

One District One Product (ODOP) Scheme and Chikankari: An Analysis of Opportunities, Trade, and, Governance in Uttar Pradesh

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Abstract:

This study critically examines the One District One Product (ODOP) scheme's multiple impact on the Chikankari handicraft in Uttar Pradesh, with a specific focus on the diverse opportunities and persistent challenges faced by artisans and entrepreneurs involved in this traditional craft. The research explores the financial support mechanisms, skill development initiatives, and market exposure avenues facilitated by the ODOP program, highlighting key interventions such as the Margin Money Scheme, comprehensive training programs, and strategic e-commerce partnerships. Furthermore, the study provides an in-depth analysis of the trade governance frameworks that support the effective implementation of ODOP, encompassing government policies, institutional collaborations, and the integration of digital platforms.

Key findings suggest that the ODOP scheme has significantly contributed to the improvement of artisan capital, fostering employment generation and expanding export potential for Chikankari products. These positive outcomes are illustrated through case examples such as the business growth of individual entrepreneurs and the increased participation of artisans in national and international trade fairs. However, alongside these advancements, the study identifies several critical challenges that continue to hinder the sector's growth.

The research highlights the fundamental role of improved trade governance in empowering artisans and facilitating socio-economic upliftment within the local communities. It emphasizes how government policies, institutional support mechanisms such as branding and quality certification, and partnerships with private sector entities and educational institutions collectively contribute to strengthening the Chikankari handicraft ecosystem.

Based on these insights, the study proposes targeted policy recommendations aimed at sustaining and scaling the benefits of the ODOP scheme. The study also calls for stricter regulations against fake and imported imitations, stronger coordination among government agencies, NGOs, and the private sector, and e-commerce adoption among artisans.

Overall, this research underscores the transformative potential of the ODOP scheme in revitalizing the Chikankari handicraft sector in Uttar Pradesh by promoting economic empowerment and preserving cultural heritage.

Keywords: ODOP, Chikankari, Artisans, Entrepreneurs, Employment, Trade, Opportunities,

Introduction:

One District One Product is a Japanese business development concept, 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. The Government of Uttar Pradesh was the first to implement this scheme. The One District One Product (ODOP) Programme was envisioned and subsequently inaugurated on January 24, 2018 by the Hon'ble Chief Minister of Uttar Pradesh – Shri Yogi Adityanath on the day of Uttar Pradesh Divas. In 2020, the Government of India announced this scheme to implement all over India.

The Uttar Pradesh government's One District One Product Program aims to encourage indigenous and specialized products and crafts. 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, a nature-friendly replacement for ivory. Many of these products are GI-tagged, which means they are certified as being specific to that region in Uttar Pradesh. Many of these were also dying community traditions that are being revived through modernization and publicization. Other district-specific industries are more common place, but their products are still unique to those regions. Asafoetida, desi ghee, fancy glassware, bedsheets, jaggery, leather goods – the districts that specialize in these crafts are in Uttar Pradesh.

Like the diversity of its people, climates, faiths and cultures, the diversity of products and crafts in Uttar Pradesh is also breathtaking. Embark on this journey of exploration and travel across 75 districts to see the one product they are known for.

History of Chikankari in India:

Lucknow region is known for its traditional handicrafts called Chikan. The work is famous across the world for its grace, finesse, and purity. The development of Chikankari in Uttar Pradesh is highlighted in the current study within the framework of the state's "One District One Product Program. “

There are references to embroidery similar to chikan work in India as early as 3rd century BC by Megasthenes, a Greek traveller who mentioned use of flowered muslins by Indians. According to Laila Tyabji, founders of Dastkar (a Delhi-based NGO), chikankari stems from the white-on-white embroidery of Shiraz came to India as part of a culture of Persian nobles at the Mughal court. The most popular origin story credits Noor Jahan, Mughal empress and wife of Jahangir, for introducing chikankari to India. Chikankari gained significant popularity and royal patronage during the reign of the Nawabs of Awadh in the 18th and 19th centuries. The Nawabs, who were the rulers of the region, played crucial role in promoting and preserving the art form. They encouraged skilled artisans to create exquisite chikan garments for the nobility and the royal court.

The technique of chikan embroidery is known as chikankari. Chikankari is a delicate and artfully done hand embroidery on a variety of textile fabrics like cotton, chanderi, muslin, georgette, viscose, silk, organza, net, etc. White thread is embroidered on cool, pastel shades of light muslin and cotton garments. Nowadays chikan embroidery is also done with coloured and silk threads in colours to meet the fashion trends and keep chikankari up-to-date. Lucknow is the heart of the chikankari industry today and the variety is known as Lucknawi chikan.

Chikan work in recent times has adopted additional embellishments like mukaish, kamdani, badla, sequin, bead, and mirror work, which gives it a rich look. Chikan embroidery is mostly done on fabrics like cotton, semi-georgette, pure georgette, crepe, chiffon, silk, and any other fabric which is light and which highlights

the embroidery. The fabric cannot be too thick or hard, else the embroidery needle won't pierce it. Also, sheer fabric allows the part of the stitches on the reverse of the fabric to give a shadow effect, which is characteristic of the technique.

