situation, careful curation, and a commitment to maintainable and innovative greatness, the PM- Ekta Boardwalk is set to audit the retail topography, taking off an exceptional stamp on India's aesthetic and productive shade.

In quintessence, ODOP is not just a improvement methodology; it is a commitment to making a country where each locale plays a essential part in the bigger embroidered artwork of advance. It is around saddling neighbourhood potential, protecting social lavishness, and guaranteeing that the profits of advancement are available to all, making strides towards an comprehensively created nation.

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