

CONSUMER CORRECT INITIATIVE

ODOP: SHOWCASING UNIQUE U.P.

ODOP – One District, One Product – one of Uttar Pradesh government's most ambitious schemes, is helping the state's unique products find new audiences and in turn aiding scores of artisans and MSMEs involved in the making of those products. There are products in Uttar Pradesh that are found nowhere else – like the ancient and nutritious **Kala namak rice**, the rare and intriguing **wheat-stalk craft**, world-famous **chikankari and zari-zardozi** work on clothes, and the intricate and stunning horn and bone work that uses the remains of dead animals rather than live ones. The programme plans to double the production and exports of ODOP products in the next five years and is expected to majorly contribute to CM Yogi Adityanath's **\$1-trillion dream**. Let's take a look at what makes the scheme click and how it is revolutionising the state's handicrafts industry



WHY IT IS UNIQUE

1. Unlike any other product, ODOP is unique in that it is a state-level initiative that covers the entire state of Uttar Pradesh. It is a state-level initiative that covers the entire state of Uttar Pradesh.
2. ODOP is unique in that it is a state-level initiative that covers the entire state of Uttar Pradesh. It is a state-level initiative that covers the entire state of Uttar Pradesh.
3. ODOP is unique in that it is a state-level initiative that covers the entire state of Uttar Pradesh. It is a state-level initiative that covers the entire state of Uttar Pradesh.

ODOP'S MAIN OBJECTIVES

- Promote and develop the products of the state and generate employment for the people of the state.
- To create a brand for the products of the state and to increase the demand for the products.
- To increase the production and export of the products of the state.
- To create a brand for the products of the state and to increase the demand for the products.

GOVERNMENT'S BIG PUSH



KEY COLLABORATIONS

- Ministry of Panchayats and other for selling ODOP products in both the rural and urban markets.
- MSME and other to use ODOP as a marketing strategy.
- To create a brand for the products of the state and to increase the demand for the products.
- To create a brand for the products of the state and to increase the demand for the products.



ADDRESSING CHALLENGES

<p>CHALLENGE 1</p> <p>Product quality and consistency</p> <p>Ensuring product quality and consistency across different districts.</p>	<p>CHALLENGE 2</p> <p>Marketing and promotion</p> <p>Creating awareness about the products and their benefits.</p>	<p>CHALLENGE 3</p> <p>Infrastructure and logistics</p> <p>Improving the infrastructure and logistics for the products.</p>
<p>CHALLENGE 4</p> <p>Export and international trade</p> <p>Facilitating the export of the products to international markets.</p>	<p>CHALLENGE 5</p> <p>Government support</p> <p>Seeking government support for the products and their promotion.</p>	<p>CHALLENGE 6</p> <p>Consumer awareness</p> <p>Creating awareness about the products and their benefits.</p>