



Yogi Adityanath's ambitious ODOP programme changed the small scale industries and MSME sector of UP. Today, the state has the largest MSME base in India and its ODOP products contributed in increased exports from the state from Rs 86,000 crore in 2017-18 to Rs 1.56 lakh crore in 2021-22. The percentage contribution of ODOP products is estimated to be approximately 81% in UP's overall exports

GIFTING HERITAGE

The indigenous handicrafts of UP have made a global mark. Yogi Adityanath's ODOP programme is getting a major boost through PM Narendra Modi's remarkable decision to use them as gifts for world's top leaders at events like the G7 Summit in Germany



Products from UP's ODOP programme were used for diplomatic gifting by PM Narendra Modi during the 48th G7 summit in Germany in 2022. The PM gifted eight products from eight different districts to the heads of different international governments during his

visit. The *gulabi meenakari* cufflinks and a matching brooch, was gifted by PM Narendra Modi to Joe Biden, US President and Jill Biden, US first lady, at the G-7 summit in Germany. Emmanuel Macron, French president; Mario Draghi, Italian premier and Olaf Scholz, German

chancellor, were gifted ornate *zari zardozi* embroidered boxes, marble inlay table tops and handmade tea sets, respectively. The common thread that weaves all these gems together are UP's artisans, working under UP CM's unique and ambitious ODOP to revive traditional crafts.

PORTAL OF OPPORTUNITIES

UP government has set up a portal 'ODOPmart.com' for people to buy One District One Product items from all the 75 districts online. As part of its mission to promote the wide variety of traditional products from 75 districts of the state, UP launched the shopping portal in 2022 to facilitate the online sale of ODOP items. According to

data, Uttar Pradesh has set its sights on promoting ODOP. It is notable that the state's exports have increased from Rs 88,000 crore to more than Rs 1.5 lakh crore during Yogi government's tenure and ODOP has played a significant role in this. The portal serves as an interface between consumers and artisans, wherein the latter are now able

to sell their items directly to the consumers.
NO MIDDLEMEN
More and more artisans and ODOP producers in UP are getting registered with the e-commerce platform and benefiting from it in as they can sell their products directly to the consumers. No middlemen are involved.



Through One District One Product programme, we'll be able to open market opportunities for artisans. Success of 'Make in India' and increasing exports are crucial for development of India. To support this, we're developing our infrastructure for better logistics."
Narendra Modi, Prime Minister



UP's ODOP is crafting dreams into reality



ODOP has been a gamechanger for the state of Uttar Pradesh, wherein clusters of skilled arts and handicrafts were reoriented for a global platform, reinvigorated with enhanced skill-training programmes, tool kits and soft interventions of the state government to leverage its rich repository of traditional handicrafts, arts and goods. Today, the programme has generated huge demands even outside the country. To augment the reach

and impact of the ODOP programme, the state undertook diagnostic studies of several local manufacturing clusters, identified their strengths and formulated strategic interventions for mitigation of on-ground challenges.

VOCAL FOR LOCAL

The smallest of towns and districts in UP are extremely popular for their indigenous and unique appeal. For instance, the ancient and

Under the guidance of CM Yogi Adityanath, the ODOP programme has flourished into a full-scale sector, wherein skill enhancement and value-driven tie-ups through government interventions have managed to recharge the handicrafts and handlooms industry of UP

nutritious *kalanamak* rice, the rare and intriguing wheat stalk craft, world famous *chikankari* and *zari-zardozi* work on clothes, and the intricate and stunning horn and bone work that uses the remains of dead animals rather than live ones, a nature friendly replacement for ivory — are all specialities originating from the heart of Uttar Pradesh. Many of these products are GI tagged, which means they are certified as specific to that region in the state. Many of these were also dying community traditions that needed revival through modernisation and publicity.

- Handicrafts and Handlooms
- Readymade garments
- Textile articles
- Engineering goods
- Leather goods
- Footwear
- Carpets & Durries
- Sports goods
- Toys
- Wooden articles
- Ceramics
- Glass articles
- Food processing
- Agri-based products



The ODOP programme was launched on UP Diwas in 2018. ODOP has boosted the state's exports from Rs 86,000 crore in 2017-18 to Rs 1.56 lakh crore in 2022, an increase of nearly 81%. Under PM's vision of 'Vocal for Local' and 'Local for Global', we have started the branding of our locally made products. We have 75 districts and each district has its own traditional unique products."
Yogi Adityanath, Chief Minister



NOVEL DESIGN OF DIVERSITY

Diversity is at the heart of UP and its vibrancy shines through its unique arts, crafts and products that are indigenous to its artisans and karigars

In India's largest state, where food, textiles, languages, dance forms and art change every few kilometres, a comprehensive programme was the need of the hour to recognise, safeguard and nurture traditional skills. This was accomplished in January 2018, when the UP government inaugurated the One District One Product (ODOP) programme. The state government's vision was to identify one unique product from each of its 75 districts and create a product-specific traditional industrial hub. UP is emphasising promoting domestic

entrepreneurship and employment opportunities across micro, small and medium small enterprises, both urban and rural, with a rich resource base and a favourable demographic dividend (56% of its population size under working age group) setup. The state has over 90 lakh MSMEs. It is also classified among India's top five manufacturing states. Uttar Pradesh has the highest number of MSMEs. The ODOP programme has infused a new lease of life to its dying arts and handicrafts and presented it to the world in all its glory.

REIMAGINING UP'S GROWTH STORY

The state government's vision was to identify one unique product from each of the 75 districts of UP and create a product-specific traditional industrial hub that today has led to the progression of the programme from grass-root to a global stage. ODOP aims at:

- Preservation and development of local crafts/ skills and promotion of the art
- Increase in income and local employment
- Improvement in product quality and skill development
- Transforming the products in an artistic way (through packaging, branding)
- To connect production with tourism (live demo and sales outlet — gifts and souvenir)



- To resolve the issues of economic difference and regional imbalance
- To take the concept of ODOP to national and international level after successful implementation at state level

