

Comparative Analysis of the ODOP Model in India with OVOP (Japan) and OTOP (Thailand): A Conceptual Review

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Abstract The “One District One Product” (ODOP) program, initiated by the Government of Uttar Pradesh in 2018, is a strategic plan to foster inclusive economic growth through the specialization of every district in a distinctive product—largely based on local crafts and traditional industries. The ODOP scheme’s design, implementation strategies, and its applicability in reviving the state’s moribund handicraft industry are discussed in this conceptual paper. The research borrows from the concept of endogenous development and utilizes a systematic review of literature as per PRISMA guidelines to make a comparative analysis between ODOP and two internationally acclaimed models: Japan’s One Village One Product (OVOP) and Thailand’s One Tambon One Product (OTOP) projects. Although the three schemes have a common goal of enhancing local economies as well as cultural identity, they vary in genesis, administrative frameworks, involvement of stakeholders, and support structures. The results highlight the hybrid nature of ODOP, with top-down support complemented by bottom-up community engagement, setting it apart from its equivalents. The research concludes that applying international best practices at local levels can greatly boost the sustainability and impact of product-based development models. The article also calls for additional empirical studies on the socio-economic effects of ODOP in India.

Keywords ODOP, Handicrafts, Local Economic Development, OVOP, OTOP

I. Introduction

India has always been renowned for its wealth of handicrafts, which are not merely art traditions but also an important source of livelihood, particularly in

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rural and semi-urban areas. One of India's most populous and culturally rich states, Uttar Pradesh, boasts a wide range of handicrafts including Lucknow's Chikankari embroidery, Agra's Zardozi, Moradabad's brassware, and Khurja's. In spite of such cultural richness and economic potential, the handicraft industry of Uttar Pradesh has witnessed a declining trend in the past few decades because of constraints like poor market access, lack of innovation, declining profit margins, and intensifying competition from mass-produced products (Sahoo 2018, 172–174).

Uttar Pradesh is home to an estimated 18 lakh craftsmen, accounting for around 29% of all artisans in the country and 22.41% of all units produced there (Ministry of Micro, Small and Medium Enterprises 2023, 48–52). Approximately 60% of all Indian handmade exports come from Uttar Pradesh. India's handicrafts and handloom industry is valued at \$24,300 billion, with almost \$10,000 billion in annual export earnings. The 12th Five-Year Plan predicted that between 2012 and 2017, it would triple in production, employ 10% more people, and export 18% more, making it the biggest non-farm sector in rural India (Yadav, Tripathi, and Tripathi 2022, 2–3). But this industry is still largely informal and under-developed, restricting its potential for growth or transformation according to new market trends. Most traditional artisans face problems of obsolete tools, unfamiliarity with international trends, and institutional neglect (Kumar and Sharma 2020, 78–81). Rural out-migration and decline in traditional skills among younger generations have further widened these problems (Yadav and Tripathi 2022, 1–27).

In response to this challenge, the Uttar Pradesh Government introduced the One District One Product (ODOP) program in 2018 with a mission to revive traditional industries and promote district-level economic specialization (Singh 2021, 22–26). The program attempts to identify a single distinctive, high-potential product from every one of the state's 75 districts—most of which are based on traditional handicrafts—and give it a push through interventions in skill building, branding and marketing, access to credit and infrastructure (Government of Uttar Pradesh 2025). In doing that, the ODOP scheme tries to create sustainable jobs, conserve culture, cut inter-district migration, and help towards Aatma Nirbhar Bharat's (Self-Reliant India) broader vision (Tripathi and Agrawal 2021, 310–312).

The ODOP model, being indigenous in implementation, also borrows lessons from such comparable international models as Japan's One Village One Product (OVOP) and Thailand's One Tambon One Product (OTOP) initiatives. These initiatives have proved successful in stimulating local entrepreneurship, maintaining cultural identity, and mainstreaming small producers in national and global value chains. The models, however, differ in the administration, funding arrangement, stakeholder engagement, and policy focus (Rai 2022, 37–40).

This conceptual paper seeks to interrogate the major features of the ODOP initiative in Uttar Pradesh and place it on a comparative international platform. Through an examination of the convergence and divergence between ODOP, OVOP, and OTOP, the research hopes to discern how localized product-based developmental approaches could be maximized for economic development and people's empowerment. The research is informed by the following questions:

- RQ1: What are the hallmark characteristics of the ODOP scheme in Uttar Pradesh?
- RQ2: How is ODOP distinct from OVOP and OTOP with regard to design, aim, and implementation?
- RQ3: What common principles and strategies link these schemes despite the varied contexts?

Through this analysis, the paper hopes to add to the debate on rural development, Micro, Small and Medium Enterprises promotion, and policy design for traditional industries—particularly handicrafts—as effective drivers of inclusive and sustainable growth.

II. LITERATURE REVIEW

(Koswara, Erlandia & Truline 2019, 365-72) Koswara, D. Rumawan Erlandia, and Putri Truline examine the OVOP strategy's marketing communication for rural tourism in West Bandung Regency, West Java. With a qualitative design—library research, interviews, observation, and FGDs—the research demonstrates how the local governments are both regulators and enablers in executing OVOP. The authors conclude that tapping place-specific assets (intangible: culture, scenery; tangible: local arts) can greatly boost rural tourism marketing, albeit constraints in human capital and finance continue to be major hurdles.

