

ODOP as A Latent Willing Changer for Complete Social-economical Evolution

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Abstract: *One District One Product (ODOP) is an initiative which is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship, taking us to the goal of Aatma Nirbhar Bharat. One District One Product (ODOP) initiative is operationally merged with 'Districts as Export Hub' initiative being implemented by DGFT, Department of Commerce, with Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder.*

Aimed at fostering balanced regional development across all districts of the country enabling holistic socio-economic growth across all regions, ODOP is a unique scheme of sorts. The objective of the scheme is to convert each district of the country into a manufacturing and export hub by identifying products with export potential in the district. The institutional mechanism in the form of State Export Promotion Committees (SEPCs) and District Export Promotion Committees (DEPCs) have been constituted in 36 States/UTs to provide support for export promotion and address the bottlenecks for export growth in the districts.

The study aims to analyze the overall development of ODOP scheme across India in various sectors, initiatives taken by Government and Private Agencies and identify the role of digital marketing in export potential of ODOP..

Keywords: ODOP, export hub, APEDA, Govt, Initiatives, PMFME

I. INTRODUCTION

Biodiversity of India is a key hallmark which is respected world. There are different kinds of terrains, crops, foods, climate, etc., with diverse community traditions and economic pursuits (1). People in various regions of the country possess unique skills and expertise in agriculture, handicrafts, jewellerys, textiles and other related products evolved through several generations. These skills are often connected with traditions, practices and culture, which employ traditional methods, practices and knowledge to produce the goods associated with particular geographic area (2).

Crux of ODOP

Since centuries, Indian villages had concept of traditional skills in form of carpenter, barber, dhobi (washer man), kumbhkar (earthen pot makers) and lohar (blacksmith), whose skills reflect through cultural heritage and community participation. But it was highlighted in 1979 as a Japanese business development concept, because they aimed at promoting a competitive and staple product from a specific area to push sales and improve the standard of living of the local population as "One Village One Product (OVOP)" (3). The core principles that guided OVOP were to think locally, act globally, to be self-reliant and creative through capacity building of human resources. This model was later emulated by a few other countries with different nomenclature like One Commune One Product (Vietnam), One Tambon One Product (Thailand), One Town One Product (the Philippines), One Mahalla One Product (Uzbekistan), One Island One Product (Oceania) and Our Village Our Pride (Afghanistan) with varying levels of success. ODOP offers a transformative opportunity to integrate, strengthen and streamline regional products which have great significance not only in the realm of the economy (in terms of employment, value generation and trade) but also in the socio- cultural realm.



What is One District One Product?

The 'One District, One Product' (ODOP) was launched by the Ministry of Food Processing Industries, to help districts reach their full potential, foster economic and socio-cultural growth, and create employment opportunities, especially, in rural areas.

This is intended to accelerate economic growth, generate employment and promote rural entrepreneurship realise the goal of Atmanirbhar Bharat. The main philosophy behind ODOP is to select, brand and promote one product from each district of India that has a specific characteristic feature or is native to that particular region/district and to enable profitable trade in that product and generate employment.

The main objectives of ODOP

The main objectives are: (a). Preservation and development of local crafts / skills and promotion of the art (b). Increase in the incomes and local employment (resulting in decline in migration for employment)

(c). Improvement in product quality and skill development (d). Transforming the products in an artistic way (through packaging, branding) (e). To connect the production with tourism (Live demo and sales outlet-gifts and souvenir) (f). To resolve the issues of economic difference and regional imbalance (g). To take the concept of ODOP to national and international level after successful implementation at State level.

Advantages of the One District One Product (ODOP) initiative

- Numerous micro-enterprises will benefit through access to information, better exposure to the market, and formalization.
- It will enable them to formalize, grow and become competitive in national and global space.
- The project is likely to generate valuable skilled and semi-skilled jobs.
- The scheme envisages increased access to credit by existing micro food processing entrepreneurs, women entrepreneurs, and entrepreneurs in the Aspirational Districts. (4)
- There will be better integration with organized markets, boosting the artisans and local vendors.
- Increased access to common services like sorting, grading, processing, packaging, storage, etc. will be added advantage.

