

INDIA@2047

Envisioning a Brighter Future



Dr. Poornima Shukla



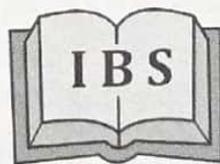
India@2047

Envisioning a Brighter Future

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Indu Book Services Pvt. Ltd.

(Publishers & Distributors)

New Delhi

India@2047: Envisioning a Brighter Future

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First Published: 2025

ISBN: 978-93-6729-380-5

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4638, 1st Floor, 21 Ansari Road,

Daryaganj, New Delhi - 110002

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Website : www.indubookservices.com

BRANCH OFFICE:

Plot No. 123 Ground Floor, Sector-3

Vasundhara, Ghaziabad, Uttar Pradesh, Pin-201012

Typeset by

GURPAL COMPUTERS (Amandeep Singh), Nawanshahr-144514 (PB.)

Contents

<i>Preface</i>	<i>v</i>
1. The Socio-Cultural Aspects of Tribal Communities <i>Dr. Poornima Shukla</i>	1
2. Impact of Financial Inclusion on Socio-Economic Development of Unorganized Sector <i>Aadarsh Dwivedi</i>	7
3. Biocracy: A Deep-Ecological and Sustainable Model of Governance for Vibrant India@2047 <i>Anand Gaurav</i>	13
4. Women Entrepreneurship: Comprehension to Prospects, Challenges and Its Assistance in National Development <i>Anshika Verma and Prof. Sonika Choudhary</i>	21
5. Analysing the Impact of Bilateral Trade Between India and BRICS Nations on India's Gross Domestic Product <i>Apurva Gupta and Dr. Vivek Singh</i>	30
6. Empowering EQ: Essential Soft Skill <i>Arju Praveen, GMS Gausul Kaunine Razvi</i>	38
7. Administrative Challenges for Female Library Professionals: A Case Study of Self-Finance Universities of Gujarat State <i>Bhavini Trivedi, Dr. Praytkar Kanadiya</i>	47
8. Women Entrepreneurs: With Special Reference to Women Empowerment <i>Dr. Deepali Saxena</i>	57
9. Impact of E-Commerce on Indian Consumer Buying Behaviour <i>Prakash Chandra, Ashutosh Singh, Dr. Shalini Kapur</i>	63
10. Changing Gender Roles and Identities of Middle-Class Families in India <i>Dr. Vandana Dixit</i>	70
11. Role of Soft Skills and Emotional Intelligence in Today's Society <i>Dr. Monika Sahai</i>	75

12. Education and Technology Influencing Women Empowerment 80
*Ms. Aditi Bhattacharya, Ms. Bhumika Das,
 Ms. Shibani Kumari Prasad*
13. Role of Digital Technology in Indian Education System 88
 During Covid-19
*Ms. Barsha Sarkar, Ms. Adreeza Sarker,
 Mrs. Sudeepa Dey*
14. Workplace Harassment and Gender Inequality in India 95
*Ms. Shreta Mondal, Ms. Shreya Paul,
 Mrs. Ipsita Chakraborty*
15. Caste Injustice: Seeking Equality in India 105
Ms. Bithi Das, Mrs. Satabdi Mondal
16. Evaluating the Effectiveness of the Prime Minister
 Employment Generation Programme (PMEGP) in Promoting
 and Empowering Women Entrepreneurship: A Study
 of Kanpur Dehat 113
Neha Dubey, Dr. Vivek Singh
17. Digital Innovation in Indian Banking: Challenges 124
 and Opportunities
Prof. Poonam Vij, Mrs. Deepti Maurya
18. Women Entrepreneurship and Leadership: Challenges 131
 and Opportunities
Dr. Shikha Verma, Dr. Bharti Pandey
19. Kanyashree Prakalpa and Socio-Cultural Development 145
 of Women in West Bengal
Rupsha Das, Dr. Pratap Kumar Ghorai
20. Innovations Ecosystem and Entrepreneurship in Climate 155
 Change Mitigation and Adaptation
Shivangi Singh, Dr. Ravindra Bhardwaj
21. Analysing the Economic Impact of Bilateral Trade between 164
 India and China on India's Economic Development: A Focus
 on Technology Transfer and Innovation
Sonali Yadav, Dr. Vivek Singh
22. Role of Married Non-earning Women in the Roadmap to 175
 Vibrant Developed India @2047
Neha Yadav
23. Impact of Digital Inclusive Finance on Agriculture Sector 180
Pratistha Gautam

