



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 07, July 2026)

Atmanirbhar Bharat and one District one Product Scheme an Analytical Study.

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Abstract –The one district one product (oDoP) scheme is a program that promotes the unique arts and agricultural products of specific districts. It originated in Uttar Pradesh and is now implemented across the entire country. This research paper examine the impact of this scheme and its role in achieving an Atmanirbhar Bharat (Self Reliant India). Every region of India possesses Its won unique specialty. However, due to mechanized production local craft were under threat. OdOp has given a lease of life to these products and strengthened the rural economy. It supports initiatives like make in India.

The study is based on data obtained from government reports and books. It reveals that the scheme has provided employment to millions of people Aritisans have been connected to new Technologies and E-commerce. This has enhanced the quality of goods as well as their demand. The scheme improves the economic condition of villages and small towns. There by reducing migration further more It has be come a medium to preserve Indian Culture.

Some challenges still remain, lack of funds outdated technology and marketing issues poss. significant hurdles. the government needs to focus more on digital marketing and boosting exports. Over all, the oDoP scheme is an excellent Initiative It drives both development and culture by leveraging local talent. It implemented properly. It will play a major role in making India economically independent.

Keywords – Atmanirbhar Bharat one District one product scheme Local Industries, self Employment rural Development Micro small and medium enterprises (MSMes) Artisans expert promotion, vocal for local, economic self-reliance.

I. INTRODUCTION

India is a famous for its art, culture and handicrafts, different regions here Manufacture products that define their Identity. Varanasi's Sarees, Moradabad's Chikankari and Firozabad's glass ware are prime examples. There crafts have significantly, contributed to the country's earnings and the preservation of its culture however the advent of machines and large scale industries increased the hardship for local artisans. Due to foreign goods. The earnings of small traders. dwindled. and several traditional craft began to shut down. Consequently rural populations began migrating to cities in search of work. In such a scenario reviving there traditional industries be came imperative.

Therefore the government of Uttar Pradesh launched the one district one product (oDoP) scheme in 2018. The objective of this scheme is to promote a specific unique product from each district. The government assists artisans with financial aid, Training, and market access. Special emphasis is placed on improving packaging and product quality so they can complete globally.

The oDoP scheme is a component of the Atmanirbhar Bharat Abhiyan (self reliant India mission) Its goal is to strengthen the nation using local resources. The scheme boosts employment at the local level and advance. The philosophy of :local for vocal”.

This initiative is not merely about financial gains. It preserves ancient arts which the younger generation is now learning. Women and youth are securing work from hence the comfort of their homes there by elevating their social and economic status.

II. OBJECTIVES OF THE STUDY

The primary Objective of the research is to evaluate the one district one product (oDoP) scheme. This sturdy examines how the scheme contributes to building a self reliant India. The specific objectives are as follows.

1. To understand the concept and evolution of the oDoP scheme.
2. To analyze the objectives and working Methodology of the scheme.
3. To examine its role in the development of local industries and traditional arts.
4. To measure the contribution of this scheme to the Atmanirbhar Bharat Abhiyan.
5. To study its impact on employment and the rural economy.
6. To observe its role in the economic advancement of women and youth.
7. To investigate the state of product branding and exports.
8. To identity the problems faced in implementing the scheme.
9. To offer suggestions for Improving the scheme .
10. To understand its contribution to preserving traditional skills.



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III. RESEARCH METHODOLOGY

This research paper focuses on the one district one product scheme and Atmanirbhar Bharat. It utilizes descriptive and analytical methods. The study is primarily based on secondary data. Information has been gathered from Government reports, research papers, books and news paper, articles. Data has been sourced from the Uttar Pradesh Governments oDoP portal. MSME Websites, Niti Aayog. and the DPIIT Website scholarly articles have also been thoroughly reviewed.

Through comparative analysis Pre and post implements scenarios have been compared. This highlights the growth in product sales and exports. The economic progress of various districts has also been evaluated. The sectors have been systematically organized and logically analyzed, enabling an accurate assessment of the scheme's successes and shortcomings. Since this research relies heavily on secondary data. It possesses certain limitations data may change over time, and a direct field survey was not conducted. Nevertheless, every effort has been made to ensure accuracy by using reliable sources. This methodology facilitates a systematic study of the utility and impact of the oDoP scheme.

One district one product scheme concept and evolution. The oDoP scheme represents a major effort to preserve the local economy and cultural heritage. Its goal is to give a distinct identity to the unique product of each district. This boosts the earnings of local artisans and generates new employment opportunities. The scheme bridges the gap between local talent and large markets.

The concept is inspired by Japan's one village one product (oVoP) model. Which Japan launched in 1979 to strengthen its rural economy.

Later several countries adopted it and India introduced oDoP on similar lines.

The Government of Uttar Pradesh implemented this scheme in 2018. A product was chosen for each district of the state – for each district of the state for Varanasi, brassware for Moradabad and the leather industry for Agra. This gave a renewed identity to products that had previously been sidelined.

Initially, the Government provided training and financial assistance to artisans. Heavy emphasis was placed on introducing modern machinery and new design. The packaging and branding of products were improved to facilitate international sales. They were promoted through trade fairs and e-commerce platforms.

IV. SUCCESSSES OF THE ODOP SCHEME

The scheme has been highly instrumental in developing MSME and handicrafts in Uttar Pradesh and across India. It has brought national and international recognitions to local goods. Strengthening the rural economy and boosting exports –

1. National and global recognition.
2. Increase in Employment.
3. Exports and foreign exchange. Preservation of Art and Culture.
4. Preservation of Art and Culture.
5. Skill Development
6. Utilization of Digital Markets.
7. Women Empowerment.
8. Rural Development.
9. Vocal for Local.
10. Global Exposure and Exports.
11. Cultural Preservation .
12. Opportunities for youth and women.
13. Expansion of MSMEs.
14. Digital progress.

V. SUGGESTION FOR IMPROVEMENT

While the one district one product scheme has successfully elevated local crafts and rural incomes. certain structural improvements. Certain structural improvements are required to maximize its success:

1. Funding and Easy Loans.
2. Modern machinery and Technology.
3. Skill up gradation and Training.
4. Integration with online markets
5. Branding and promotion.
6. Quality and standards.
7. Rural Infrastructure.
8. Opportunities for woman and youth.
9. Direct Market access.
10. Boosting Exports.
11. Creating public awareness.
12. Innovating and research.
13. Integration with Tourism.

VI. CONCLUSION

The one district one product (oDoP) scheme has successfully revitalized the local economy and traditional arts. It extends far beyond mere fiscal calculations.



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oDoP has successfully translated the visions of “**vocal for local**” and make in India into reality. This scheme acts as a savior for ancestral crafts that were on the brinks of extinction injecting new life into them and earning global prestige for Indian culture.

While the progress has been commendable bottlenecks still remain. Shortage of capital and reliance on obsolete Technology continue to be major impediments. Additionally a large section of the artisan community remains unversed in digital marketing tools. the government must scale up its training programs and financial assistance oDoP stands as a monumental leap toward an Atmanirbhar Bharat. It will undoubtedly make India economically resilient.

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