Benefits to Districts

a. Capital Investment: Existing micro-enterprises would be supported through capital investment. Enterprises producing ODOP products are given preference. New units, on the other hand, would be supported for ODOP products only.

b. Marketing and Branding: Marketing and branding infrastructure support is provided. If marketing and branding are being conducted at the state or regional level, other products would also be supported.

c. Subsidy: Under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme with the ODOP approach, a credit-linked capital subsidy comprising 35% of the eligible project cost, up to Rs. 10 lakh (US\$ 13,379.7) may be provided. The beneficiary may need to contribute at least 10% of the amount and the balance as a bank loan.

d. Credit-Linked Grant: A credit-linked grant of 35% would be provided to support groups such as self- help groups (SHGs), Producer Co-operatives, etc. in their operations such as sorting, grading, storage, packaging, processing and so on.

e. Seed Capital: Seed capital is provided at Rs. 40,000 (US\$ 535.2) per SHG member involved in food processing. The capital is to be utilised for working capital and buying small tools.

f. Branding and Marketing: Branding and marketing support is provided through grants of up to 50% of total expenditure, for the state or regional level ODOP product, to SHGs, co-operatives, etc. Branding and marketing are crucial for the growth of Micro Small and Medium Enterprises (MSME).

g. Training: Training is provided with a focus on entrepreneurship development, operations, marketing, accounting, FSSAI standards, GST registration, Udyog Aadhaar, Geographical Indication (GI) registration and so on. Furthermore, training specifically designed for ODOP products is provided such as on hygiene, storage,



packaging and development of new products. Such training helps the entrepreneurs conduct business operations efficiently as well as improve the quality of products.

Government Initiatives**Ambedkar Hastshilp Vikas Yojana:**

- o To support artisans with their infrastructure, technology and human resource development needs.
- o The objective of mobilising artisans into self-help groups and societies with the agenda of facilitating bulk production and economies in procurement of raw materials.

Mega Cluster Scheme:

- o The objective of this scheme includes employment generation and improvement in the standard of living of artisans.
- o This programme follows a cluster-based approach in scaling infrastructure and production chains at handicraft centres, specifically in remote regions.

Marketing Support and Services Scheme:

- o This scheme provides interventions for domestic marketing events to artisans in the form of financial assistance that aids them in organising and participating in trade fairs and exhibitions across the country and abroad.

Research and Development Scheme:

- o This initiative was introduced to generate feedback on economic, social, aesthetic and promotional aspects of crafts and artisans in the sector, with the objective of supporting implementation of aforementioned schemes.

National Handicraft Development Programme:

- o The important component of this programme is carrying out surveys, upgrading design and technology, developing human resources, providing insurance and credit facilities to artisans, R&D, infrastructure development and marketing support activities.

Comprehensive Handicrafts Cluster Development Scheme:

- o The approach of this scheme is to scale up infrastructure and production chain at handicraft clusters. Additionally, this scheme aims to provide adequate infrastructure for production, value addition and quality assurance.

Export Promotion Council for Handicrafts:

- o The main objective of the council is to promote, support, protect, maintain and increase the export of handicrafts.
- o The other activities of the council are knowledge dissemination, providing professional advice and support to members, organizing delegation visits and fairs, providing liaison between exporters and the government and carrying out awareness workshops.

For the PMFME scheme (5), ODOP will provide the framework for value chain development and alignment of support infrastructure. There may be more than one cluster of ODOP products in a district. A cluster of ODOP products may also consist of more than one adjacent district. The scheme is aimed at building capacity of two lakh micro enterprises through increased access to credit, integration with an organized supply chain. This will be achieved by strengthening branding and marketing, increased access to common services, strengthening of institutions, research & training in the food processing sector.

Under the scheme, Individual Micro Enterprises will receive support in the form of credit-linked capital subsidy at 35% of the eligible project cost, with a maximum ceiling of approximately \$13666 per unit. Also, clusters and groups such as FPOs, SHGs, Producer Cooperatives etc. will receive credit linked grants at 35%. This will be



available along their entire value chain for sorting, grading, storage, common processing, packaging, marketing, testing, etc. There will be seed capital at approximately \$550 per member of SHGs engaged in food processing for working capital and purchase of small tools. There will also be a credit linked grant at 35% to support FPOs, SHGs, Cooperatives, any Government agency or private enterprises for Common infrastructure. The common infrastructure will also be available for other units and the public to utilise on a hiring basis for substantial part of the capacity.

