

Yogi govt to scale up ODOP scheme by going global

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Lucknow: Building on the success of its flagship One District One Product (ODOP) initiative, the Uttar Pradesh govt has prepared an elaborate plan to scale up the scheme by deepening value chains, expanding product base and enhancing its global presence.

Additional chief secretary, MSME, Alok Kumar said the next phase of ODOP would focus on "deepening value chains and going global", with a sharper push on exports, technology, and quality. "We are working on a comprehensive plan that will make ODOP products more competitive globally while ensuring that artisans and entrepreneurs



DISTRICT DISTINCTION

benefit directly from the growth," he said. Kumar noted that the govt has set a target to double ODOP's export contribution by 2030, driven by a dedicated export desk, a Business-to-Business matchmaking portal, and logistics support partnerships. UP's exports have doubled in the past eight years mainly because of ODOP. As per official figures, the value of total ex-

ports grew from Rs 88,000 crore in 2017 to Rs 186,000 crore in 2024 — a remarkable leap of 112%. The ACS said the state was also expanding district coverage by adding new products to the existing ODOP list of 110 to ensure every district has a strong, market-linked identity. To strengthen value chains, the MSME department has decided to build raw material banks, expand Common Facility Centre (CFC) coverage, and encourage wider adoption of the ODOP Mark for quality assurance. "The focus is on strengthening production ecosystems so that micro units can scale up without compromising on quality," Kumar said.

The plan also embraces technology in a big way — introducing QR code-based tra-

ceability to ensure product authenticity and developing analytics dashboards to track export growth by SKU, district, and cluster.

"Technology will help us monitor performance in real time and make data-driven interventions," Kumar added.

On the global front, the govt is exploring the idea of setting up a brick-and-mortar ODOP store overseas while leveraging India's new trade agreements with the UK, Japan, and the upcoming one with the European Union. Kumar said the state will also align its efforts with the 50 new global markets identified by the Centre across six sectors and make use of the proposed export-centric e-commerce platform to widen reach.