

UP's ODOP Emerges as National Growth Blueprint

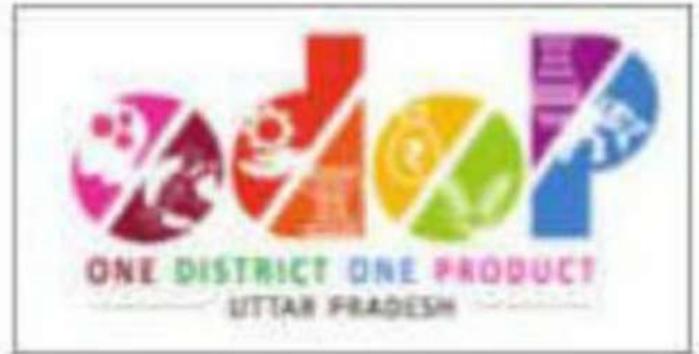
UP State Bureau

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Uttar Pradesh's One District One Product (ODOP) initiative has emerged as a national template for grassroots-driven economic development. Launched in 2018 under Chief Minister Yogi Adityanath, ODOP linked each district's identity to a traditional product, transforming local skills into engines of growth.

The impact is visible in exports: UP's total exports rose from ₹88,000 crore in 2017 to ₹1.86 lakh crore in 2024, with ODOP products contributing ₹93,000 crore. By supporting artisans through branding, market access, training and finance, ODOP integrated small producers into national and global supply chains.

Products like Moradabad brassware, Banaras handlooms, Firozabad glass, Kannauj perfumes and



District-based development model drives exports, jobs and balanced economic growth

Bhadohi carpets gained renewed recognition. Over 1.25 lakh toolkits were distributed, while projects worth ₹6,000 crore were approved under the ODOP Margin Money Scheme, boosting MSMEs and curbing migration.

Showcased prominently at UPITS 2025 and Prayagraj Mahakumbh, ODOP has firmly established itself as a sustainable, district-centric development model for India.