Districts as Exports Hub

This initiative is carried out with the 'Districts as Exports Hub' initiative by the Directorate General of Foreign Trade (DGFT), Department of Commerce, which provides financial and technical assistance to the district level industries so that the small-scale industries can be helped and they can provide employment opportunities to the local people.

One District One Product (ODOP) initiative is operationally merged with 'Districts as Export Hub' initiative and is being implemented by Directorate General of Foreign Trade (DGFT), Department of Commerce, with Department for Promotion of Industry and Internal Trade (DPIIT) as a major stakeholder. The scheme envisages strengthening backward and forward linkages through provision of common facilities, incubation centres, training, research and development (R&D), branding and marketing.

ODOP-DEH is a transformational step towards realizing the true potential of a district, fuelling economic growth, generating employment and rural entrepreneurship, aimed at fostering balanced regional development across all districts of the country enabling holistic socio-economic growth across all regions, enabling MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets

(6). Interventions under ODOP-DEH are proposed in the form of institutional and strategic measures. Under ODOP-DEH, products/services with export potential have been identified in 733 districts across the country including agricultural and toy clusters and GI products in these districts. Toy manufacturing clusters have been identified in 12 districts.

The identified products have potential for both domestic and export markets and promoted in a cluster approach through convergence of resources. The enhanced capacity of processing and value addition in agriculture and allied sector products with a better price realization for the farmers. It is an initiative that is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship.

From across 35 States/Union Territories, 707 districts have been identified by the Ministry of Food Processing Industries under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises Scheme (PMFME). In the realm of implementation, ODOP is merged with the 'Districts as Export Hub' initiative implemented by the Director-General of Foreign Trade (DGFT), wherein a major stakeholder is the Department for Promotion of Industry and Internal Trade (DPIIT).

Support and Convergence

The Ministry of Agriculture and Farmers Welfare has identified several products under 15 broad categories, allotting one agri product for each of the country's 728 districts through convergence of resources under different schemes of various ministries. The products identified include agricultural, horticultural, poultry, milk, aquaculture, marine sectors and value added agri products across the country.

Resources convergence is envisaged from ongoing centrally sponsored schemes of Ministry of Agriculture and Farmers Welfare, such as Mission for Integrated Development of Horticulture (MIDH), National Food Security Mission (NFSM), Rashtriya Krishi Vikas Yojana (RKVY), Paramparagat Krishi Vikas Yojana (PKVY) and also schemes of Ministry of Fisheries, Animal Husbandry and Dairying.

For 2022-23, Ministry of Food Processing Industries has identified 135 unique products in 707 districts in 35 States/ UTs in One District One Product (ODOP) approach under Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme, which provides incentives to two lakh micro-enterprises with credit-



linked subsidy over a five-year period from 2020-21 to 2024-25 with an outlay of Rs. 10,000 crores and helps create infrastructure and marketing of these One District One Focus Produce (ODOFP) (7). The DGFT has also identified 106 Products (including Agricultural & Toy clusters and GI products) from 103 districts under Districts as Export Hub' initiative. State Level Up-gradation Plan (SLUP) enables the States to identify its product clusters, market linkages, stakeholder.

The ODOP product could be a perishable Agri produce, cereal-based product, or a food product widely produced in a district and their allied sectors. An illustrative list of such products includes mango, potato, litchi, tomato, tapioca, kinnu, bhujia, petha, papad, pickle, millet-based products, fisheries, poultry, meat as well as animal feed among others. Besides, certain other traditional and innovative products including waste to wealth products, for example, honey, minor forest products in tribal areas, traditional Indian herbal edible items like turmeric, amla, haldi, etc.

Exports of Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Sikkim, Telangana, Uttar Pradesh and West Bengal have increased more than thrice since the introduction of ODOP-DEH initiative.

Factors Supporting the Growth of the ODOP Sector

Government Schemes:

- o The central government is actively working towards developing the industry to maximize its potential.
- o The introduction of several schemes and initiatives is helping craftsmen to overcome the challenges they face.

