

# UP govt gears up for major ODOP push in 2025–26

**STATESMAN NEWS SERVICE**

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The Uttar Pradesh government is set to take its flagship 'One District One Product' (ODOP) scheme to unprecedented heights in 2025-26.

With a comprehensive and visionary action plan in place, the initiative aims to deepen the impact of entrepreneurship, self-employment, and skill development across the state. For this financial year, category-wise budget allocations have been finalised to enhance the effectiveness of the scheme.

Officials here on Tuesday said the new roadmap includes provisions for financing for self-employment, skill upgradation, and toolkits, ensuring holistic support to local artisans and entrepreneurs.

This strengthened ODOP model is expected to create vast employment opportunities and reinforce Uttar Pradesh's emergence as a key player on the nation's economic map.

Beneficiaries who successfully established enterprises through the first phase of loans will now be eligible for a second loan.

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duced by amending the government policy to provide these loans. This initiative will particularly benefit entrepreneurs who have made significant strides with limited resources.

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