The piece begins with one or more pattern blocks that are used to block-print a pattern on the ground fabric. The embroiderer stitches the pattern, and the finished piece is carefully washed to remove all traces of the printed pattern. The process of chikankari includes the following steps:

- Design
- Engraving
- Block printing
- Embroidery
- Washing and finishing



Today, over 6,000 families in and around Lucknow are dedicated to Chikankari embroidery, with approximately 90% of the artisans being women. This craft received the prestigious Geographical Indication (GI) status in 2008, recognizing Lucknow as the exclusive hub of authentic Chikankari.

ODOP Scheme: Giving New Identity to Lucknow's Chikankari:

The One District One Product (ODOP) scheme in Uttar Pradesh has given a significant boost to chikankari embroidery in Lucknow. This initiative is helping to preserve traditional craftsmanship, empowering artisans, and connecting their products to larger markets.

- **Nitesh Agarwal's Successful Chikankari Business:**

Nitesh Agarwal, a school dropout from Lucknow, started his Chikankari business with limited resources. With hard work and smart planning, he expanded his venture, achieving an annual turnover of Rs.7 crore. His products, including chikankari sarees, kurtis, and shoes, are now sold in over 40 countries. His success highlights the growing global demand for chikankari while also providing

employment to around 2,000 women. This is a great example of how the ODOP scheme is benefiting artisans and boosting the local economy.

▪ **SEWA's Efforts to Empower Women:**

The Self-Employed Women's Association (SEWA), co-founded by Runa Banerjee, has trained over 8,000 women in chikankari, helping them to become financially independent. Through SEWA, these artisans now have access to national and international markets, ensuring their traditional skills are recognized and rewarded. This initiative aligns with ODOP's vision of enhancing visibility and opportunities for artisans.

▪ **E-Commerce Boost for Chikankari Artisans:**

The Uttar Pradesh government has partnered with Amazon India, Flipkart, and eBay to help chikankari artisans sell their products online. These collaborations have allowed artisans to reach a wider customer base, increasing their sales and income. By embracing digital platforms, ODOP has helped artisans adapt to modern marketing trends while keeping their traditional craft alive.

▪ **Government Support and Economic Growth:**

The ODOP scheme has played a crucial role in improving the lives of chikankari artisans in Lucknow. With a Rs.250 crore budget allocation in 2018-19, the initiative has provided financial assistance, allowing artisans to buy better materials, get advanced training, and market their products effectively. This support has led to higher quality products, more employment, and better earnings for artisans. These success stories show how the ODOP initiative is revitalizing Lucknow's chikankari industry, empowering artisans, expanding markets, and preserving a valuable cultural heritage.

Four Pillars of ODOP Scheme:

For successful implementation of the state-wide ODOP programme, it was imperative to identify and address policy gaps, improve access to finance, ensure infrastructure availability, enhance quality, packaging and design of the unique product, introduce new technology and create a successful branding strategy for both marketing and export promotion.

Under the ODOP program, the state government of Uttar Pradesh offers various credit facilities and subsidies under four different categories of schemes for promoting infrastructure development, providing seamless access to finance, initiating skill development and providing marketing assistance to manufacturers of the unique product in a particular district.

1. Common Facility Centre (CFC) Scheme:

In terms of infrastructure development, the state government of Uttar Pradesh assists in the creation of Common Facility Centre (CFC) comprising of various facilities required for the production process. Under the scheme, common gaps in the ODOP value chain of a particular district would be addressed by setting up CFC.

A CFC shall comprise some of these:

- Testing Lab
- Design Development and Training Centre
- Technical Research and Development centre
- Product exhibition cum Selling Centre

- Raw Material Bank / Common Resource Centre
- Common Production / Processing Centre
- Common Logistics Centre
- Packaging, Labelling and Barcoding facilities

Incentive by the state government: 90 percent financial project cost reimbursed by state government up to INR 15 Crores.

2. Marketing Development Assistance Scheme:

The scheme aims to achieve fair pricing for the artisans, weavers, entrepreneurs and exporters of the ODOP products through better marketing. The scheme also provides for on-boarding of artisans across various e-commerce portals such as Amazon, Flipkart. It also ensures the participation of workers, artisans, weavers, entrepreneurs and production units in regional, national and international exhibition events.

Incentive by the state government: For participation in fairs within and outside the state and country, few incentives aided are:

- 75 percent of stall charges
- 75 percent of transportation charges
- To and fro travel ticket

Under the scheme, entrepreneurs are encouraged to on-board, sell and market their produce on e-commerce portals. The state reimburses On-boarding costs.

3. Finance Assistance Scheme (Margin Money Scheme):

To benefit artisans/workers/ entrepreneurs through financial incentives for the overall development of ODOP products, the state government of Uttar Pradesh has launched Finance Assistance Scheme where financial assistance of up to Rs.20 lakh per applicant is provisioned depending upon the cost of the project. All national, rural and scheduled banks are covered to provide this financial assistance.