- | | | |
|-------|---|-----|
| 24. | Positive and Negative Aspect of Media on Education
<i>Priya Gautam</i> | 193 |
| 25. | Soft Skills and Emotional Intelligence: New Age
Societal-Building Tools
<i>Sheetal Mehrotra</i> | 202 |
| 26. | Integrating Trade and Tourism: How Uttarakhand Can
Leverage Platforms Like Vibrant India for Growth
<i>Neeti Singhal</i> | 209 |
| 27. | Digital Divide in Online Education and Its Impact on
Student's Academic Performance
<i>Pooja Goswami, Dr. Sushma Singh</i> | 218 |
| ✓ 28. | Exploring the Impact of ODOP Initiative on the Industrial
Renaissance of Uttar Pradesh
<i>Dr. Anita Nigam, Sufiya Parveen</i> | 228 |

28

Exploring the Impact of ODOP Initiative on the Industrial Renaissance of Uttar Pradesh

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Abstract

This research paper explores the One District One Product (ODOP) initiative's role and impact on revitalizing Uttar Pradesh's (UP) industrial landscape. Launched by the state government, ODOP aims to promote indigenous industries by identifying and nurturing one unique product per district. The paper investigates ODOP's implementation, its effectiveness in fostering local entrepreneurship, job creation, economic growth, and its contribution to the broader industrial renaissance in UP. Through an analysis of government policies, case studies, and statistical data, it evaluates ODOP's outcomes and challenges, highlighting its role in diversifying the state's economy and empowering local communities. By examining the initiative's success stories and identifying areas for improvement, the paper provides insights for policymakers, stakeholders, and researchers interested in regional development strategies and industrial revitalization efforts.

Keywords: *Industrial Renaissance, Local Entrepreneurship, Economic Growth, Regional Development, Indigenous Industries*

Introduction

India, as a rapidly growing economy, actively pursues sustainable industrial development. The One District One Product (ODOP) initiative stands out as a crucial strategy, especially in states like Uttar Pradesh (UP), where fostering a robust industrial landscape is vital for economic and social progress. ODOP, designed to leverage each district's unique product potential, marks a significant shift in industrial policy. UP,

with its diverse socio-economic fabric, embodies India's developmental complexities. Though historically agrarian, UP's transition to an industrial powerhouse necessitates strategic interventions like ODOP. This research delves into ODOP's multifaceted impact on UP's industrial rejuvenation, analyzing its inception, implementation, challenges, and outcomes. Through qualitative and quantitative analysis, it aims to elucidate ODOP's role in employment, income, export promotion, and overall socio-economic development. Additionally, it assesses ODOP's alignment with national agendas like Make in India and Atmanirbhar Bharat, offering insights for its sustainability and scalability, aiming to catalyze inclusive industrial growth in UP and contribute to India's evolving industrial strategies.

