

Fostering Rural Crafts through One District One Product



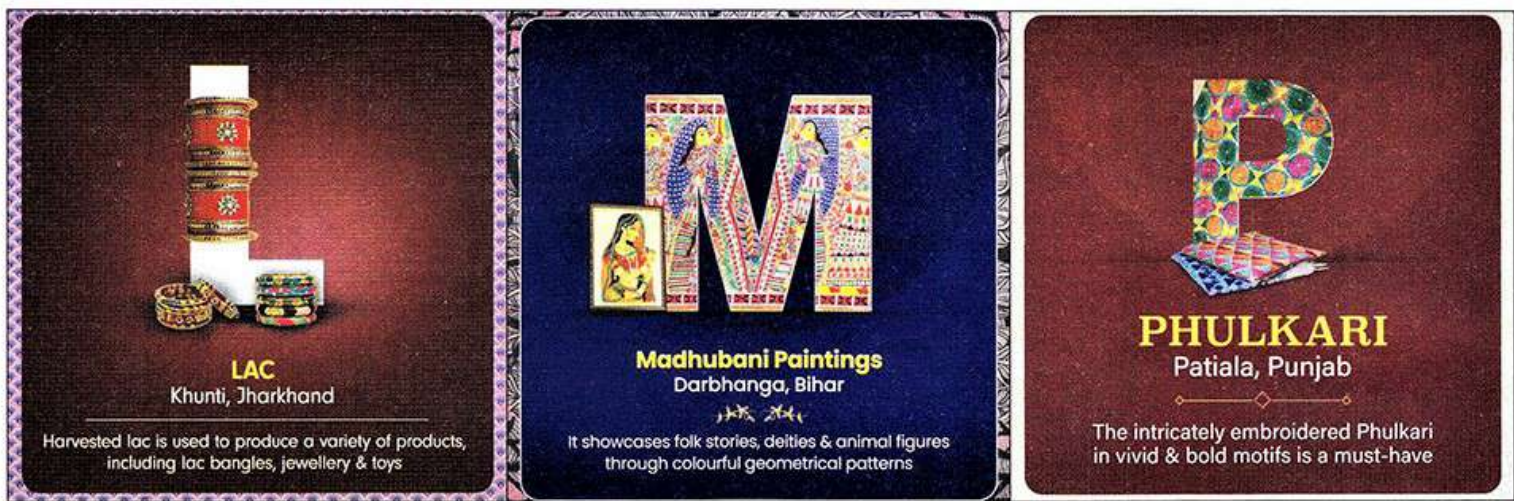
One District One Product (ODOP) is a welcome initiative taken by Government of India to foster inclusive development by exploiting export potential of local economy. It is foreseen that the benefits of development should reach to the last-mile citizen and that can be ensured by the public policy interventions, which are effective and sustainable.

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The manifestation of 'inclusive development of India' can be evident from its impact and incidence on regional and balanced development. Enlargement of people's choices, capabilities and their active participation must be embedded in the agenda of inclusiveness for the triumph of true democracy. The success of 'Democracy and Swaraj' depends upon 'how we plan for the unplanned, how we get the best out of everyone and how we honour and acknowledge

their contributions'. In a broader framework, to ensure contributions from all people and places in the development agenda.

India is uniquely placed in terms of demographic dividends, with over 62 per cent people in the country fall in the age group of 15-59 years which is expected to rise up to 65 per cent by 2035. This demographic dividend of India can be leveraged only when we will be able to transform this section of population into



LAC
Khunti, Jharkhand

Harvested lac is used to produce a variety of products, including lac bangles, jewellery & toys

Madhubani Paintings
Darbhanga, Bihar

It showcases folk stories, deities & animal figures through colourful geometrical patterns