Project Cost (INR in Lakhs)	Margin Money Subsidy
Upto 25	25 % of the project cost or Rs.6.25 lakhs, whichever is less
More than 25 to 50	20 % of the project cost or Rs.6.25 lakhs, whichever is high
More than 50 to 150	10 % of the project cost or Rs.10 lakhs, whichever is high
More than 150	10 % of the project cost Rs.20 lakhs, whichever is less

Apart from direct loaning by banks, the state government is implementing various schemes under the larger umbrella of other schemes such as The Prime Minister Employment Generation Programme (PMEGP), Mukhya Mantri Yuva Swarajgaar Yojana, ODOP Vitta Poshan Sahayata Yojana, Pradhan Mantri MUDRA Yojana (PMMY), Stand Up Scheme and Start Up Scheme.

4. Skill Development and Toolkit Distribution Scheme:

Under its Skill Development and Toolkit Distribution Scheme, the state government aims to fulfil current and future skilled workforce requirements and equip the artisans/workers with relevant skill sets. The scheme targets skilled and unskilled artisans for training under different modules and certifications and provides a free advanced toolkit to trained artisans.

Incentive by the state government:

- Under the scheme, artisans/ handicraft persons/ udyamis are provided ten days skill and entrepreneurship training by reputed institutes.
- Trained people are assessed by related SSC (Sector Skill Council) and certified through RPL (Recognition of Prior Learning).
- An honorarium of Rs.200 per day is given to each trainee during the training period
- After the training, necessary tool kits belonging to the district's ODOP Product are distributed free of cost.
- To strengthen skill training, an MOU with Quality Council of India (QCI) has been signed, and Dr A.P.J. Abdul Kalam Technical University (AKTU) and IIT Kanpur are in progress.

Impact of ODOP Scheme on export of Uttar Pradesh:

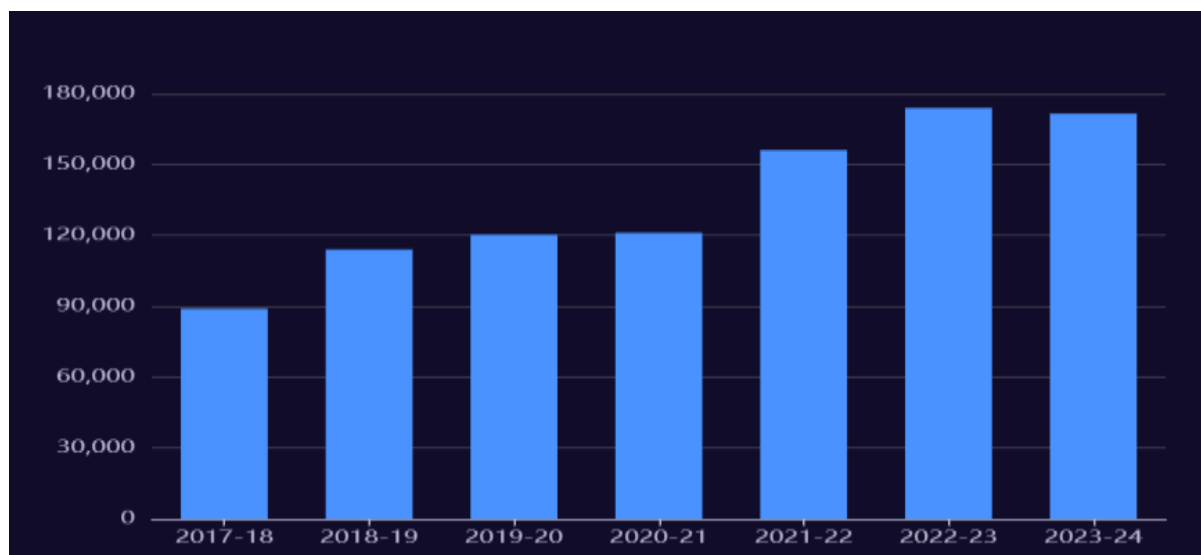


Fig: State's Exports Growth trajectory (Rs. Cr)

- Export from the State has nearly doubled (from 88,967 Cr in 2017-18 to 1.71 Lakh Cr in 2023-24)
- Exports of the State have increased by 76% since the start of ODOP programme
- ODOP products are the major contributors to the State's exports.

Goals of ODOP Scheme:

The main goals of the One District One Product Programme of Uttar Pradesh are as follows:

- Preservation and development of local crafts / skills and promotion of the art.
- Increase in the incomes and local employment (resulting in decline in migration for employment).
- Improvement in product quality and skill development.

- Transforming the products in an artistic way (through packaging, branding).
- To connect the production with tourism (Live demo and sales outlet gifts and souvenir).
- To resolve the issues of economic difference and regional imbalance.
- To take the concept of ODOP to National and International level after successful implementation at State level.

Literature Review:

Jai Prakash Verma and Khushboo Verma (2023) examined the role of the ODOP scheme in the development of the Chikan craft industry in Uttar Pradesh. Their study found that the scheme has generated employment opportunities, particularly for women artisans, and contributed to foreign exchange earnings through exports. However, they highlighted several challenges, including inadequate market information, lack of export-related data, and limited direct participation of manufacturers in international trade. The study revealed that only about 5 percent of Chikan producers export their products directly, indicating weak market integration.

Abhishek Tiwari and Dr. Akhilesh Chandra Pandey (2024) conducted an analytical study of the ODOP scheme in Uttar Pradesh. The authors concluded that the programme supports the objectives of the Make in India initiative by encouraging district-level industrial growth and attracting investments. However, challenges related to infrastructure, skill development, and marketing continue to limit the scheme's effectiveness.