Significance

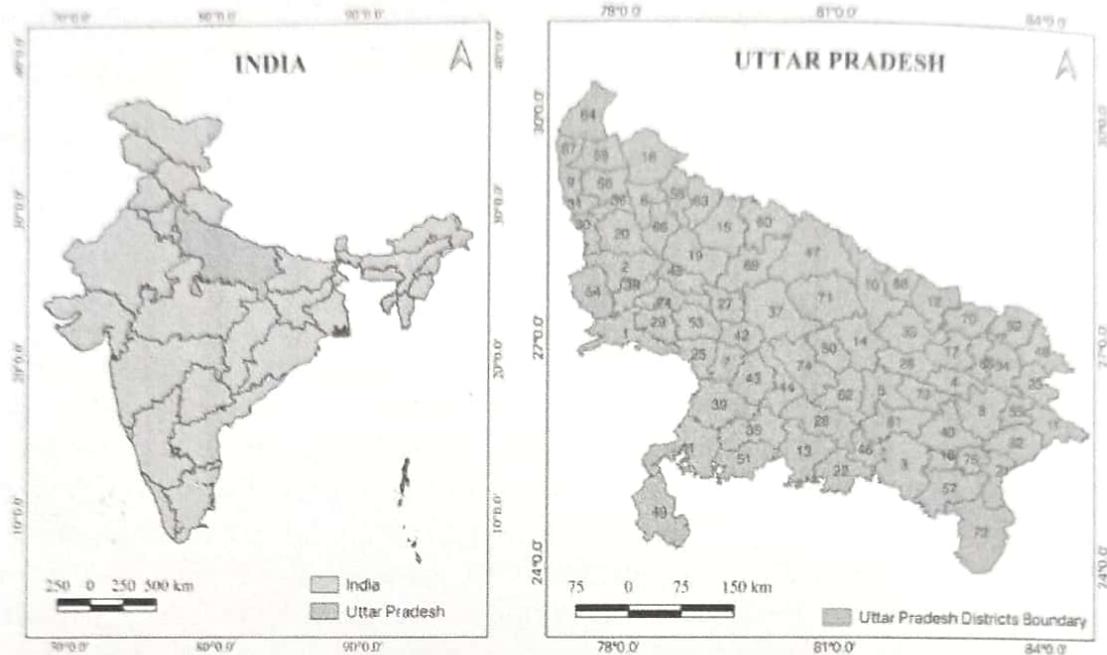
The ODOP (One District One Product) initiative has profoundly shaped Uttar Pradesh's economic landscape, particularly through industrial growth and revitalization. Its impact on the state's industrial sector necessitates thorough examination, revealing significant outcomes in employment generation, especially in rural and semi-urban areas, addressing unemployment issues. Moreover, it fosters entrepreneurship by empowering small-scale producers and artisans in value-added production and marketing, promoting economic diversity. This diversification reduces dependency on key sectors, enhancing industrial base resilience. Additionally, ODOP facilitates market expansion for traditional products, increasing competitiveness and preserving cultural heritage. Policy evaluation is crucial for future development, addressing rural infrastructure, socioeconomic conditions, and sustainability for balanced growth. Understanding its regional competition impact enhances competitiveness, attracting investment, and bolstering Uttar Pradesh's industrial prowess among other states or regions.

Study Area

Uttar Pradesh, located in the northern part of India, is the most populous state in the country and one of its most culturally rich and historically significant regions. The Uttar Pradesh geographical location between $23^{\circ}52'N$ and $31^{\circ}28'N$ latitudes and $77^{\circ}3'E$ and $84^{\circ}39'E$ longitudes, From population, political awareness, historical and cultural heritage and point of views, Uttar Pradesh is a very important state of the country. Nearly 17% of India's population lives in the state. Geographically, it acquires 5th position after Rajasthan,

Madhya Pradesh, Maharashtra and Andhra Pradesh and covers 7.3% land area of India. Area wise, it covers 240928 square Kilo meters. For administrative convenience, it has 18 divisions, 75 districts. It's total population in 2011 is 199812341 in total, thus having a density of 829 person per km².

LOCATION MAP OF STUDY AREA



Source: *Gender disparity in Literacy in Uttar Pradesh: a spatial analysis (Article)*, By Sakshi & Sabina Bano(15 December,2023)

Objectives

The main objectives of this research paper areas follows-

- Evaluating the extent to which the ODOP project contributed to growing and improving small industries in various districts in Uttar Pradesh.
- Identifying challenges and barriers that the ODOP initiative's stakeholders must overcome and suggesting solutions.
- Providing information and suggestions to decision-makers to improve the ODOP initiative's viability and effectiveness in promoting Uttar Pradesh revival.

Literature Review

(Role of One district one product (ODOP) and Moonz craft of Uttar Pradesh: Strategies and new approaches for developing first Global Handicraft Index, Uma Shankar Yadav, Ravindra Tripathi, Gyan

Prakash Yadav ,2021) Amidst the global pandemic, migrant workers face job losses and return home. Despite economic slowdown, the ODOP initiative in the handicraft sector offers local job creation and skill development but is hindered by limited education, capital, technology, market knowledge, and support.