Rise of Dedicated Trade Platforms:

- o Few platforms like Craftezy, have emerged that lend the much-needed support to Indian artisans in finding visibility in domestic and global markets.
- o These global handicraft trade platforms come with a free supplier induction process and aim at giving it an organized image in the global market.

Using Technology for Inclusion:

- o Technology that can help cross boundaries has proven to be a boon for the handicraft industry.
- o E-commerce has opened doors to seamless access to consumer goods, and this has enabled inclusive growth as all manufacturers in any part of the globe can showcase their products through these online platforms.
- o Even social media platforms are helping immensely with marketing Indian handicrafts globally.

Exports Vs Imports:

- o In the last five years, exports of Indian handicrafts have gone up by more than 40%, as three-fourths of handicrafts are exported.
- o Indian handicrafts are majorly exported to more than a hundred countries, and the US alone constitutes about a third of India's handicrafts exports.

Change in Behavior of Artisans:

- o To generate enhanced income, artisans adapt to new skills and create products that meet new market demands.
- o Thus, on account of the introduction of technology and the ease it brings to their table, there is a significant change in the behaviors of sellers and buyers of handicrafts.

ODOP in Different Sectors

A glance at ODOP products listed indicates that there are several registered Geographical Indications products covering foodgrains, handicrafts, handloom and foodstuff that overlap. While there have been concerted efforts to register several projects as GI, post-GI activities such as the creation of awareness among producers and consumers about the potential of GI, registration of authorised users (which has a broad definition and include stakeholders along the value chain), brand building through the use of the individual and national logos, facilitate market access through dedicated offline and online shopping channels have not been institutionalised and streamlined.



Most unique and most common

As per the list, Naga King Chili appears to be the most unique product from Nagaland as Peren was the only district in India selected for its production.

The Uttar Pradesh Government has set out to encourage the production of local and specialized products and crafts that can only be found in Uttar Pradesh, such as: the ancient and nutritious 'Kala Namak' rice, the rare and fascinating wheat-stalk craft, the world-famous chikankari and zari-zardozi work on clothes, the complex and stunning horn-bone work that uses the remains of dead animals rather than live ones, a nature-friendly replacement for ivory.

ODOP for the Handicraft sector

India is one of the largest exporters of handicrafts. Total exports of handicrafts, excluding handmade carpets, from March 2022 was USD 120.06 million, an increase of 8% compared to February 2022. 25.7% increase from the previous year. The Ministry of Textiles has opened a 'Lota Shop' at the National Museum of Crafts, New Delhi (8). The shop was opened by India's Central Cottage Industries Corporation (CCIC), commonly known as the Central Cottage Industries Emporium. It is showcasing handcrafted antiques, souvenirs, handicrafts and textiles based on traditional Indian handicrafts.

Soft Toys - Jhansi:

The Indian toy industry is well known around the world and soft toys comprise a major part of that market. Soft toys in the Jhansi district in Uttar Pradesh (UP) were selected as an ODOP product. As per the ODOP Coffee Table Book, published by the state of UP, more than 50 soft toy manufacturers operate in Jhansi boosting job creation. These soft toys are supplied to major commercial centres and exported. Sons Warsi Toys, a soft toy manufacturer in Jhansi, used to manufacture three to six toys daily. After receiving financial support under the ODOP initiative, the firm scaled its manufacturing, and now employs 18-20 people. Sons Warsi can manufacture 50-80 toys daily and its monthly sales rose to around Rs. 1.5 lakh (US\$ 2,007).

ODOP for the Food Sector

Food industry is one of the biggest industry in India. States would select a food product for the district, keeping in perspective the program's focus on perishables. The baseline study would be conducted by the state government. The ODOP product could be a perishable agricultural product, a cereal-based product or a food product widely produced in the district and its associated sectors. An illustrative list of such products includes, among others, mango, potato, litchi, tomato, tapioca, kinna, bhujia, petha, papad, pickled vegetables, millet-based products, fisheries, poultry, meat and also animal feed.