Lata Bajpai (2020) explored the ODOP scheme from the perspective of local craft governance and Chikankari entrepreneurs. The study emphasized the importance of stakeholder participation, including government agencies, artisans, vendors, and consumers, for the successful implementation of the scheme. The author identified inadequate awareness and weak implementation mechanisms as major concerns and recommended periodic evaluation and greater transparency in policy execution.

Rashmi Agarwal and Dr. Javed Alam analyzed the overall impact of the ODOP scheme on the economy of Uttar Pradesh. Their findings indicated that the scheme has generated employment opportunities, revived traditional skills, promoted entrepreneurship, and contributed to economic growth. The authors suggested that the government should identify additional products, strengthen international collaborations, and improve marketing strategies to maximize the benefits of the programme.

Uma Shankar Yadav and Ravindra Tripathi studied the role of ODOP in promoting employment and skill development in the handicraft sector. Their research highlighted the scheme's potential to create local employment and encourage entrepreneurship. However, they observed that the handicraft sector remains largely unorganized and faces challenges such as low educational levels, limited capital availability, inadequate technological exposure, and disruptions caused by the COVID-19 pandemic.

Yusairah Ahmad and Dr. Mohammad Anees examined the issues faced by the Lucknow Chikankari handicraft industry. Their study found that Chikankari has evolved from a male-dominated profession into a cottage industry primarily employing women. While government initiatives aim to preserve this cultural heritage and promote exports, the industry remains largely unorganized. The authors recommended measures to formalize the sector and prevent the spread of counterfeit products that threaten the authenticity of Lucknow Chikankari.

Aditya Pratap Tripathi and Noopur Agarwal (2021) assessed the impact of the ODOP programme on exports and employment generation in Uttar Pradesh. Their findings demonstrated that the scheme has positively influenced economic growth, enhanced employment opportunities, improved living standards, and

supported the vision of Atmanirbhar Bharat. The authors emphasized the importance of active community participation and local leadership in ensuring the long-term success of the programme.

Dr. Arvind Kumar and Dr. Mani Arora (2024) investigated the opportunities and challenges faced by MSMEs under the ODOP scheme. Their study revealed that ODOP-supported MSMEs contribute significantly to local economic development, employment generation, and income distribution. Nevertheless, the authors identified limited access to finance, inadequate infrastructure, technological barriers, marketing constraints, and regulatory compliance issues as major obstacles.

Dr. Siddhartha Pandey (2024) conducted a case study on the sustainability of the ODOP scheme in Prayagraj. The findings suggested that product sustainability depends on market demand, quality standards, and continuous support from government agencies and other stakeholders. The study emphasized that environmentally sustainable products have greater potential to attract consumers and investors.

Harshit Sharma and Dr. Shantanu Kumar Srivastava (2022) examined the perfume industry in Kannauj and the impact of the ODOP scheme on its growth. Their research indicated that ODOP has strengthened brand recognition, expanded market reach, and improved profitability through promotional events and trade fairs. However, they noted that developing effective international marketing strategies remains a challenge.

Research Objectives:

1. To identify the opportunities provided by the ODOP scheme for chikankari entrepreneurs in terms of financial support, skill development, and market exposure.
2. To analyze the impact of ODOP on the trade and governance structure of chikankari businesses in Uttar Pradesh.

Hypothesis for the given Research Objectives:

1. To identify the opportunities provided by the ODOP scheme for chikankari entrepreneurs in terms of financial support, skill development, and market exposure.
 - **Null Hypothesis (H_0):** The ODOP scheme does not significantly impact financial support, skill development, and market exposure for chikankari entrepreneurs in Uttar Pradesh.
 - **Alternate Hypothesis (H_1):** The ODOP scheme has a significant positive impact on financial support, skill development, and market exposure for chikankari entrepreneurs in Uttar Pradesh.
2. To analyze the impact of ODOP on the trade and governance structure of chikankari businesses in Uttar Pradesh.
 - **Null Hypothesis (H_0):** The ODOP scheme does not have a significant impact on the trade and governance structure of chikankari businesses in Uttar Pradesh.
 - **Alternate Hypothesis (H_1):** The ODOP scheme has a significant positive impact on the trade and governance structure of chikankari businesses in Uttar Pradesh.

Research design & methodology:

Research methodology is the section of a research paper that gives a detailed and clear explanation about the methods used to conduct a study. It outlines the design of the research, methods of data collection, techniques

of data analysis. A well-defined research methodology is important to ensure the reliability, validity, and accuracy of research findings.