(Tripathi & Agrawal 2021, 306-319) Tripathi and Agrawal's case study in Public Administration and Policy assesses ODOP's effect on Uttar Pradesh during 2018–2020. Employing secondary data analysis, they observe that ODOP encouraged employment generation, growth in Micro, Small, and Medium Enterprises (MSMEs) and

export promotion—statistically significant changes. Emphasis on artisans' and local stakeholders' participation is highlighted as a prime success factor; the paper presents a real-world model for other areas to emulate ODOP-like initiatives.

(Anant Kumar et al. 2024) In a SAGE-published analysis of indicators, Kumar et al. evaluate the impact of ODOP on Moradabad's metal crafts industry. The

study points to improved productivity due to institutional assistance, training in skills, and branding support. They also identify ongoing gaps in supply chain infrastructure and compliance with international standards, but determine that ODOP has quantitatively raised artisan incomes and global competitiveness.

(Pandey 2024) Siddhartha Pandey's IJNRD paper examines ODOP's sustainability in Prayagraj's moonj handicraft sector using a thorough case study. He demonstrates how targeted marketing, quality enhancement, and global outreach (involving an export link to the U.S.) improved artisan livelihoods, highlighting long-term reliance on government facilitation and brand promotion.

(Chowdhary & Milan 2024, 58-61) Chowdhary and Milan's Adhyayan analysis performs a comparative study of ODOP business models across the world. They investigate ODOP and OVOP/OTOP models, finding that state-centralized planning (ODOP) is opposite to people-participatory approaches (OVOP/OTOP). Their study emphasizes branding, market linkage, and online promotion as major success drivers.

(Sharma & Jain 2018, 76-88) Sharma and Jain's UP clusters case study highlights the role of ODOP's cluster-based industrial development in enhancing the productivity and competitiveness of MSMEs. According to them, local-level cluster organization combined with ODOP provides artisans economies of scale and better innovation capability, although it requires legal support and access to capital to be effective.

(Tiwari & Mishra, 2024, 36-45) A research article in the International Journal of Creative Research Thoughts discusses implementation challenges to ODOP in UP's MSME sector. The authors concentrate on administrative challenges—delayed fund flow, weak cluster governance, low awareness, and insufficient monitoring—that reduce program effectiveness and propose process re-engineering and capacity-building as solutions.

(Agrawal & Alam 2023, 11-17) Published in The Academia, Agrawal and Alam assess ODOP's state-wide reach in Uttar Pradesh. They report a generation of ~500,000 employment opportunities and a substantial increase in artisan incomes since inception. Authors attribute ODOP's disciplined marketing, credit enablement, and infrastructure initiatives while advocating for better digital skilling to keep growth going.

The literature emphasizes the manner in which ODOP and its international equivalents, such as OVOP and OTOP, strongly promote rural livelihoods, safeguard cultural heritage, and increase local economies through product-based development. Shared themes include the support of government, community engagement, and marketing. Challenges such as scarce funding and obsolete tools continue to exist, yet the schemes have high prospects for MSME development, especially in countries like India, where such categorization is institutionalized and sustainable development.

III. METHODOLOGY

The PRISMA approach is used in this study. It is divided into two primary sections: a meta-analysis and a systematic review. A systematic review offers an unbiased summary of the literature on the study's subject. It is useful in broad study topics where there are numerous publications, each concentrating on a certain facet of the field. The term "meta-analysis" explains how statistical techniques are used in a systematic review to integrate the results of different studies. The transparent reporting of a literature review is PRISMA's major goal. A thorough literature evaluation has been conducted using this methodology in a variety of domains. The revised PRISMA 2020 Statement gives a 27-item checklist and the extended flow diagram to improve clarity, rigor, and reproducibility in reporting. It highlights the reporting of all search strategies employed, the indexing of data items and outcome definitions, and the explicit synthesis of results, including heterogeneity and risk of bias assessment (Page et al., 2021). The PRISMA implementation in this study has three phases: search the literature, choose the most qualified using inclusion-exclusion criteria, and data extraction and summary (Moher et al. 2009, 1006–1012).

1. Literature search

Scopus, Elsevier Science Direct, Web of Science, and Google Scholar were chosen as the top four electronic databases for finding potential publications. These databases are highly valued, so they are considered for this research. Articles that are written in the English language are identified.

2. Inclusion Exclusion Criteria

The search terms "ODOP", "OVOP", "OTOP", and handicraft were used as keywords for the topic, keywords, article title, and abstract. Journals, conference papers, and Ph.D. theses from the years 2010-2023 were all incorporated into the search. Articles older than 2010 are not considered to keep the study current. Based on the search method, 396 articles in total were extracted. 137 possible articles remained after redundant papers containing duplicate information and languages other than English were eliminated. The potential papers were reduced to 119 scrutinized and irrelevant studies were eliminated.

3. Data extraction and quality assessment

The selection procedure for the review of articles is conducted, and the articles whose full review text is not available are rejected. Based on the thorough study, the articles that do not relate to the research questions are also excluded to make the study more precise.