In addition, some other traditional and innovative products, including waste-to-wealth products have also tremendous possibilities. For example, honey, minor forest produce in tribal areas, traditional Indian herbal edible items like turmeric, amla, haldi etc. The Ministry of Commerce focuses on agricultural crops on a cluster approach for export promotion under the Agricultural Export Policy, and the Ministry of Education also focuses on a cluster approach for the development of specific agricultural products in districts with a comparative advantage. An ODOP system approach would ease the provision of common facilities and other support services.

ODOP food brands launched by MoFPI and NAFED under PMFME scheme

Ministry of Food Processing Industries (MoFPI), Government of India in collaboration with National Agricultural Cooperative Marketing Federation of India (NAFED) launched three ODOP brands under the Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) scheme () [Table 1].

Out of these seven ODOP brands, the brand Dilli Bakes was launched in October 2021 in New Delhi followed by the brand Makhana King launched in January 2022 in Patna. The remaining five brands were also launched in January 2022 in New Delhi. Thus, the seven ODOP brands and nine products, three ODOP brands and five



products namely Madhurmithas, Anaras, Pind Se and two products Masala Paste and Lemon Honey under the newly developed brands Kashmiri Mantra and Madhumantra respectively were successfully launched.

According to the Ministry of Food Processing Industries (MoFPI), the brand Madhurmithas has introduced Jaggery powder and has been exclusively developed under the ODOP concept for the district Muzaffarnagar, Uttar Pradesh. The product is a sweetener without any chemicals and also healthier and more delicious than sugar. The 500g standy zip pouch is resealable to allow convenient and safe storage and is priced at Rs. 80.

Brand Anaras has been developed under the ODOP concept for dried spicy pineapple from the district Ri Bhoi, Meghalaya. The product has been made from handpicked pineapples, naturally sundried and flavoured with a secret spice mix to give it an irresistible unique taste. In addition to its zesty flavour, dried spicy pineapple is also an excellent source of vitamin C. It is priced at Rs. 110 for a 55g pack.

Brand Pind Se for mango pickle brings the taste of 'Ghar ka bana aam ka achaar' (homemade mango pickle). This pickle is prepared from the choicest mangoes, premium quality ingredients, and a traditional recipe. The product is hand-made in small batches to maintain quality and consistency. The brand is developed under the ODOP concept from the district of Amritsar, Punjab, and strives to bring you the 'Pind Ka Swad' (taste of the village) in every single bottle which is priced at Rs. 95 for a 500g pet jar.

Table 1. Some of the ODOP brands launched under PMFME scheme

Brand	District/State	Product
Cori Gold	Kota, Rajasthan	Coriander Powder
Makhana King	Darbhanga and Muzaffarpur from Bihar	Plain and Chatpata Makhana
Dilli Bakes	Delhi	Cookies and Rusk
Amrit Phal	Gurgaon, Haryana	Amla Juice
Madhumantra	Saharanpur, Uttar Pradesh	Multiflora Honey
Somdana	Thane, Maharashtra	Millet Flour
Kashmiri Mantra	Kulgam, Jammu and Kashmir	Red Chilli Powder

According to MoFPI, two new products have also been introduced under the recently launched brands, Kashmiri Mantra and Madhumantra under the ODOP concept from the district Kulgam, Jammu and Kashmir and the district Saharanpur in Uttar Pradesh respectively. The use of traditional mixed masalas is an integral part of the Kashmiri vegetarian and non-vegetarian cuisines. Locally called 'ver', the masala paste in tikki form is the second product to be launched after Kashmiri Lal Mirch (red chilli) under the brand. The 200g PET jar is priced at Rs. 200. In addition to this, Lemon Honey from Saharanpur, offers an element of uniqueness to plain old honey by infusing it with high-quality lemon extract. Simply adding it to the beverage can transform it in a whole new way. A 500 gm glass bottle is competitively priced at Rs 245.

According to NAFED, for the benefit of consumers, all the products come in unique and attractive packaging that keeps moisture and sunlight at bay, thus ensuring a longer shelf-life of the product and keeping it fresh. In total, 10 ODOP brands and 14 products have been launched under the MoU between NAFED and the Ministry of Food Processing Industries under the scheme. Each product has been developed based on the extensive knowledge and legacy of the marketing expertise of NAFED as well as its capabilities and experience in processing, packaging, supply chain, and logistics. Each brand is being supported with increased investments in brand communication in relevant markets and a strong push on digitisation across the value chain. All the products are available on e-commerce platforms, and prominent retail stores across India.