(Performance Of Women Artisans As Entrepreneurs In ODOP In Uttar Pradesh To Boost Economy: Strategies And Away Towards Global Handicraft Index For Small Business, Uma Shankar Yadav, Ravindra Tripathi, Mano Ashish Tripathi, Arti Rawat, Jitendra Khuswaha, 2022) The government should bolster the handicraft sector to create local jobs for migrant workers and boost the rural economy through community startups and ODOP. Despite artisans' skills, challenges like informality, limited resources, and market access hinder progress, requiring stronger support.

(ODOP Scheme and Development of Chikan Craft in Uttar Pradesh, Jai Prakash Verma, Khushboo Verma, May 2023) The Chikan industry empowers women and boosts foreign exchange, rooted in Oudh's palace culture and famous in Lucknow. Despite challenges from cheaper Chinese machine-made Chikan, threatening over 5 lakh workers, Uttar Pradesh's Chikan sector has vast potential with ODOP support.

(Promoting Districts as Export Hubs in the Export Policy India's Experiment with The One District One Product Programme, Pankhuri Gaur, November 2023) The ODOP scheme, inspired by Japan's successful OVOP initiatives, aims to boost local economies, SMEs, and traditional industries in India, aligning with Atmanirbhar Bharat and Make in India. To achieve ambitious export targets, India needs a bottom-up approach, linking district exports to national goals, and leveraging micro-level management with comprehensive data analysis, similar to strategies in Canada and China.

(One Station One Product (OSOP) Scheme of India in a Digital World: A Comparative Study Of OSOP with ODOP with strategies, Uma Shankar Yadav, Ravindra Tripathi, Gyan Prakash Yadav, Nivedita Pandey, Mano Ashish Tripathi, 2022) During the pandemic, governments are boosting local crafts to stimulate businesses. The Indian Railway Ministry's One Station One Product initiative aims to support craftspeople, who continued making custom goods at home. Despite this, challenges like funding, education, technology, and support persist.

(Entrepreneurial development of artisan in ODOP in Uttar Pradesh to boost economy: Strategies and New and first Approaches towards Global Handicraft Index for Socio-economic welfare of artisans, Uma Shankar Yadav, Ravindra Tripathi, Mano Ashish Tripathi, Rajesh Kumar shastri, Gyan Prakash yadav, Aliza, February, 2022) Amid

the pandemic's global challenges, migrant workers returned home, worsening the economic slowdown. Despite this, ODOP and the handicraft sector promise local job creation and skill development. Authors suggest new strategies and a global handicraft index to address sector constraints.

(A Study of Perfume Industry in District Kannauj and the Success of One District One Product Scheme, Harshit Sharma, and Dr Shantana Kumar Srivastava, October, 2022) Analyzing success stories like Chanel No5, the researcher recommends strategies for enhancing Uttar Pradesh's perfume sector. With a market value of USD 31.4 billion in 2018 and high consumer demand for luxury perfumes, innovation and quality are crucial for capturing significant market share.

(Analysis Of Govt. Initiatives To Boost Handicraft Industry In India, Dr. Prashant Kalshetti, Dr. Sonali Patil, Bharat Jadhav, 2024) Research highlights optimism in the handmade product sector toward government measures, noting visibility, economic growth, resource access, market expansion, and innovation. Ongoing assistance and collaboration ensure sustainability and long-term impact assessment.

(Impact of an economic revitalization programme on export and employment generation: a case study of One District One Product Programme in Uttar Pradesh, India, Aditya P. Tripathi, Noopur Agrawal, 2021) The literature review emphasizes tailored ODOP implementation in India, crucial for rural livelihoods reliant on agriculture and crafts. Uttar Pradesh's initiative shows promise, with community engagement vital for success.

(Case Study – The Entrepreneurial Mindset for Unleashing Rural Economies, Dr. Pallavi (Joshi) Kapooria, Dr. Saurabh Singh, Dr. Jia Khatwani, 2023) Despite feeling constrained by limited resources and authority, management students under Prof. Rai's guidance believed significant reforms required authority. Prof. Rai remained optimistic, stressing the importance of an entrepreneurial mindset and encouraged personal SWOT assessments to harness strengths and opportunities.