4. Constitution of Corpus Analysis

The studies were listed in alphabetical order by the last name of the first author, along with the year of publication. Considering the inclusion criteria, a search yielded a total of 396 articles. After implementing exclusion criteria, the number of papers was whittled down to 137, which was a selection of publications that were deemed relevant to the ongoing systematic evaluation of the literature. Because 18 of the publications didn't specifically address the issue of our study, they were eliminated. Figure 1 depicts Items for the Systematic Review PRISMA statement.

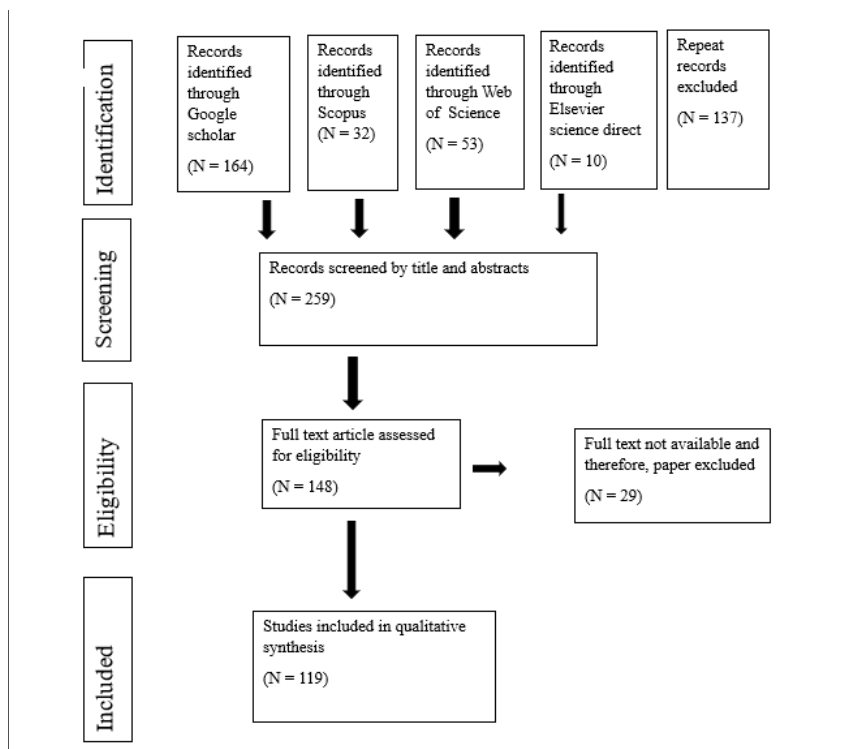


Figure 1. Reporting Items for Systematic Review PRISMA statement

5. Characteristics of included studies

Figure 2 shows that 2019 and 2021 are the years with the most studies that were included in our research. Our findings indicate a significant rise in the quantity of research published over the last four years.

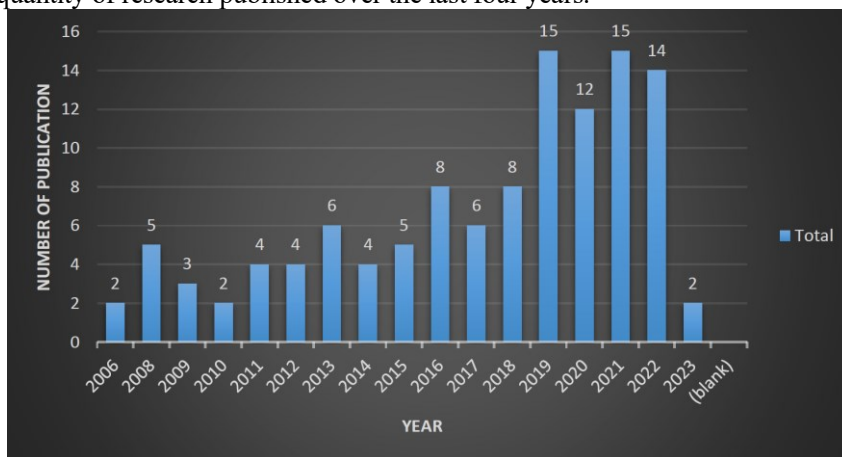


Figure 2. illustrates the frequency of publication per year used in the systematic literature review.

The studies under review were accessed from a wide variety of scholarly websites and publications, including peer-reviewed journals, conference papers, and scholarly repositories. Though no one website overwhelmed the literature base, the articles selected collectively ensured region and theme diversity, in relation to the scope of ODOP, OVOP, and OTOP analysis. In terms of approach, it was discovered that there was primarily mixed research with both quantitative and qualitative methods used (n= 48). However, the distribution of findings between qualitative and quantitative methods studies shows a big difference with qualitative being preferred by most of the researchers, with 42 results from qualitative methods studies and 9 results from quantitative studies, respectively. Figure 3 displays the methodology used by the researchers in their research.