PHULKARI
Patiala, Punjab

The intricately embroidered Phulkari in vivid & bold motifs is a must-have

goldmine of productivity and prosperity by creating an entrepreneurial eco-system and in-situ development. India's growth trajectory has positive impact on its overall development and consequently on export potential, especially in the post COVID-19 regime. According to International Monetary Fund (IMF) data, in 2023, 94 economies are projected to grow below pre-pandemic level. However, among the top ten economies, India and Japan are consistently growing above the pre-pandemic level during the 2021, 2022 and 2023 (projected). India is in a bright spot in the global ecosystem, recovering significantly from (-) 6.6 per cent GDP growth in 2020-21 to 8.7 per cent in 2021-22 and 6.8 per cent (projected) in 2022-23 and is able to emerge as manufacturing hub in the world economy, in spite of global growth spillovers on account of COVID-19 pandemic.

In recently unveiled Foreign Trade Policy, 2023, the Government of India focuses on new potential export areas, wherein clearly dwelt on districts as export hub to increase India's share in the world export. In this regard, 'One District One Product' (ODOP) is a welcome initiative taken by Government of India to foster inclusive development by exploiting export potential of local economy. It is foreseen that the benefits of development should reach to the last-mile citizen and that can be ensured by the public policy interventions, which are effective and sustainable.

One District One Product Initiative

Inclusive development agenda focuses on making balanced regional development and that can be achieved by various ways and means. Based on that principle, central government has implemented 'One District One Product' (ODOP) in India. The concept of 'One District One Product' of India, basically

an augmented version of a Japanese business development concept 'One Village One Product' (OVOP) - which aimed to promote localised products and services to improve the standard of living of the local people and for making the presence of local contribution in nation-building. This OVOP model (1979) was later emulated in other countries too.

In India, Uttar Pradesh is the first state to implement the ODOP program in 2018, in the line of OVOP model to revive their indigenous art and crafts enterprises by providing financial and marketing support to artisans and craftsmen. The sole aim was to recreate, revive the lost creative products and process to safeguard the traditional knowledge. Thus, the primary objective is to create a sustainable environment for the art and craft products.

Considering the success of ODOP initiative in Uttar Pradesh, the central government has embarked upon implementation of ODOP in all the states and UTs of India, as a strategic and transformational steps towards realising the true potential of a district. ODOP envisages that each district must export a product and develop it as a brand with its own identity. This scheme includes both agricultural and non-agricultural products, including food grains, food stuffs, handicrafts and handlooms and other essentials. ODOP will help in attaining balanced regional development across all the districts of the country and will enable socio-economic development across the nation. The very purpose is not only to increase the sale within the state and nation, but also have export potential. This initiative will help in reaching buyers outside India but also transform local traditional skills into profit-making ventures. It is an initiative that provides hand-holding support to the

local/rural economy by improving the backward and forward linkages of selected products in a particular district.

The ODOP scheme has been merged with the 'Districts as Export Hub' (DEH) initiative of the Directorate General of Foreign Trade (DGFT), Department of Commerce. Under DEH aegis (a) State Export Promotion Committee (SEPC) and (b) District Export Promotion Committee (DEPC) have been constituted in all the states/UTs. Support of institutional mechanism is extended to all states/UTs for export promotion and to address issues if any. In this process, 1068 products are identified from 765 districts under the ODOP flagship program to boost the vocal for local initiative. The functioning of exports hubs are being done by adopting bottom-up approach; comprising local resources and involving youngsters. The very purpose of it to convert a district into an export hub by identifying and supporting a product which has great export potential. It is already being adopted all over the states/UTs to realise the true potential of each district in terms of their contribution to export and nation's income by creating a brand identity.

ODOP Initiative and Rural Crafts

The ODOP initiative covers agricultural products, textile, other handicrafts and it was found that this initiative has a tremendous positive impact on art and crafts, especially the crafts in particular. India produces most exquisite handicrafts that grabbed the attention of the whole world. Each region has a unique form of craft which depicts and represents rich heritage of Indian culture and history. ODOP initiative is aimed to give a big push to traditional and indigenous industries of each district, in the line of their competencies and productivities. This will optimise production, productivity, income, preservation and development of local crafts, improvement in product quality, and skill development. The major goals of ODOP are: (a) To promote and produce indigenous art and crafts, (b) To preserve traditional

knowledge, (c) To support artisans and craftsmen, (d) To support livelihood and employability of rural/local community, (e) To boost exports through vocal for local, and (f) To attain balanced regional development.

