

RESEARCH ARTICLE II

Prospects of One District One Product Scheme in Tamil Nadu – An Analysis

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ABSTRACT

One District One Product is a Japanese business development concept, which gained prominence in 1979. It is aimed at promoting a competitive and staple product from a specific area to push sales and improve the standard of living of the local population. Over time, it has been replicated in other Asian countries as well. In India, the government of Uttar Pradesh was the first to implement this scheme. The UP government's One District, One Product scheme encourages such indigenous and specialized products and crafts. After implementing this scheme, many of these products are GI tagged, which means they are certified as specific to that region in Uttar Pradesh. Many of these were also becoming extinct community traditions that are being revived through modernization. In 2020, the Government of India announced this scheme to implement all over India. In Tamil Nadu, specific products have been identified for each districts. A survey has been conducted to study the perception of this scheme by the implementing Government officials of Tamil Nadu towards the ODOP scheme. All the districts of Tamil Nadu were selected. From each district, one Agricultural officer or Horticultural Officer was selected, because the scheme was implemented recently and the official's perception of the scheme was studied. This study revealed a medium level of perception (40.62%) among government officials.

Keywords: *Indigeneous; Craft works; Tamil Nadu; ODOP; Perception*

INTRODUCTION

ODOP is a new scheme whose primary focus is developing clusters that would be manufacturing one product identified for the district. The project is being implemented through District Industries Centre. This scheme was first implemented in Uttar Pradesh in 2018. Due to this scheme, the MSME sector forms the backbone of economic progress and development of Uttar Pradesh, because of its contribution to industrial productivity, employment generation, versatile nature, adaptability, and contribution in export. MSME industries constitute an essential segment of the economy of Uttar Pradesh in terms of employment generation and as a source of foreign exchange earnings through exports. (The Indian Express, 24 Aug 2020). To promote MSME entrepreneurs through the 'One District One Product' scheme, the Government of U.P. collaborated with e-commerce giant Amazon India. A 'Memorandum of Understanding was signed to provide an online platform to the sellers from the selected districts of Uttar Pradesh. Amazon India declared that it would invite approximately 300 sellers from the MSME industry, especially local traders of nine districts,

to progress through online selling through its social media platform. (Economic Times, 2018). Lata Bajpai Singh (2020) study revealed that the government's agenda behind the scheme was a more significant number of employment opportunities for the youth and to strengthen the inclusive and sustainable development of the state. The scheme aimed at encouraging domestic and specialized products and crafts. Due to the success of this scheme in Uttar Pradesh, the Government of India has implemented this scheme all over the states in 2020, which has been highlighted in the Union budget of 2020. In Tamil Nadu, the products were identified by the district officials based on the higher coverage of the product and finalized by the Directorate of Agriculture, Tamil Nadu.

Objectives of ODOP scheme

The objectives of the scheme are to build the capability of microenterprises to enable: (www.mofpi.nic.in)

- Increased access to credit
- Integration with organized supply chain by

strengthening branding and marketing

- Support for the transition of existing 2,00,000 enterprises into a formal framework
- Increased access to common services like common processing facility, laboratories, storage, packaging, marketing, and incubation services
- Strengthening of institutions, research, and training in the food processing sector
- Increased access for the enterprises, to professional and technical support

An outlay of the scheme

- The scheme envisages an outlay of Rs.10,000 crore over a period of five years from 2020-21 to 2024-25.
- The expenditure under the scheme would be shared in 60:40 ratio between Central and State Governments

Programme Components (<http://odopup.in>)

The program has four broad components addressing the needs of the sector:

- Support to individuals and groups of micro enterprises
- Branding and Marketing support
- Support for strengthening of institutions
- Setting up a robust project management framework

MATERIAL AND METHODS

This study mainly focused on the perception of government officials towards the One district One Product scheme. All 36 districts in Tamil Nadu were selected. One Agricultural Officer/ Horticulture Officer who was involved in implementing this scheme were contacted. The questionnaire (google form) has been developed and mailed to the respondents. The total number of responses received was 32; hence the sample size was 32. To study the perception of this scheme, 15 statements were used. The scoring procedure has been adopted by Suresh Kumar (2011). The scores assigned for the positive statements were, 5 for strongly agree, 4 for agree, 3 for uncertain, 2 for disagree, and 1 for strongly disagree. The scoring for the negative statement was reverse. The collected data were analyzed using statistical tools viz percentage method, mean score to study the perception towards the ODOP scheme.

RESULTS AND DISCUSSION

In each district, the specified products are listed below.