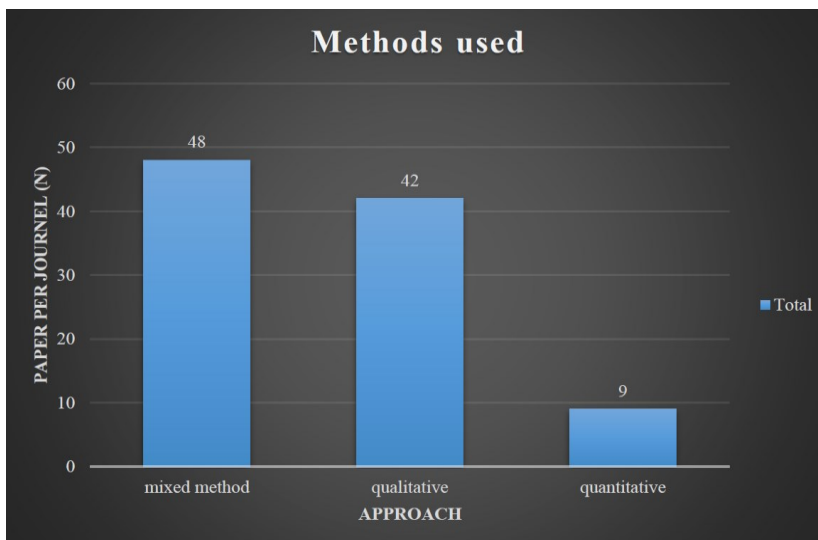


Figure 3. illustrates the methodology used by the researchers.

6. Strengths and Limitations

PRISMA technique is employed for this review and efforts are made to find as many qualified studies for the research. Databases and search phrases are expanded, and discrepancies are resolved to find a solution. Even though an international perspective is to be given to analyses, to ensure the consistency and quality of the research included in the assessment, it was decided to restrict the search to four databases known for their quality and contributions to the field. The main focus was on the quality control of the paper rather than the depth of the study, although choosing only English as the language for the study has excluded some studies published in other languages from the research. Given this result, it is questionable whether adding languages would have allowed for the inclusion of more studies from a wider range of nations.

A systematic review offers an objective synthesis of the literature on the issue and is especially helpful for large subjects with a large number of articles. Statistical techniques are used in meta-analysis to synthesize results from individual studies. PRISMA is a widely used framework in many different disciplines that strives to provide transparent reporting in literature reviews. Three parts make up the PRISMA application for this study: data extraction/summary, inclusion-exclusion criteria, and literature search. The literature search was conducted using important databases such as Elsevier Science Direct and Google Scholar. A set of keywords and publication years (2010–2023) was added to the inclusion criteria, which at first produced 396

articles. 119 papers were examined after superfluous and duplicate studies were removed. After evaluating the articles for quality and relevancy throughout the data extraction process, 137 articles were included. Both chronological order and alphabetical order were used for these articles. Finally, since eighteen of the publications did not directly address the study issue, they were removed.

IV. RESULT

In this section, findings from the aforementioned systematic revision process are given, arranged by the research questions that served as the basis for our search and analysis.

1. What are the key features of the ODOP scheme in Uttar Pradesh?

1.1 History of the ODOP scheme

One Village One Product, the Japanese name for this program, is where One District One Product first emerged. In 1961, residents of Oyama town, located in Oita prefecture, Japan, launched the ODOP (Wahlin and Natsuda 2008, 8). Oyama, a mountainous village in Oita Prefecture, is the least affluent town there is. Because rice was not an environmentally sustainable source of revenue, migration was a problem for Oyama. To make more money in cities, the young people had to work as woodcutters or seasonal migratory laborers (Pitchayapisut 2008, 44–45). The villagers knew that cultivating rice on a wide scale was not possible due to the hills surrounding the area. The peasants choose not to embrace the rice-based rural development plan and subsidies offered by the Japanese government. In order to address the issue of local depopulation, Mr. Yahara, the mayor of Oyama Town, and the head of the Oyama Agriculture Cooperative decided to employ social capital along with local knowledge for the growth of the community (Fujita 2015, 82). To replace rice as the primary crop grown in the area with the more profitable plums and chestnuts, he presented the New Plum and Chestnut (NPC) strategy. They were certain that investing in chestnut would not only allow them to harvest money but also lessen their burden and concentrate on other ventures (Tanaka 2010, 132). The program helped to improve the quality of life in the town of Oyama and discouraged young people from leaving. It eventually developed into a personality combination around 1965 and an entirely novel paradise community in 1969. Governor Dr. Morihiko Hiramatsu then launched the prefecture's OVOP campaign in 1979. Further rural regions of Japan that are facing setbacks in economic development have been affected by the OVOP

movement (Yamauchi 2000, 56).

The Thai government, facing economic instability, introduced the “OTOP” program in 2001 to encourage communities to produce goods for sale using indigenous materials, shortly after the effective execution of OVOP in Japan (Yokoyama 2006, 157). Following the 1997 global financial crisis, which devastated several nations and greatly impacted Thailand’s imports and exports, the nation struggled to recover from both an internal economic divide and immigration on the outside (Choochanta 2007, 51). Thailand’s recovery from the 1997 stagnation may be attributed to its efforts to build a strong, globally competitive economy. As part of his dual-track strategy when he initially came to office, former Prime Minister Thaksin Shinawatra established the OTOP program to achieve these two goals (Techakanont 2008, 35). OTOP was developed to empower rural communities, based on endogenous development (Natsuda, Igusa, and Thoburn 2012, 41). But OTOP notices several differences from its original OVOP model (Wiboonpongse et al. 2013, 22).