The major art and crafts encouraged under the ODOP scheme includes: Rogan arts, Folk paintings, Warli art, Lace art, Kathputli paintings, Chitrakar paintings, Phad paintings, Mithila paintings, Fabric paintings, Tanjore paintings, Sujani, Sanjhi art and Pattachitra; Carpet and Floor coverings, Woodwares, Cane and Bamboo crafts, Conch-Shell crafts, Horn and Bone crafts, Stone cravings, Stone Inlays, Terracotta, Wood carvings, Wood (Turning & Lacquer Ware), Lac bangles, Beads crafts, Sital Pati, Kite making, Jute crafts, Meena Kari and Kauna, Pot work, Pottery and clay work, Hand printed textiles scarves, Embroidered and Crocheted goods, Zari work, Rugs and Durries, Costume and Puppet, Textile (Handloom), Textile (Hand Embroidery), Thewa, Crewel, Tie and Dye, Paper machie, Dry flower and Metal images (Folk) etc. This brief list (Table 1) reflects the rich art and crafts produced in India and now being promoted through ODOP initiative to preserve indigenous art and crafts and the traditional knowledge.

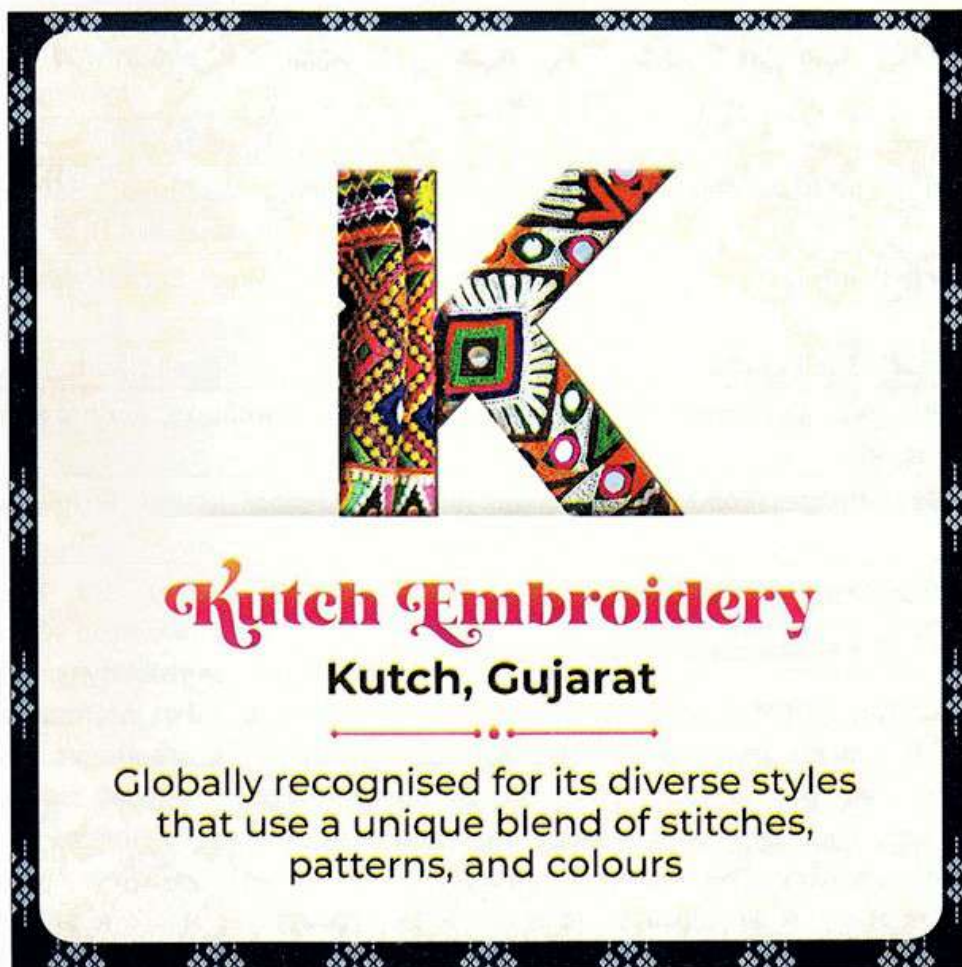


Table 1: Select List of Art & Crafts and Places of Production

Art and Crafts (Products)	Main Places of Production (City / District / State)
Zari (Zardozi Embroidery)	Surat, Bareilly, Varanasi, Agra, Hyderabad, Lucknow, Vadodara, Lathur, Jaipur, Barmer
Carpet	Bhadohi, Varanasi, Mirzapur, Agra, Jaipur, Bikaner, Kashmir, Panipat, Gwalior, Elluru. In states like West Bengal, Uttarakhand, Karnataka, Andhra Pradesh
Rugs and Durries	Agra, Bhadoi, Mirzapur, Jaipur, Panipat, Kashmir, Bhavani, Navalgund, Warangal, Jaisalmer, Barmer. In states Uttar Pradesh, Rajasthan, Haryana, Tamil Nadu, Karnataka, Andhra Pradesh
Textile (Handloom)	Bahraich, Bhuj, Karimnagar, Patan, Varanasi, Nawan, Shaher, Boudh