Table 1. List of selected products in each district

S. No	District	Product
1.	Ariyalur	Cashew Processing
2.	Chengalpattu	Fishery Products
3.	Coimbatore	Coconut Products
4.	Cuddalore	Cashew Processing
5.	Dharmapuri	Millet Products (except maize)
6.	Dindigul	Animal feed
7.	Erode	Turmeric based units
8.	Kallakurichi	Edible Oils (Groundnut)
9.	Kancheepuram	Edible Oils (Groundnut)
10.	Kanyakumari	Fishery Products
11.	Karur	Moringa Products
12.	Krishnagiri	Mango Products
13.	Madurai	Dhal Products
14.	Nagappattinam	Fishery Products
15.	Namakkal	Poultry Feeds and products
16.	Perambalur	Animal Feed
17.	Pudukkottai	Cashew Processing
18.	Ramanathapuram	Fishery Products
19.	Ranipet	Edible Oils (Groundnut)
20.	Salem	Tapiaco Products
21.	Sivagangai	Coconut Products
22.	Tenkasi	Pickles
23.	Thanjavur	Coconut Products
24.	The Nilgiris	Vegetable processing
25.	Theni	Banana based products
26.	Thiruvallur	Dhal products
27.	Thoothukudi	Palm Products
28.	Tirunelveli	Papad Units
29.	Tiruppathur	Dhal products
30.	Tiruppur	Poultry Feed products
31.	Tiruvannamalai	Edible Oils (Groundnut)
32.	Tiruvarur	Dhal Products
33.	Trichy	Banana based products
34.	Vellore	Dairy products
35.	Villupuram	Edible Oils (Groundnut)
36.	Virudhunagar	Millet Products (except maize)

Table 2. Perception of government officials towards the One district One Product scheme (n= 32)

S. No	Statements	Mean Score	Rank
1.	It helps in transforming the products artistically (it can be either through packaging or branding)	4.29	I
2.	It helps to promote entrepreneurship	4.28	II
3.	It is a farmer welfare oriented scheme	4.12	III
4.	Improvement in product quality and skill development would be a result of this scheme	4.07	IV
5.	It increases access for the enterprises, to professional and technical support	4.06	V
6.	It is useful in the preservation and development of traditional products / local crafts	4.04	VI
7.	It helps in accessing marketing and export facilities	4.03	VII
8.	It aids in the increase in local employment	3.96	VIII
9.	It doesn't improve farmers' family additional income	3.96	VIII
10.	Supporting the upgradation and formalization of the enterprises	3.71	IX
11.	It would not be more beneficial to individual farmers	3.53	X
12.	It results in the decline in migration in search of employment	3.43	XI
13.	It helps to resolve the issues of economic differences along with regional imbalances among states and district	3.34	XII
14.	It helps the farmers to take high risk in adopting new technology in particular product	3.28	XIII
15.	It may leads to monocropping or producing only single product	2.31	XIV

The Mean score was calculated by dividing the total scores given by all the respondents to the statement by a total number of respondents. Based on the mean score value, the ranking was given. Here the perception indicates the views of the respondents towards this scheme. From the above table, the majority of the respondents stated that this scheme would help in transforming the products an artistically, it can be either through packaging or branding (4.29). Most respondents expressed that it helps promote entrepreneurship (4.28) and farmer welfare-oriented scheme (4.12). They also revealed that this scheme would improve product quality and skill development would result from this scheme (4.07) and increases access for the enterprises, to professional and technical support (4.06). The respondents also stated it is useful in preserving and developing traditional products / local crafts (4.04) and helps access marketing and export facilities (4.03). Some of them also stated that it aids in an increase in local employment (3.96) and does not improve farmer's family additional income (3.96). Few of them also expressed the negative opinion that it would not be more beneficial to individual farmers (3.53) and may lead to monocropping or producing only a single product (2.31).

Table: 3 Perception of selected officers (government officials) towards the ODOP scheme (n = 32)

S.No	Category	No	%
1	Low	9	28.13
2	Medium	13	40.62
3	High	10	31.25

From the above table, the majority of the respondents had a medium level of perception (40.62%) towards the one district one product scheme whereas some of them had a high level of perception (31.25%) followed by a few of them had a low level of perception (28.13). This would reveal that since it is a new scheme, which is implemented in all districts by the government of India, it leads to a medium perception level. Since this scheme is in its initial level of progress, after two or more years impact would be more and benefit the farmers.

CONCLUSION

This study concluded that most government officials had a medium level of perception toward this scheme. This scheme mainly aims to make the farmers an entrepreneur. This would also lead to making each district an export hub for a particular

product. The program is particularly supportive in providing quality training to the youth, generating employment in the state and providing a holistic solution to the makers of the products. Making the lives of common people better, this program is an empowering example of the country's efforts toward the Make in India initiative.

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Ethics statement

No specific permits were required for the described field studies because no human or animal subjects were involved in this research.

Originality and plagiarism

Authors should ensure that they have written and submit only entirely original works, and if they have used the work and/or words of others, that this has been appropriately cited. Plagiarism in all its forms constitutes unethical publishing behavior and is unacceptable.

Consent for publication

All the authors agreed to publish the content.

Competing interests

There were no conflict of interest in the publication of this content

Data availability

All the data of this manuscript are included in the MS. No separate external data source is required. If anything is required from the MS, certainly, this will be extended by communicating with the corresponding author through corresponding official mail; sudhajaganathan97@gmail.com.

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