Following Thailand and Japan, OVOP initiatives are implemented for economic regeneration in several nations, including China, Indonesia, Nepal, Cambodia, Laos, and so forth. Under the direction of Chief Minister Yogi Adityanath, the Uttar Pradesh government introduced this program in January 2018 under the moniker “One District, One Product” after its adoption in several other nations. Even though Uttar Pradesh produces a large number of handicrafts and contributes 44% of India’s total handicraft exports, the state struggles to give its artisans access to raw materials, better infrastructure, export promotion, and jobs for young people, which is driving them to migrate to larger cities. ODOP was created to address these obstacles. Its goal is to improve access to the global market while also preserving the rich cultural heritage and traditions at the district level. It does this by facilitating the relationship between handicraft producers and consumers and assisting them in gaining national along with international recognition by employing branding, marketing, and easy credit (Kanujiya et al. 2025, 5–6).

1.2 Overview of ODOP scheme

The Uttar Pradesh government’s historic endeavor, the ODOP (One District, One Product) program, aims to preserve, revitalize, and specialize regional arts and crafts (Tripathi and Agrawal 2021, 307–308). We’ve paid close attention to this endeavor. The Aatma Nirbhar Bharat Abhiyaan campaign, launched by Prime Minister Narendra Modi, has given the ODOP initiative much more importance and relevance (Tiwari and Pandey 2024, 270). The objective of this effort is to establish an autonomous India and boost regional industries. The Uttarakhand government launched the innovative initiative ODOP (One District, One Product) to support and revive regional art and handicrafts (Chowdhary and Milan 2024, 59). The program will support MSME efforts to sell and produce

goods that are unique to each Uttar Pradesh district. The ODOP project was introduced on January 24, 2018, to select one unique product among each of Uttar Pradesh’s seventy-five districts and establish an industrial hub for it (Sharma and Kumar 2024, 2). When the plan was introduced, accounts totaling 25000 crores were set up to strategically and financially encourage indigenous art. The state of Uttar Pradesh allocated 250 crore rupees within its 2018–19 budget to carry out the initiative (Tripathi and Agrawal 2021, 310–311). The state of Uttar Pradesh has offered various financial services and subsidies through the four sub-schemes of the ODOP project in Table 1:

Table 1. represents the four sub-schemes of the ODOP project

S.no.	Sub-Scheme	Objectives
1.	Common Facility Center (CFC)	CFC should tend to involve the following obligations: Testing Lab “Design Development and Training Centre” “Centre for Technical Research and Development” “Product Display and Selling Area” “Centre for Common Resources and Raw Materials” “Centre for Common Production and Processing” “Centre for Common Logistics” The “Centre for Information, Communication, and Broadcasting” Facilities for packaging, labelling, and barcoding Additional equivalent facilities associated with the gap in the value cha
2.	Marketing Development Assistance Scheme (MDA)	To confirm fair pricing for ODOP product exporters, weavers, and businesses through enhanced and organized marketing.
3.	Finance Assistance Scheme (Margin Money Scheme)	To provide financial assistance and subsidies to Micro, Small, and Medium Enterprises (MSME) to help in grow financially.
4.	Skill Development Scheme	Aimed at achieving the labor requirements of the state of Uttar Pradesh for skilled laborers along the whole ODOP product value chain, both now and in the future. Aimed to give relevant modernized tool kits to the laborers and artisans, equipping them.

Source: ODOP UP government website (<https://odopup.in/>)

1.3 Case Insights and Policy Effectiveness of ODOP in Uttar Pradesh

The Uttar Pradesh government’s One District One Product (ODOP) policy, which started in 2018, has had good results, especially in districts where traditional industries are already strong. The government of Uttar Pradesh said

that ODOP created more than 500,000 jobs, mostly for small businesses and artisans (Agrawal & Alam, 2023). The MSME department of the state says that between 2019 and 2023, handicraft and product-based exports from ODOP-supported clusters went up by 30% (Tripathi & Agrawal, 2021; Kapoor, 2020). These results show that ODOP is not only working, but it has also helped improve the lives of people in rural areas and the economy in general. The initiative has also helped to formalize informal groups of craftspeople, improve their skills, and give them access to money. This shows that it has had a wide range of effects (Sharma & Jain, 2018; Kumar et al., 2024).

Of the 75 districts of Uttar Pradesh, over 30 districts have registered quantifiable success as per performance measures like income generation, training penetration, market linkages, and export value (Chowdhary & Milan, 2024). In Moradabad, the ODOP scheme for the brass and metalware sector has seen exports grow by 40%, setting up Common Facility Centers (CFCs), and training for over 4,000 artisans (Kumar et al., 2024). In Prayagraj, the attention to Moonj grass crafts has empowered more than 1,200 women artisans, with formal access to U.S. consumers through export promotion assistance (Pandey, 2024). In Lucknow, the Chikankari embroidery industry linked to ODOP increased online sales through tie-ups with e-commerce websites like Amazon Karigar and Flipkart Samarth (Government of Uttar Pradesh, 2024). These examples offer concrete proof of district-specific success when policy is combined with community involvement, capacity building, and market facilitation.

Though ODOP is largely a supply-side policy, initiatives have been taken to tackle the demand-side issue. The government has facilitated the development of ODOP Mart, district expos, and online trade fairs to enhance the exposure of district-specific products. E-commerce collaborations and global exhibition participation have been instrumental in increasing consumer outreach (Tripathi & Agrawal, 2021; Government of Uttar Pradesh, 2024). Platforms such as the Government e-Marketplace (GeM) and vendor registration with Export Promotion Councils have helped to create direct buyer–seller relationships, thus solidifying the demand ecosystem. These efforts help to prevent market saturation and provide long-term sustainability of the ODOP model.