Through this initiative under the PMFME scheme, the Ministry of Food Processing Industries aims to encourage the micro food processing enterprises (MFPEs) across the country about the vision, efforts, and initiatives of the government to formalise, upgrade and strengthen them and take them a step closer to Aatmanirbhar Bharat. MFPEs are encouraged to come forth and avail branding support under this initiative.



The state of the food export industry

The markets for processed food startups are booming in the nation. More and more startups are coming up with innovative ways of doing business, and some are excelling. For example, Grofers, Licious and Rebel Foods made it to the list of unicorns last year.

Startups like these will boost the economy and the entire value chain and have become classic examples of pushing traditional industries like agriculture forward with technology. Although India has not been on the top list of processed food exporters so far, schemes like these will encourage more and more local food businesses to go global, despite supply chain hurdles and troubles associated with the limited shelf life.

ODOP for the Horticulture Sector

To support the production of horticultural products under the One District One Product (ODOP) program and provide better nutrition to school children, the Government of Uttar Pradesh has promoted Sunahri Kand, also known as orange yam, as a hot-boiled potato from Anganwadi be introduced into nutritional program as a part of the lunch menu of the school children.

The government of India announced a list of 6 brands of horticultural products under the ODOP scheme.

1. Amrit Phal

A brand for amla juice for good taste and good health (Gurugam, Haryana)

2. Cori Gold

A brand for coriander powder from Kota, Rajasthan

3. Kashmiri Mantra

A brand of spices from Kulgam, Jammu and Kashmir

4. Madhu Mantra

A brand for honey from Saharanpur, Uttar Pradesh

5. Somdana

A brand for millets from Thane, Maharashtra

6. Whole wheat cookies of Dilli Bakes

These are among the ten brands that signed up with NAFED for marketing and branding. They seem to be promising in terms of the uniqueness of the product, its properties and health benefits.

Advent and Spread of ODOP (Uttar Pradesh)

Uttar Pradesh government was the first state of India to launch the concept of One District One Product in 2018. The aim was to encourage indigenous and specialised products such as carpets from Bhadohi, perfumes from Kannauj or Kalanamak rice of Siddharthnagar district etc. It also aimed to create product specific traditional industrial hubs across 75 districts of Uttar Pradesh.

These products range from leather products from Agra, aluminum utensils from Kanpur, chikankari and zari-zardozi work from Lucknow, wooden lacquerware and toys from Varanasi, wheat stalk craft from Bahraich, terracotta pottery from Gorakhpur and wood-carved crafts from Saharanpur, among many others.

ODOP Museum (Ayodhya, U.P.)

The Uttar Pradesh government has announced plans to set up a museum in Ayodhya based on its flagship 'One District, One Product' (ODOP) initiative. The museum will house notable products from each district of Uttar Pradesh, which will be available for purchase to visitors, as per the state government. The ODOP museum will be set up at Ram Katha Sangrahalaya in the temple town.

Digital Marketing

The government has introduced the digital version of the One District - One Product (ODOP) gift catalogue.

The ODOP gift catalogue includes a wide range of products like Fragrances and Oils, Indian Spirits, Home Décor products, Fabrics, and Silks and Shawls.

There are online platforms that are already available such as gitagged.com and shoppingkart24.com which cater to sales of GI products with traceability linked to the producer to garner the trust of consumers. Such initiatives may



be replicated under ODOP as well to realize 'vocal for local' and to ensure the self-reliance of producers and other stakeholders along the value chain of such regional products.

In this regard, it is important to categorize the products based on their potential for value addition. There are certain high-value products with export potential such as horticultural products. There are already traceability systems in place spearheaded by APEDA and ODOP-GI integration would augur well to augment the earnings of the farmers. For non-agricultural products too, especially handlooms, there is already a Geographic Information System (GIS) mapping of weavers under the Handloom Census.

It would be important and easier to link traceability through such use of technology. It should also be kept in mind that capacity building among producers - farmers, weavers, artisans - on the interface with technology is extremely important and should be prioritised. This would enable them to have easier market access and overcome asymmetries in information.