Textile (Hand Embroidery)	Lucknow, Barabanki, Unnao, Sitapur, Rae Bareli, Hardoi, Amethi
Textile (Hand Printing)	Hyderabad, Machalipattanam, Varanasi, Farrukabad, Bagh, Behrongarh, Indore, Mandsar, Burhanpur, Ahmedabad, Rajkot, Kutch, Bagru, Chittroli, Sanganer, Jaipur, Jodhpur. In states like Andhra Pradesh, Uttar Pradesh, Odisha, Madhya Pradesh, Gujarat, Maharashtra, Rajasthan
Wood (Carving)	Bhopal, Nagpur, Chennai, Madurai, Mysore, Kashmir. State like Manipur
Wood Inlay	Mysore, Bengaluru, Bijnor, Saharanpur. In states like Punjab, Uttar Pradesh, Karnataka
Wood (Turning & Lacquer Ware)	Etikoppaka, Ernakulam, Chennapatna, Chitrakoot, Davangere, Medak, Sankheda, Varanasi
Stone Cravings	Agra, Bhubaneswar, Puri, Jaisalmer, Cuttack, Cuddapah, Bankura, Kanchipuram, Patna, Mysore, Rajkot, Gwalior, Puducherry, Mahanandi
Stone Inlay	Jodhpur, Jaisalmer, Agra. State like Rajasthan
Cane and Bamboo Crafts	Lakhimpur, Bongaigaon, Guwahati, Agartala, Nelaghar. In states like Assam, West Bengal, Odisha, Arunachal Pradesh, Manipur, Arunachal Pradesh, Tripura
Pottery and Clay Objects	Asharikandi, Bulandshahar, Bhadrawati, Nizamabad, Pune, Chandrapur. State like Assam
Terracotta	Several parts of India like Pottery
Horn and Bone Work	Lucknow, Moradabad, Sambhal, Sarai Tarin, Honawar, Gajapati, Jodhpur, Thiruvananthapuram. In states like Uttar Pradesh, Odisha, Rajasthan, Kerala
Folk Paintings	In states like Odisha, West Bengal, Madhya Pradesh, Rajasthan, Bihar, Gujarat, Andhra Pradesh
Conch-Shell Crafts	In states like West Bengal, Tamil Nadu
Theatre, Costumes and Puppet	In states like Odisha, Karnataka, Andhra Pradesh, Tamil Nadu, Bihar, Kerala
Metal Images (Folk)	Ujjain, Bhopal, Varanasi, Khurai, Bishnugarh. In states like Manipur, Jharkhand, Uttar Pradesh