These results show that ODOP is still developing, but it does give a framework for localized development that combines product specialization with demand responsiveness. This framework can teach other states and countries how to do the same thing.

2. What are the differences among the ODOP schemes of Uttar Pradesh from the OVOP of Japan and the OTOP of Thailand?

Numerous other countries may use the UP ODOP model as a case study since it is so successful in creating jobs. On the other hand, the Japanese OVOP and Thai OTOP programs' lessons were used to establish the concept of the UP ODOP model. The primary goals of the UP government's ODOP program are to address the issues of migration and the depreciation of regional handicrafts. Hence, OTOP and OVOP share many of the same guiding concepts and objectives as the ODOP strategy. The three plans may be contrasted according to the reasons for the introduction of their administrative models and how they were put into practice.

2.1 Comparison based on the initiatives taken

The ODOP policy efforts are distinct from the OTOP plan in Thailand and the original OVOP strategy for Oita Prefecture due to their origins. Drawing on his professional contacts with the neighbors, the former governor of Oita Prefecture created the first iteration of the OVOP program. To successfully end poverty in Oita, local government representatives need to be well-versed in the area. The OVOP movement started in Oyama Town when locals realized how important the area's natural resources were and started trying to use them economically in a sustainable way. Based on this view, the Oita administration has worked to satisfy the aspirations of the locals by emphasizing the development of human resources and the promotion of local community self-reliance (Noble 2019, 457–458). An unorthodox version of OVOP policy is the OTOP model used in Thailand. The Thai government studied the OVOP idea in Oita Prefecture, Japan, and then adopted the original OVOP policy to guide its OTOP plan. The "National OTOP Administrative Committee" is the national body in charge of implementing Thailand's OTOP policy (Nguyen 2021, 4–5); (Suindramedhi 2015, 8–9). The organization's responsibilities include creating standards and strategies, selecting goods and services, promoting involvement in local government, and more. Table 2 depicts the comparison chart of execution strategy OPOP, OVOP, OTOP, and OLOP with other countries' strategies.

Table 2. illustrates the comparison chart of execution strategies OPOP, OVOP, OTOP, and OLOP with other country strategies

S.no.	Initiative	Country	Objectives	Execution Strategies
1	ODOP	India (Uttar Pradesh)	Concentrate on one product per district to encourage entrepreneurship and local economic progress.	Development of skills, transfer of technology, and local branding.
2	OVOP	Japan	Promote entrepreneurship and rural development by emphasizing distinctive local goods.	Emphasis on regional handicraft and participation in the community.
3	OTOP	Thailand	Encourage rural communities' economic growth by promoting locally produced goods.	A strong emphasis on quality control, branding, and marketing
4	OLOP	Nigeria	Encourage rural development and local business by promoting a specific product.	Projects to increase capacity and support local businesses.

Thailand’s OTOP model was adopted as the ODOP model in Uttar Pradesh. Under the direction of Chief Minister Yogi Adityanath, the Uttar Pradesh government introduced the ODOP program to support the state’s MSME sector, assist the state’s migrant population with economic revitalization, and promote regional handicrafts that are becoming less distinctive in today’s world. The “Atma Nirbhar Bharat” strategy of Prime Minister Narendra Modi has given this initiative a boost. Thus, the OTOP and ODOP movements in Thailand and Uttar Pradesh came from government policy-making, but the OVOP movement in the Japanese nation originated from the community’s people. Figure 4 depicts the comparison of ODOP schemes in different countries.

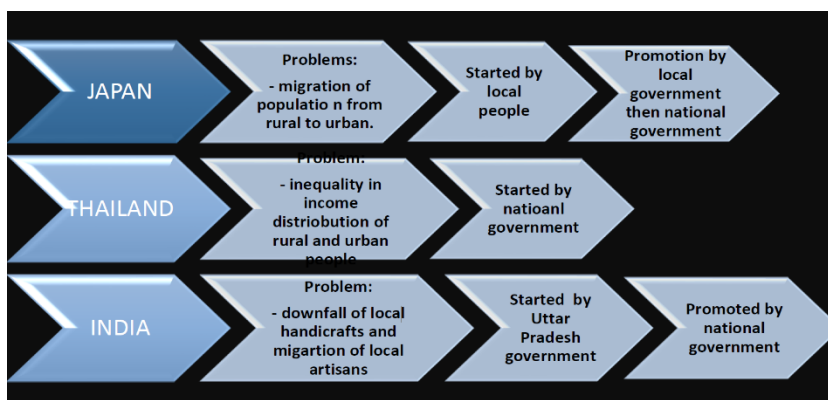


Figure 4. illustrates the comparison of ODOP schemes with different countries

Source: By Author

2.2 Comparison based on the administrative model

Depending on the different policy levels between OVOP and OTOP, different administrative systems apply. The information shows that, in contrast to the bottom-up approach utilized by the original OVOP movement, Thailand's OTOP policy is a top-down strategy (Nguyen 2021, 4–5; Noble 2019, 457–458). The result shows that OTOP policy does not represent an endogenous development, even though Thailand's OTOP process of expansion has an existing administrative framework, including a national organization created expressly for implementing OTOP policy according to the Prime Ministry's Office and regulations to support the policy (Noble 2019, 460; Suindramedhi 2015, 7–8). The government developed most of the OTOP policies and projects. The policy was implemented via a bottom-up approach as opposed to OVOP. Villagers have a big say in how policies are carried out. The ODOP model from Uttar Pradesh is a middle-of-the-road strategy that uses a bottom-up method to accomplish social and economic goals while using a top-down strategy for support. The author came up with the moniker "BEST" to represent Uttar Pradesh's approach (Chowdhary and Milan 2024, 59).