(Handicrafts, ODOP and Aspirational Districts: Qualitative observation from the Field Survey, Roli misra, Nagendra Kumar, Shivani Tewari, 2022) Field studies in Eastern Uttar Pradesh explore handicraft-based ODOP products like wheat stalk paintings and applique embroidery. Low scheme awareness limits beneficiary impact, advocating for heightened marketing efforts.

(One Station One Product (OSOP) Scheme of India in a Digital World: A Comparative Study Of OSOP with ODOP with strategies, Uma Shankar Yadav, Dr. Ravindra Tripathi, Dr Gyan Prakash Yadav, Dr. Nivedita Pandey, Mano Ashish Tripathi, 2022) The Ministry of Railways

introduced the 'One Station, One Product' (OSOP) scheme in 2022, inspired by the success of 'One District, One Product' (ODOP). OSOP aims to showcase local crafts and agricultural products at railway stations, creating promotional hubs and digital supply chains to promote sustainability. By leveraging railway stations as display and sales outlets, the scheme intends to simplify logistics for farmers and introduce regional specialties to a wider audience, aligning with the government's broader efforts to promote unique Indian products.

Methodology

This study is primarily based on extensive literature and secondary data related to the subject matter. The secondary data sources include the report published by government agencies at the state and national levels, such as Ministry of Micro, Small and Medium Enterprises (MSME), Ministry of Commerce and Industry, visited official website of ODOP Uttar Pradesh. The data is collected from many sources, like journals, annual reports, various reports etc. The method of research is descriptive and qualitative in nature.

Contribution of ODOP in the economy of Uttar Pradesh

- **Economic Growth:** The Uttar Pradesh government claims the ODOP project significantly contributed to the state's GDP growth, rising from 7% in 2017-18 to approximately 8.5% in 2021-2022.
- **Employment Generation:** The ODOP program has created around 25 lakh (2.5 million) jobs statewide. Official figures show it has boosted employment in manufacturing, processing, and marketing, both directly and indirectly.
- **Export Growth:** Due to the ODOP program, Uttar Pradesh's exports surged from over USD 14 billion in 2017-18 to over USD 22 billion in 2021-22, including products like Kannauj perfumes, Agra leather, and Banarasi silk.
- **Investment Attraction:** ODOP has attracted significant investment to Uttar Pradesh, with over INR 15,000 crore (about USD 2 billion) in recent years. Both domestic and foreign investors have fostered the growth of ODOP industries.
- **Skill Development:** The state government initiated various skill development programs under ODOP. Recent data indicates around 5 lakh (500,000) craftsmen and laborers have received training in contemporary methods relevant to their district's distinctive products.

- **Infrastructure Development:** To bolster ODOP companies, substantial investments in infrastructure have been made. The state has dedicated over INR 5,000 crore (about USD 670 million) to develop industrial clusters, common facilities centers, and logistical support.
- **Improvement in Quality of Life:** Many districts have seen an improvement in living standards as a result of the ODOP's increased economic activity and employment. Surveys and reports from the state government indicate that households involved in ODOP-related activities have seen a 20-30% increase in their average income.
- **Promotion of Cultural Heritage and Tourism:** The ODOP program has also enhanced Uttar Pradesh's cultural heritage. Varanasi's handicrafts and handloom, renowned globally, have boosted tourism. The state tourism department reports a 15% rise in visits to areas famous for their unique products.
- **Market Expansion:** The market for ODOP products has expanded globally and domestically. State government participation in trade shows and exhibitions has increased awareness and demand. Official figures show a 25% sales increase in ODOP goods over three years.

Year-wise financial assistance under ODOP:

Year	Amount of Financial Assistance	Entrepreneurs Benefited	Employment Opportunities Created
2018-2019	₹ 3,134 crore	916 Entrepreneurs	10,733 people
2019-2020	₹ 4353 crore	1,442 Entrepreneurs	15,253 people
2020-2021	₹ 8 crore (till Aug 2020)	236 Entrepreneurs	2,114 people

Source: Impact of an economic revitalization programme on export and employment generation: a case study of One District One Product Programme in Uttar Pradesh, India by Aditya P. Tripathi and Noopur Agrawal.