There also exist certain products which might not be highly profitable but play important social and environmental functions such as the protection of biodiversity and livelihoods. These products too need hand-holding and require different kinds of brand building. There is a need to highlight such characteristics among appropriate consumer segments thereby targeting those who are willing to pay additionally for such unique products.

For example, most of the registered GI rice varieties and certain agricultural products from the North- East are naturally organic which are also identified under ODOP. Thus, it is important to highlight the market potential of such qualities of these products not only for the export market but also the domestic market. Domestic market focus is equally important to protect producers from the volatility of export markets.

APEDA initiates pilots to boost export of agricultural products under ODOP

To boost unique agricultural products under the one district one product (ODOP) programme, the Agricultural and Processed Food Products Export Development Authority (APEDA) has initiated pilots in seven districts across five states for providing necessary infrastructure and financial assistance through convergence mode.

The districts where the pilots have been initiated include Lucknow (mango) in Uttar Pradesh; Nagpur (mandarin orange), Nasik (onion), Sangli (grapes) in Maharashtra, Krishna (mango) in Andhra Pradesh, Kumuram Bheem (millets) in Telangana and Dharamapuri (millets) in Tamil Nadu.

One Station One Product (OSOP)

To promote local arts and products, the Institute of Agricultural Consultancy and Rural Development launched the second temporary stall of 'One Station One Product Scheme' at Ranchi station under Ranchi Railway Division of South Eastern Railway (SER) on 23rd April 2022 enabling the ecosystem and providing a stable marketing platform to improve income, local employment, skills, and livelihood (8). 'One Station- One Product' concept for the Railways, is to help local businesses and supply chains.

The 'One station one product' now acquires further significance and relevance in the context of the pioneering "Aatma Nirbhar Bharat Abhiyan" campaign launched by Prime Minister Narendra Modi to strengthen the domestic industries and make India self-reliant. Examples for some of the products are Channapatna wooden toys, Madhubani painting Shahi litchi, carpet, terracotta, bindi, shazar stone, Banarshi sari, Khurja pottery, brass metalwork in Moradabad Allahabad Moonj craft (9).

II. CONCLUSION

The important aspect which the policy initiatives in India should be: First, ownership of the initiative should lie at the centre of implementation. The stakeholders irrespective of the sector along the value chain need to be identified and provided information and awareness. Second, the identification of stakeholders assumes great significance in realising ownership potential. In this regard, it is important to streamline other initiatives such as registration of Geographical Indications (GI), formation and development of farmer producer organisations in the agricultural sector, cluster development approaches in handloom and handicrafts.



These initiatives may have effective ways of strengthening capacity building and networking among horizontal and vertical stakeholders. The Ministry of Commerce has already undertaken the mapping of ODOP products across different Central and State government schemes, programmes and legal sources such as aspirational districts, national horticultural mission, national cluster development schemes, registration as GI, and so on.

Another area of focus must be on the identification and elimination of waste in manufacturing and administrative processes. 5S is a technique originated from Japan and include five Japanese words Seiri (Sort), Seiton (Set in order), Seiso (Shine), Seiketsu (Standardize) and Shitsuke (Sustain). The 5S philosophy focuses on simplification of the work environment, effective workplace organization, and reduction of waste while improving safety and quality (10). It allows the enhancement of efficiency and productivity. The 5S technique is a structured program to systematically achieve total organization cleanliness and standardization in the workplace. The benefit of 5S technique is improvement in productivity, quality, health and safety (11). Through 5S methodology, the management can create an environment where quality work is comfortable, clean and safe in the organization and it can ensure the compliance to standards and will further foster continuous improvement.

It is extremely important to recognise the synergies between different initiatives and bring them under one umbrella to realise the ownership potential must lie with the primary producers. The struggle of producers and other stakeholders of registered GIs have also been to meet the costs of such activities and here, integrating these with ODOP could be an apt solution. In this context, it is also important to dovetail certifications such as organic, silk mark, handloom mark, GI to strengthen the market access of ODOP products. From marketing perspective, some model districts can be developed which can be showcased to foreign clients. These can be linked to eco-tourism as well.

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