

## One District, One Product Scheme

### About the Programme

- In India, Uttar Pradesh is one of the major exporters of handicrafts, carpet, processed food, engineering goods, readymade garments and leather products.
- These kinds of products are manufactured by local Micro, Small and Medium Enterprises (MSMEs) in the state and possess immense potential for generating employment.
- In an attempt to encourage indigenous and specialized products in the state, the Uttar Pradesh government has launched the **One District One Product (ODOP) programme** which aims to create product-specific traditional industrial hubs across 75 districts of the state.

### Objectives of the scheme

- Increase incomes and local employment which will in turn result in decline in migration for employment.
- Preserve and develop local crafts and promote traditional art.
- Transform local products in an artistic way through packaging, branding.
- Improve product quality and develop local skills.
- Connect production with tourism through live demos and sales outlets for gifts and souvenirs.
- Take the idea of ODOP programme to national and international levels after successfully implementing it at the state level
- Resolve issues of economic difference and regional imbalance.

This scheme will focus on promoting local manufacturing by giving a much-needed support to Micro, Small and Medium Enterprises (MSMEs).

The programme is particularly supportive in providing quality training to the youth and in turn generate employment in the state.

The products and their districts are as follows:

District	Products
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Agra	Leather Products
Aligarh	Locks and Hardware
Ambedkar Nagar	Textile Products
Amethi	Moonj Products
Amroha	Musical Instruments
Auraiya	Food Processing (Desi Ghee)
Ayodhya	Jaggery
Azamgarh	Black Pottery
Baghpat	Home Furnishing
Bahraich	Wheat-Stalk Handicrafts
Ballia	Bindi (Tikuli)
Balrampur	Food Processing (Pulses)
Banda	Shazar Stone Craft
Barabanki	Textile Products
Bareilly	Zari-Zardozi
Basti	Wood Craft
Bhadohi	Carpet (Dari)
Bijnor	Wood Craft
Budaun	Zari-Zardozi
Bulandshahar	Ceramic Product
Chandauli	Zari-Zardozi
Chitrakoot	Wooden Toys
Deoria	Decorative Products
Etawah	Textile Products
Etah	Ankle Bells (Ghungroo), Bells and Brass Products
Farrukhabad	Textile Printing
Fatehpur	Bedsheets and Iron Fabrication Works
Firozabad	Glassware
Gautam Buddh Nagar	Readymade Garments
Ghazipur	Jute Wall Hanging
Ghaziabad	Engineering Goods
Gonda	Food Processing (Pulses)
Gorakhpur	Terracota
Hamirpur	Shoes
Hapur	Home Furnishing

Hardoi	Handloom
Hathras	Hing Asafoetida
Jalaun	Handmade Paper Art
Jaunpur	Woollen Carpets (Dari)
Jhansi	Soft Toys
Kannauj	Perfume (Attar)
Kanpur Dehat	Aluminum Utensils
Kanpur Nagar	Leather Products
Kasganj	Zari Zardozi
Kaushambi	Food Processing (Banana)
Kushinagar	Banana Fiber Products
Lakhimpur Kheri	Tribal Craft
Lalitpur	Zari Silk Sarees
Lucknow	Chikankari & Zari Zardozi
Maharajganj	Furniture
Mahoba	Gaura Stone Craft
Mainpuri	Tarkashi Art
Mathura	Sanitary Fittings
Mau	Powerloom Textile
Meerut	Sports Products
Mirzapur	Carpets
Moradabad	Metal Craft
Muzaffarnagar	Jaggery
Pilibhit	Flute
Pratapgarh	Aamla Products
Prayagraj	Moonj Products
Raebareli	Wood Work
Rampur	Applique Work along with Patch Work, Zari Patchwork
Saharanpur	Wood Crafting
Sambhal	Handicraft (Horn-Bone)
Sant Kabir Nagar	Brassware Craft
Shahjahanpur	Zari Zardozi
Shamli	Iron Arts
Shravasti	Tribal Craft
Siddharthnagar	Kala Namak Rice

Sitapur	Carpet (Dari)
Sonbhadra	Carpets
Sultanpur	Moonj Products
Unnao	Zari Zardozi
Varanasi	Banarasi Silk Saree

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