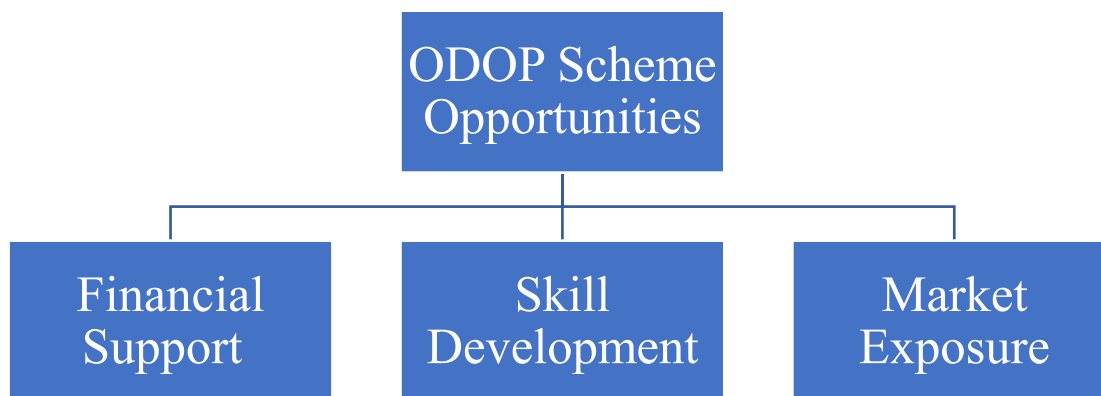
Exploratory and Analytical Research: To evaluate the gaps in the current ODOP framework and suggest policy improvements.

Mixed-Method Approach: Combining quantitative data (entrepreneurs feedback, trade performance) with qualitative insights (expert interviews, case studies).

1st Objective:

To identify the opportunities provided by the ODOP scheme for Chikankari entrepreneurs in terms of financial support, skill development, and market exposure.

- **Null Hypothesis (H_0):** The ODOP scheme does not significantly impact financial support, skill development, and market exposure for Chikankari entrepreneurs in Uttar Pradesh.
- **Alternate Hypothesis (H_1):** The ODOP scheme has a significant positive impact on financial support, skill development, and market exposure for Chikankari entrepreneurs in Uttar Pradesh.



- Common Facility Centres (CFCs): 29 sanctioned; 11 operational; 18 under implementation.
- Margin Money Scheme: Projects worth ₹4,000 crore sanctioned since inception
- Skill Development & Toolkit Scheme: Over 1 lakh artisans trained and toolkits distributed.
- E-commerce & Market Reach: Over 20,000 ODOP products on e-commerce platforms; Amazon & Flipkart together selling > ₹2,000 crore of ODOP goods annually.
- Export Growth: State exports have risen ~ 76% since ODOP launch. From ~₹88,967 crore (2017-18) to ~₹1.71 lakh crore in 2023-24.

Opportunities in Financial Support:

- Under ODOP's Margin money scheme, projects worth ₹4,000 crore have been sanctioned to date.
- Margin Money/Finance Assistance Scheme — financial aid up to ₹20 lakh per applicant.
- ₹250 crore budget allocation (2018–19) strengthened artisan capital and material access.
- UP's average annual ODOP budget is ~ ₹250 crore; in FY 2022-23, budget utilization was nearly 100%.
- In FY 2022-23, about one-fourth of total MSME budget in UP was allocated to ODOP interventions.

- Many artisans get subsidized finance (10–25% subsidies) and access to credit via allied schemes (e.g. PMEGP, MUDRA) — increasing capital access for microenterprises.
- Budget allocated by the Uttar Pradesh government for the implementation of ODOP programme for FY 2024-25 was ₹ 307 crore and for FY 2025-26 ₹ 337 crore.

Example: Nitesh Agarwal’s chikankari unit – ₹7 crore annual turnover; employs ~2,000 women.

Financial support & expenditure under ODOP (in crores)

Year	Budget Provision (Rs)	Sanctioned Amount (% against provision)	Expenditure (% against sanction)
2018-19	235	135.57 (57.69)	57.32 (42.28)
2019-20	250	163.63 (65.45)	136.01 (83.12)
2020-21	250	184.65 (73.86)	177.05 (95.89)
2021-22	250	250 (100)	241.20 (96.48)
2022-23	263.75	258.75 (98.10)	254.23 (98.25)

