

UP One District One Product Scheme

Uttar Pradesh Government has launched One District One Product Scheme 2021. Subsequently, this scheme will provide job opportunities to 25 lakh unemployed candidates across the state. Accordingly, UP govt. will provide Rs. 25000/- to local craftsmen and entrepreneurs in the upcoming 5 years. UP govt. had launch this scheme on 24 January 2018. The complete ODOP district wise list of products is available at odop.in

One District One Product Scheme will raise the GDP of the state up to 2 percent. Govt. will implement this scheme with the collaboration of several industries working in various states. Furthermore, each district will get assigned a product under Ek Zila – Ek Utpadan Scheme.

The primary objective of this scheme is to focus on a particular product and raise its quality to compete in the international market. After the successful implementation of One District One Product Scheme 2021, all the products will get international recognition. Moreover, these products will become brands and also become an identity of brand UP. This scheme will emphasize on the raising the quality of these products so that these products can compete in the international level.

Eligibility Criteria

The applicant should:

- Be a resident of Uttar Pradesh
- Be above 18 years of age
- Be involved in producing the products listed district wise
- Not have applied for any other benefit from Gol or the state in the last 2 years
- Avail only for one member of the family

Groups or Companies such as:

- NGOs
- Volunteer Organisations
- Self Help Groups (SHGs)
- Producer Companies
- Private Limited Companies
- Limited Liability Companies and
- Cooperatives

Major Benefits

- To provide financial assistance to the artisans, business loans will be given under MSME at very low-interest rates.
- To improve the workmanship of artisans, training is being given to use technology.
- This allows their products to compete with other products in the market.
- Over 11,000 ODOP products are available on online shopping websites and over 50,000 products worth Rs 24 crore have already been sold so far.
- This will provide employment to 25 lakh people in UP by 2023.

Key Features

- Preservation and development of local crafts/skills and promotion of the art.
- Uttar Pradesh government has provided financial assistance to the tune of over Rs 82 crore to 2,600 entrepreneurs in the last three years as a major impetus to the traditional industry under One District One Product' (ODOP).
- To take the concept of ODOP to national and international level after successful implementation at the State level.
- To implement a district-one-product program, the Uttar Pradesh government had made a provision of Rs 250 crore in the budget of 2108-19.