2.3 Comparison based on basic principles of the OVOP movement

The three primary tenets of the original OVOP movement are Human Resource Development, Self-Reliance and Creativity, and Local to Global. OTOP items lacked universality and individuality, but OVOP products were manufactured extraordinarily and distinctly using local resources (Natsuda, Wahlin, and Pitchayapisut 2010, 220–223). On the other hand, ODOP goods are selected in a manner that makes them remarkable and distinctive depictions of that district, created using local resources in terms of the Local to Global. Regarding inventiveness and independence, the Thai government was a big player in the OTOP strategy, but local craftsmen and villagers were important players in the OVOP and ODOP policies, respectively (Nguyen 2021, 6; Tripathi and Agrawal 2021, 309). Under the OVOP program, the prefecture helped the people of Oita with marketing and technological issues, whereas under the ODOP policy, the state government helps manufacturers with marketing and common facilities for branding, packaging, and logistical requirements (Tanaka 2010, 135–137; Tripathi and Agrawal 2021, 311–312). In addition, the OVOP policy gave the lent funds very little weight, but the OTOP and ODOP policies place a strong emphasis on financial aid. When it came to the development of human resources, OTOP gave product development precedence over this goal. In contrast, ODOP developed the Village Leader development school for its ultimate goal of developing human resources, and

via the ODOP policy’s skill development plan, ODOP offers training and enhances the abilities of its craftsmen (Tripathi and Agrawal 2021, 310; Tiwari and Pandey 2024, 271). Table 3 depicts the comparison chart of three schemes on the above discussed basis.

Table 3. Illustrates the comparison chart of ODOP, OVOP and OTOP on various basis discussed above

Feature	ODOP (India)	OVOP (Japan)	OTOP (Thailand)
Origin Year	2018 (Uttar Pradesh)	1979 (Oita Prefecture)	2001 (National level)
Initiating Body	State Government (Top-down + Bottom-up)	Local People & Prefecture Government (Bottom-up)	Central Government (Top-down)
Primary Objective	Revive traditional industries and reduce migration	Local self-reliance and human development	Rural economic growth post-crisis
Focus Area	District-level specialization in unique products (mainly handicrafts)	Community-based value addition using local resources	Marketing, branding, and exports
Support Provided	Credit, skill development, marketing, toolkits	Technical support, leadership training	Financial aid, marketing, product rating
Human Resource Focus	Skill Development + Toolkits	Education + Leadership Programs	Basic Vocational Training
Branding and Marketing	District brand identity + fairs + digital campaigns	Limited regional branding	Strong national & export branding

3. What are the similarities among the ODOP scheme of Uttar Pradesh, the OVOP of Japan, and the OTOP of Thailand?

Even while the three schemes differ from one another and their implementation processes vary among nations, there are certain commonalities among them as well, given that the concepts behind each policy originated from the same place. These parallels are more pronounced in these policies' sub-schemes. Therefore, by examining the parallels, we shall comprehend them as their sub-schemes are implemented.

3.1 Human Resource Development

To guarantee that a certain number of trainees become tomorrow’s community leaders, the Oita local government has put out a strategy that encourages entrepreneurship among its residents in each of the towns. Establishing “Toyo

no Kuni Development School” to provide instruction was how it was accomplished. The pressing need for education in the region at the time dictated the components of the institutions, which comprise an agricultural training educational institution, a business institution of higher learning, and a tourism school. The Thai government also arranges training programs to feed the local populace in an effort to improve human resources (Nguyen 2021, 7–8). Rather than putting much emphasis on the particular product, this training program only conveys the most fundamental vocational knowledge. Because it lacks understanding of the needs of the local community, the national government, which is in charge of organizing the training, chooses professors whose expertise is unsuitable for the limited local resources. The Uttar Pradesh government runs the ODOP skill development along with a tool kit distribution program that promotes human resource development (Tripathi and Agrawal 2021, 311–312). Under this program, artisans get training, a diploma, and an honorarium for completing the program. Additionally, skilled craftspeople get a sophisticated toolbox at no cost.