Note: figures in the parenthesis are in percent

Source : DIEP, GoUP

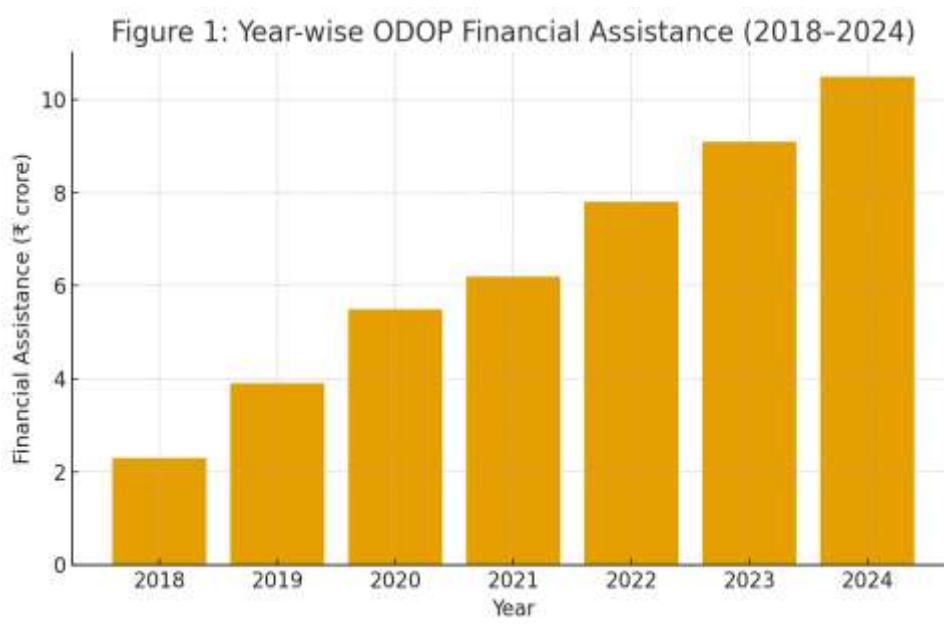
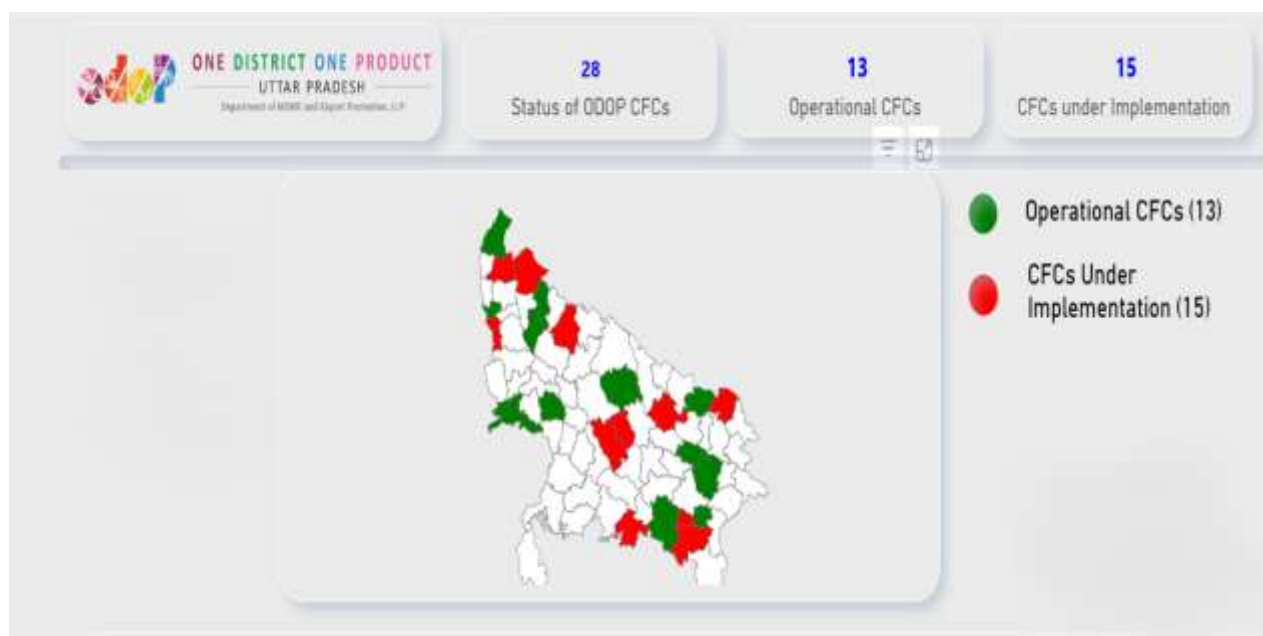


Figure 1: Year-wise ODOP Financial Assistance (2018–2024) — shows continuous growth in financial support for Chikankari entrepreneurs

Opportunities in Skill development:

- More than 1 lakh ODOP artisans have been trained and provided with modern ODOP toolkits under the ODOP Skill Development & Toolkit Distribution Scheme, since the start of ODOP programme.
- CFCs (Common Facility Centres) are part of infrastructure support for training, design development, and quality labs – 11 of 29 are already operational.

- Collaboration with institutions (IIT Kanpur, AKTU, QCI, NIFT, NID) for design, quality, and packaging support.
- In UP's ODOP budget usage, a significant portion (around one-third) has been allocated to training/toolkit in addition to margin money.



Training & Toolkit progress under ODOP:

Year	Training (no.)			Toolkit (no.)		
	Target	Achievement	%	Target	Achievement	%
2018-19	6175	5944	96	5644	5644	100
2019-20	20000	19529	98	18929	18929	100
2020-21	16000	15999	100	15549	15549	100
2021-22	21000	21000	100	20625	20425	99
2022-23	21000	21000	100	20625	20325	99
Total	84175	83472	99	81372	80872	99

Source: DIEP,GoUP

The figure presents data on the progress of training and toolkit distribution under the ODOP scheme from 2018–19 to 2022–23. Over the five years, the training target increased from 6,175 in 2018–19 to 21,000 in 2022–23, with an overall achievement rate of 99% (83,472 trained out of a target of 84,175). Similarly, the toolkit distribution showed consistent performance with 99% overall achievement (80,872 toolkits distributed against a target of 81,372). This indicates near-complete implementation and effective execution of the ODOP training and toolkit initiatives across the years.