Source: Compiled by the authors

ODOP Prospects and Benefits

The ODOP GeM Bazar is launched to promote sales and the procurement of ODOP products across the country. Now, due to creation of own e-market place and ODOP e-Mart, artisans are able to sale their products in the e-commerce platform. All the efforts are made to making local and exquisite art and crafts to available in the international market through improved

visibility, organised marketing, quality packaging and by international collaborations. The ODOP products are showcased in the international platforms through various agencies and institutions including World Economic Forum. As a result of ODOP scheme, indigenous and traditional local art and crafts which are made/produced at district level have gained an immense popularity both nationally and internationally.

The scheme has enormous benefits (Table 2) for the local and rural community, for different states and for the nation, which can be categorized as under:

Table 2: ODOP Prospects and Benefits

S. No	Particular Section	Prospects and Benefits
1	Local/Rural/Community Development	In-situ employment and livelihood; Local empowerment; Better standard of living; Decline in rural-urban migration; Empowering rural women & self-help groups; Local and grass-root development; Sustainable local income
2	Promoting and Preserving-Art, Craft and Culture	Culture-based development; Revival of aboriginal art and crafts; Preservation of local art and crafts; Fostering of traditional knowledge; Creating awareness and owning responsibility
3	Skills and Training	Skill enhancement and development; Promoting localised entrepreneurship & innovation; Community-based development; Skilling, reskilling, and training; Support of artisans and craftsmen
4	Nation-building	Promotion of tourism; Local to global approach; Export promotion and potentials; Source of foreign exchange earnings; Ensures inclusive growth; Reduction of inequality and poverty; Growth of MSME sector; Regional and balanced development; Contribution to national income; Contribution to the Aatma Nirbhar Bharat

Source: Compiled by the authors.

Issues and Challenges

In spite of a lot of positive outcomes, artisans and craftsmen are facing a lot of challenges over the years such as poor institutional arrangements, lack of adequate funds, inaccessible funds, ineffective backward and forward linkages for marketing, low adoption of technology, lack of marketing skills including marketing intelligence etc.

Way Forward

The ODOP scheme has significantly boosted the confidence of artisans and craftsmen, and rural entrepreneurs; and their holistic approach towards life, self-reliance, and socio-economic empowerment. This provides viable livelihood by creating in-situ employment opportunities and boost the socio-economic well-being by adopting new promotion, production and marketing systems. Although, there are array of challenges, yet artisans and craftsmen under ODOP schemes have been evolving with resilience and agility in learning, adaptation to the market dynamics, scouting for newer opportunities, leveraging the digital and e-commerce platforms, etc., taking their products to the doorsteps of their customers not only nationally, but also internationally. The scheme is

further strengthened by launching ODOP Bazar in the government e-Marketplace. Simply stated, the ODOP initiative has been receiving a lot of accolades and awards for its bottom-up approach and its contribution to integrated development of the India.

This initiative will certainly correct the skewed development towards urban and will foster all-inclusive and balanced regional development of the nations by empowering rural economy in particular, by addressing unemployment, poverty, income inequality, and rural-urban migration issues. This will help in attaining inclusive development through localised and regional empowerment. Increasing awareness, better marketing facilities and well-founded public policy supports added great momentum in the ODOP implementation and outcome; and thereby making India a stronger economy in attainment of Aatmanirbhar Bharat. Aatmanirbhar Bharat - the self-reliance is the new currency, not only it makes the country self-sufficient but also enhances global positioning of India and records its contribution in the global economy. Aatmanirbhar Bharat in true sense not only focuses on how to contribute the best for self (India) but to others (world) as a part of 'Vasudhaiva Kutumbhakam' which is aptly reflected in ODOP initiative. □