3.2 Financial assistance scheme

While the governments of Thailand and the United Province concentrate on giving financial support to manufacturers, the local government of Oita is more concerned with developing its human resources than it is with helping the general public financially or offering subsidies. In Thailand’s OTOP, higher-star firms often have easier access to funding, bank loans, assistance with marketing, training, and the availability of supplies and equipment. For instance, OTOP businesses may apply for loans from the Small and Medium Enterprise Development Bank of Thailand (SME Bank) for a maximum duration of five years. Three-star producers are only eligible to earn 500,000 Baht under this system; four- and five-star producers are eligible for payments up to 750,000 and 1,000,000 Baht, respectively. Additionally, producers with ratings higher than three stars may take part in OTOP EXPO, sometimes referred to as “OTOP city,” in order to win free money. Regarding all applications submitted within the UP government’s financial assistance programme on ODOP, the Departments of Micro, SME, and the Department of Commerce and Industry will disburse the ODOP margin money subsidy. Funds will be contributed for the endeavor by all scheduled banks, local banks, centralized financial institutions, and provincial rural banks:

- a) The margin money plan will cover 25% of the total cost of the project for organizations working on projects up to INR 25 lakhs, having a maximum reimbursement of INR 6.25 lakhs.
- b) Under the margin money plan, businesses undertaking projects valued between INR 25 lakh and INR 50 lakh are eligible for a subsidy of 25%

- of the project cost, subject to a maximum assistance of INR 20 lakh or INR 6.25 lakh, whichever is higher.
- c) According to the margin money plan, companies working on projects worth between 50 and 150 lakhs of rupees must pay back INR 10 lakhs or 10% of the total project cost, whichever is higher.
 - d) For projects exceeding INR 150 lakh, businesses are eligible for margin money assistance of up to 10% of the project cost, subject to a maximum limit of INR 20 lakh. (Kapoor 2023, 217)

V. DISCUSSION

The origins of the One District One Product concept across several nations. The first section of the article lists the characteristics of the ODOP program that the UP government introduced. The results go on to the ODOP scheme's characteristics after discussing the scheme's history. The investigation continues to uncover the key concepts of this plan, including how it differs from Thailand's OTOP system and Japan's OVOP scheme. According to our study, there are notable differences throughout the three schemes, even though they all sprang from a single "one village, one product" moment. While the OTOP and ODOP movements in Thailand and Uttar Pradesh came from government policy-making, the OVOP movement in Japan originated from the local people. While the Uttar Pradesh model of ODOP is the medium road with a bottom-up approach to accomplish the economic and social goal with the assistance of a Top-down approach, Thailand's OTOP policy represents a top-down policy in contrast to the bottom-up policy that formed the original OVOP movement. OTOP products lacked generality and identity, but ODOP products are selected so that they are extraordinary representations of that district, constructed using the natural assets of that area in terms of the Local to Global. In contrast, OVOP products originated from local resources and were manufactured exceptionally and distinctively. The three policies vary greatly from one another, yet they also have some things in common. To prepare certain trainees for future leadership roles in their communities, the Oita local government is interested in encouraging entrepreneurship among its inhabitants. Parallel to this, the Thai government designs citizen training programs to enhance human resources. The Uttar Pradesh government then launched the ODOP development of skills and tool kit distributing program, which offers training to artisans along with a diploma and an honorarium for finishing the program, to speed up the development of human resources. The local government of Oita is focused on developing human resources rather than offering financial aid or subsidies to the

public; in contrast, the governments of Thailand and the United Province prioritize lending money to manufacturers.

VI. CONCLUSION

This study has shown that other nations have been inspired to attempt the One Village One product plan due to its success; however, adjustments must be made to the program to ensure that it is implemented successfully and meets the requirements of the host nation. The One Village One Product idea serves as the foundation for both the OTOP plan in Thailand and the ODOP system in Uttar Pradesh; nevertheless, the programs vary significantly depending on the national contexts and the goals of the respective governments. In addition to sharing the same origin, there are certain commonalities. Inspired by similar programs run in other nations, One District One Product is a potential method for grassroots economic development. The successful implementation of sustainable development, product diversification, and local empowerment is contingent upon adherence to fundamental principles. However, contextual circumstances and implementation tactics may differ. Globalization, global warming, and socioeconomic inequality continue to be major concerns for many nations; yet, programs like ODOP provide a practical method for these nations to develop resilient and inclusive economies. Through the use of indigenous resources, customary wisdom, and communal connections, ODOP can convert districts into thriving centers of creativity, enterprise, and cross-cultural interaction. One District One Product serves as a ray of optimism for communities trying to forge their route to success and well-being because it personifies the spirit of localism, creativity, and sustainability. ODOP presents a convincing picture of economic progress based on the variety and depth of regional cultures and economies that help us traverse an increasingly linked and unpredictable world. Further studies on the effects and efficacy of the One District One Product initiative in the state of Uttar Pradesh may be carried out, and field data about the program can be gathered to aid in comprehending its effects within the state. India may learn a lot from comparing its ODOP model to Japan's OVOP and Thailand's OTOP models. The OVOP program's effectiveness in getting people involved in their communities and running their own governments shows that ODOP could be better if it worked more closely with local stakeholders to build ownership and long-term success. Thailand's OTOP program, which is supported by a well-organized system of financial help, training, and marketing infrastructure, also shows how important it is to establish policies in an integrated way. These experiences from throughout the world show that ODOP needs to expand its

institutional support systems and make interventions more tailored to each site by taking into account local capacity and demand linkages.

In the future, researchers could look at how ODOP-type models work in other developing nations or Indian states and how differences in culture, government, and the economy affect outcomes. Cross-country assessments could also help policymakers make ODOP even better by learning from the best ways to promote decentralized industrial growth and rural development around the world.

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