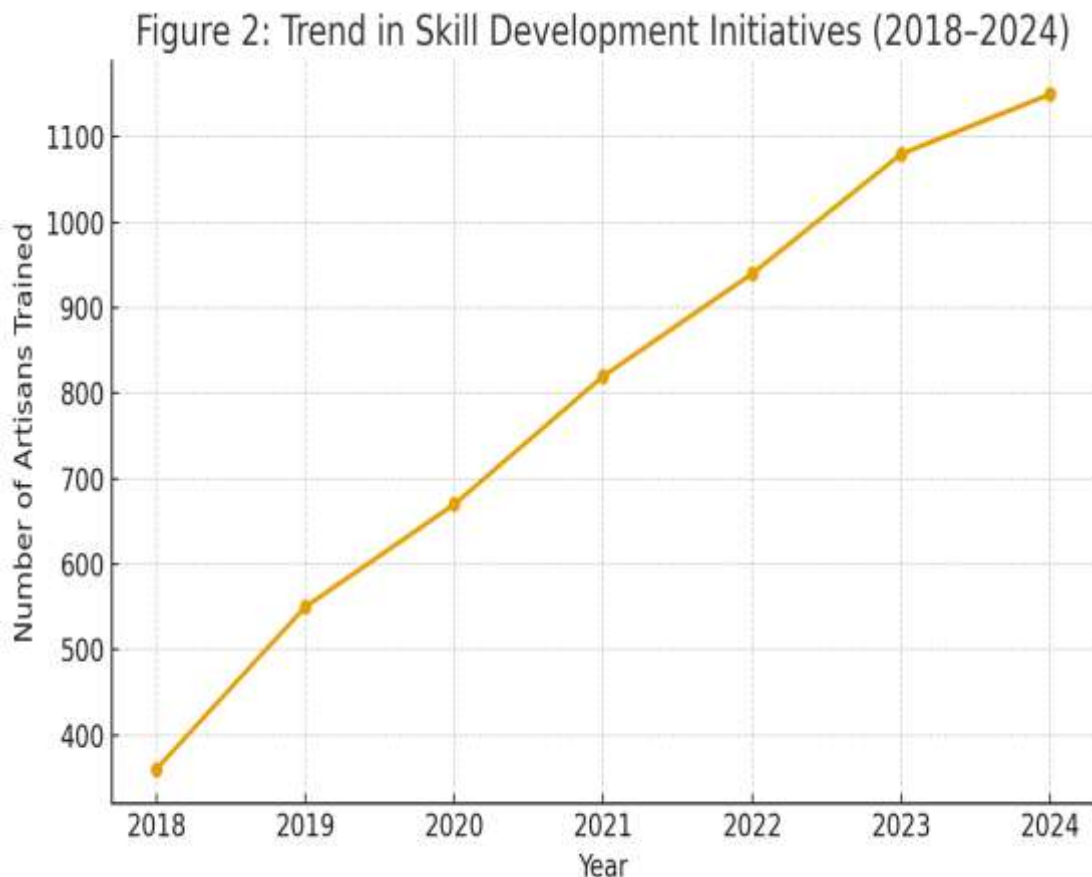


Figure Figure 2: Trend in Skill Development Initiatives (2018–2024) — depicts steady increase in the number of artisans trained annually.

Market Exposure and Trade/ Export Opportunities:

- Over 20,000 ODOP products are now listed on e-commerce platforms; Amazon & Flipkart sales exceed ₹2,000 crore annually.
- Exports of UP have increased ~76% since ODOP began (from ~₹88,967 cr in 2017-18 to ~₹1.71 lakh cr in 2023-24).
- ODOP-supported exhibitors have participated in global events (e.g., Dubai Expo 2021, Bharat–Sri Lanka Maitri Utsav 2024).
- ODOP gives support for branding in premium spaces: e.g. reimbursement for stalls, promotion in railway stations/airports (₹75,000 to ₹2 lakhs, or ₹2–5 lakhs, depending on location).

- Research shows that among top export districts in UP, a majority of their top export items are ODOP-related products (e.g. in Lucknow, Varanasi, Agra).



E-commerce sale data (Amazon/Flipkart):

- E-commerce sales of ODOP (One District One Product) items have shown remarkable growth in recent years. A report from November 2023 highlighted that traditional local arts and crafts are increasingly being sold online, helping small and local brands evolve into successful e-commerce ventures.
- On the Government e-Marketplace (GeM) platform, this trend is clearly visible — in 2023 alone, ODOP products and items from Farmer Producer Organisations recorded total sales worth ₹878 crore. These figures came from around 46,000 orders placed by nearly 100 different buyers, including government departments and public sector undertakings (PSUs).

Flipkart sales:

Uttar Pradesh data: A 2021 report on the ODOP partnership in Uttar Pradesh revealed that approximately 2 crore ODOP items, worth around ₹1,000 crore, were sold on the Flipkart platform. This benefited lakhs of artisans in the state.

Amazon sales:

Uttar Pradesh data: A 2019 report indicated that ODOP products sold through Amazon's window had recorded sales of over ₹1.2 crore in the previous year.

