



कन्नौज इत्र

कन्नौज अपने इत्र उत्पादन के लिए विश्व विख्यात है। जनपद से फूलों, साइड्रेस, मिट्टी एवं अन्य निश्चित घुंगुन की एक विस्तृत, शुद्ध एवं क्लिष्टिन्ड इत्र शृंखला उपलब्ध करायी जाती है। यह शिल्प 1000 वर्षों से अधिक समय से चलन में है और आज लगभग 50,000 शिल्पकार इससे जुड़े हुए हैं। इन उत्पादों को जीआई टैग प्रदान किया जा चुका है।

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One District One Product (ODOP) Programme, Uttar Pradesh

Innovation (State)

The One District One Product (ODOP) programme launched in January 2018 by the Government of Uttar Pradesh, is aimed at creating product-specific traditional industrial hubs across 75 districts of the state to promote traditional industries that are synonymous with the respective districts of the state. The programme covers all aspects of the product ecosystem, including value chain gaps and infrastructure gaps. The objective of the programme is to add to the income of artisans at local level and generate employment thus preventing outmigration.

Before the ODOP programme, the traditional MSME clusters of Uttar Pradesh were facing challenges such as lack of new markets, innovation & product diversification, dependency on middlemen, use of outdated tools and methods and lack of technological innovation and adoption, and the traditional crafts were losing skilled manpower to other unskilled pursuits.

To understand and address these challenges, a dedicated cell was created under MSME

department of the state. Based on findings of the baseline surveys done for ODOP products of each district and feedback from the District Industry and Enterprise Promotion Committee (DIEPCs), four basic schemes were implemented to address common challenges faced by the traditional artisans and handicraft persons:

Margin Money subsidy Scheme for promoting self-employment among ODOP artisans/workers by addressing access to finance issue

Market Development Assistance Scheme for addressing marketing and branding issues

Skill Development & Toolkit Distribution Scheme for addressing skill gaps and distributing advance toolkits

Common Facility Centre (CFC) Scheme for addressing issues like design labs, testing labs, raw material banks, advance/ upgraded production setup, etc.

Furthermore, based on the findings of the Diagnostic Study Reports (DSRs), District Action Plans (DAPs) have been prepared for

all 75 districts to concretize the actions that are required to be undertaken to address gaps/challenges identified in the DSRs. Each DAP is customized to cater to the needs of the respective district and includes interventions like skill up-gradation, technology up-gradation, access to finance, infrastructure development, and marketing and branding support-related action plans.

The One District One Product (ODOP) programme has made a significant impact on the lives of traditional artisans and entrepreneurs. More than 80,000 people have been trained and provided with modern toolkits free of cost under Skill Development and Toolkit Distribution Scheme resulting in improved quality of products leading to a huge growth in local employment generation and a boost in the standards of living of artisans. Credit facilities amounting to more than Rs. 2500 Crore have been extended to ODOP artisans and entrepreneurs under Margin Money Assistance Scheme resulting in the creation of employment opportunities for nearly 1.50 lakh. 6 CFCs are functional, 23 are under implementation and 11 more are

in pipeline under Common Facility Centre Scheme. These CFCs provide access to advanced design and testing labs, raw material banks, and upgraded production setups.

Further, the State's exports have also seen a massive jump since the beginning of ODOP programme. The collaboration with e-commerce platforms and subject matter experts has opened new avenues for ODOP products. The ODOP e-commerce portal has provided direct access to customers, and tie-ups with leading companies/institutions have helped in standardizing the products, improving designs, packaging, and digital payment infrastructure. ODOP Cell has collaborated with renowned companies/institutions like Amazon, Global Flipkart etc. with the aim at taking ODOP products to national and international markets.

In association with Quality Council of India (QCI), a comprehensive quality framework is developed across the value chain of 167 specific products under 62 unique ODOP products of Uttar Pradesh. A compendium of NABL accredited labs, non-accredited

labs, and certifying bodies for domestic and international markets was also mapped. Indian Institute of Packaging is approached to design and develop new packaging for ODOP products to enhance acceptability of ODOP products in wider markets.

As part of the ODOP programme, traditional clusters have adopted the fusion of different ODOP crafts, which has been received well by the domestic and international audience. The ODOP Cell has also assisted a few clusters in adapting design inputs for new products. For instance, Cufflinks of Gulabi Meenakari of Varanasi and Shazar Stone of Banda; Clay Barbeque made by Terracotta of Gorakhpur; Wine Caddy made of Woodcraft of Bijnor; Vase, bowls, and plates designs by Black clay pottery of Azamgarh. Recently, the Hon'ble Prime Minister of India gifted customised ODOP products from UP to G7 leaders, such

as Nickel-coated, hand-engraved brass vessels made by the Brass metal of Moradabad and Platinum-plated, handprinted tea-set made by Ceramics cluster of Bulandshahr.

In conclusion, the ODOP programme has emerged as a game-changer for the traditional MSME clusters of Uttar Pradesh. It has provided a comprehensive ecosystem to promote local arts, crafts, and traditional skills, and has addressed critical gaps and challenges faced by ODOP artisans and units. With its potential to transform the industrial and economic landscape of Uttar Pradesh, the ODOP programme has emerged as a shining example of how government-led initiatives can bring meaningful change to the lives of people. The success of the programme has garnered national attention and has been hailed as an enabling concept fulfilling the clarion call for “Vocal for Local” and “AatmaNirbhar Bharat”.