

Complete Influence of ODOP on the budget of Uttar Pradesh: A scheme to revitalize financial condition in Uttar Pradesh, India

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Abstract: *The present paper is based on the ambitious project of the Government of Uttar Pradesh 'ODOP' (One District One Product). The ODOP scheme was launched in 2018 in Uttar Pradesh. The paper consists of four main objectives; 1. To study the strategies of ODOP in Uttar Pradesh, 2. To analyse impact of the ODOP in Uttar Pradesh from 2018 to 2021, 3. To review the Scheme of the Government of Uttar Pradesh in the context of ODOP, and 4. To suggest best marketing strategies for ODOP. The result of the study shows that in the very short span of time ODOP has performed well. Implementation of ODOP is under strong Government policies and initiatives and government of Uttar Pradesh is reviewing policies continuously. The present study is an attempt to analyse overall performance of ODOP in Uttar Pradesh on the basis of secondary data which are collected through different websites and newspaper articles*

Keywords: One District One Product, Schemes of ODOP, Strategy of ODOP, Marketing Assistance