The data shows a progressive increase in financial assistance under the ODOP scheme from 2018 to 2020. Overall, the ODOP scheme has shown a positive impact on fostering local businesses and enhancing employment, reflecting its effectiveness in promoting economic development and entrepreneurship.

Case Study on Banarasi Silk

In Varanasi's silk handloom and power loom weaving industry, 21 unique job roles have been identified. The sector employs 19,157

workers in the handloom industry and 10,645 in the power loom industry, totaling 29,802 individuals. Among these workers, 57 percent are skilled, 33 percent are semi-skilled, and 10 percent are unskilled. Formal training and capacity-building interventions are provided by government institutes such as the Indian Institute of Handloom Technology and the National Institute of Fashion Technology, Varanasi. Additionally, NSQF-aligned training, Industrial Training Institutes, polytechnics, and scheme-based training from the Weaver Service Centre, Powerloom Service Centre, and Handloom Department play crucial roles.

Result and Discussion

An analysis of the effects of the One District One Product (ODOP) programme on Uttar Pradesh's industrial revival found notable progress in several areas. After conducting a thorough examination of data that included economic indicators, employment rates, and growth patterns particular to industry sectors, it became clear that the ODOP project had significantly accelerated industrial development in the state. The effort was particularly noteworthy for its revival of traditional industries, which benefited from focused funding and promotion. Furthermore, newer industries with bright growth prospects, such as technology and innovation, showed that Uttar Pradesh's industrial environment is becoming more diverse. However, despite these achievements, obstacles, including bureaucratic barriers and geographical differences, were noted, highlighting the necessity of continuous improvement and strategic modification of the ODOP scheme. The study's conclusions have important significance for stakeholders and policymakers since they provide light on the effectiveness of specific industrial development initiatives and provide directions for future improvement to guarantee long-term economic recovery in Uttar Pradesh and elsewhere.

Conclusion

The One District One Product (ODOP) project has emerged as a revolutionary strategy to boost industrial expansion, job creation, and economic development in Uttar Pradesh. Our research examined the ODOP program's impact on the state's industrial revival, revealing significant improvements in several areas. By focusing on traditional crafts and industries unique to each district, the initiative has empowered craftsmen and artisans while preserving cultural heritage.

The project has also increased job opportunities, particularly for rural youth, by promoting micro, small, and medium-sized enterprises

(MSMEs). Additionally, ODOP has diversified Uttar Pradesh's industrial base, reducing reliance on traditional sectors and fostering entrepreneurship and innovation. Further study is needed to assess its long-term effects and identify areas for improvement.

Suggestions

Even though Uttar Pradesh's economy and industry have benefited from the ODOP program, more work is still needed in a few sectors to fully realize its potential. We make the following suggestions in light of the results of our investigation.

- 1. Capacity Building:** Focusing on capacity building for artisans through skill development centers and training programs can enhance their skills and productivity.
- 2. Market Linkages:** To sustain the ODOP initiative, strengthening market linkages is essential. Establishing marketing networks and platforms can connect producers with domestic and international buyers.
- 3. Infrastructure Development:** Focusing on infrastructure development in ODOP-selected districts is crucial, including industrial parks and common facilities centers, to support the growth of MSMEs.
- 4. Policy Support:** Continued government policy support is essential for ODOP's success, including financial incentives, tax breaks, and other measures for MSMEs and entrepreneurs in Uttar Pradesh.
- 5. Monitoring and Evaluation:** A robust monitoring and evaluation mechanism is needed to track ODOP's progress and impact, identify implementation gaps, and take corrective measures accordingly.

In conclusion, even though Uttar Pradesh's industrial growth and economic development have benefited greatly from the ODOP project, more work is still required to fully realize its potential. The government can guarantee the ODOP initiative's success and sustainability by putting the aforementioned recommendations into practice, which will aid in the state's overall growth and development.

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