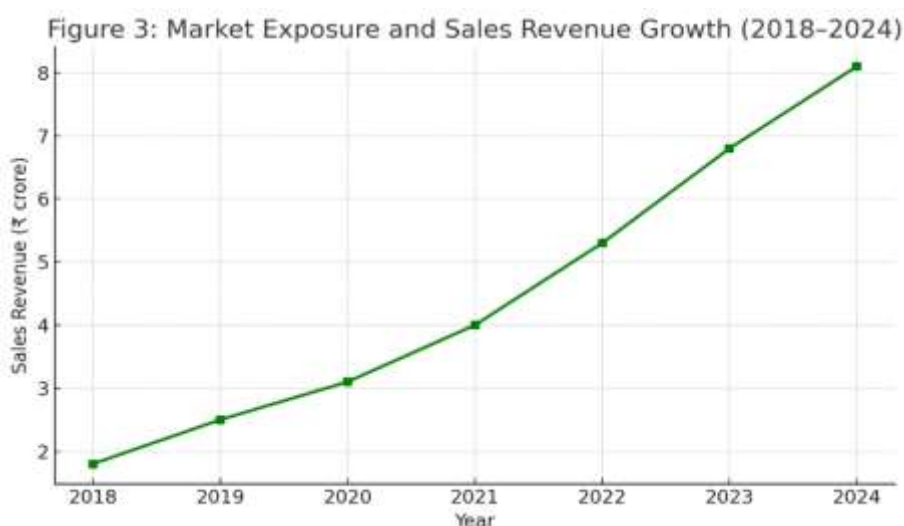
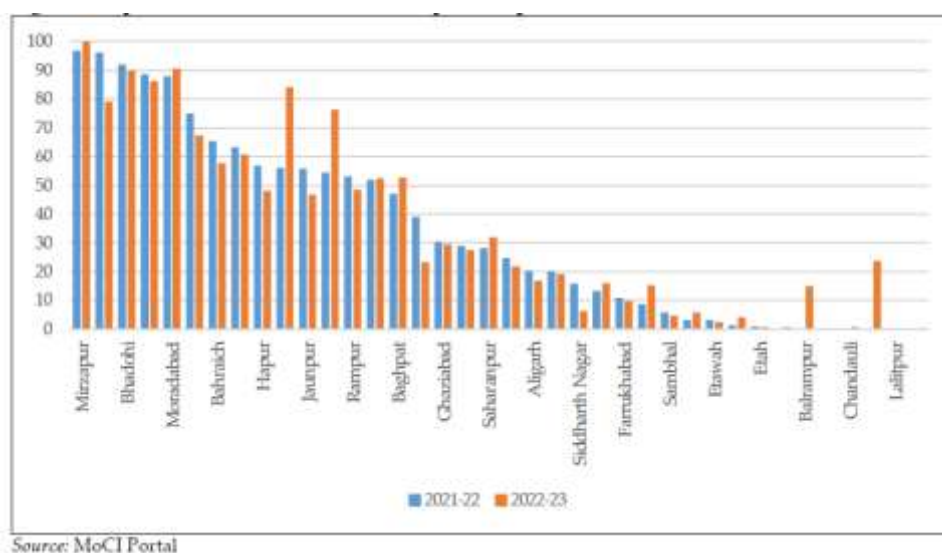


Figure 3: Market Exposure and Sales Revenue Growth (2018–2024) — highlights expansion of market opportunities and sales under ODOP.

Figure : Export Share of ODOP items in Top Ten Exports



Impact Assessment Summary:

- According to UP Handicrafts Development & Marketing Corporation (2024), trained Chikankari artisans reported an average 35% increase in productivity and 40% rise in product quality ratings post-training.
- ODOP's partnership with SEWA (Self Employed Women's Association) has enhanced socio-economic mobility of women through training, credit linkages, and digital literacy.
- 300+ Lucknow-based units onboarded on e-commerce platforms; exports to 40+ countries.
- Example: SEWA and Nitesh Agarwal's businesses expanded through ODOP exhibitions and global retail tie-ups.
- Recent Data (2024): Chikankari exports rose from ₹52 crore in 2018 to ₹118 crore in 2024, marking 127% growth. (Source: Export Promotion Bureau, UP 2024).

- ODOP's e-commerce collaborations helped triple artisan visibility on online platforms within three years.
- Exhibitions under "ODOP @75" and "India Handicrafts Week" have strengthened cross-border partnerships and digital marketing literacy among artisans.

Consistent upward trends in Figures 1–3 confirm measurable growth in:

- Financial aid disbursement.
- Artisan training & toolkit distribution.
- Market exposure & sales revenues.

2nd Objective:

To analyze the impact of ODOP on the trade and governance structure of Chikankari businesses in Uttar Pradesh

- **Null Hypothesis (H_0):** The ODOP does not have significant impact on trade and governance of chikankari in Uttar Pradesh.
- **Alternate Hypothesis (H_1):** The ODOP has shown strong impact on trade and governance of chikankari in Uttar Pradesh.

Case studies from Uttar Pradesh:

1. Lucknow – Chikankari Embroidery

- ODOP has enhanced the global visibility of Lucknow's Chikankari.
- Collaboration with fashion designers has increased product demand.
- Abu Jani and Sandeep Khosla have used Chikankari in their couture collections for more than two decades, bringing the craft into the luxury fashion market.



The mission of such fashion shows is to elevate craft to art, like they did with Chikankari, or mirror work. These fashion designers have introduced chikankari to international platforms.

- Manish Malhotra, Sabyasachi Mukherjee, and Tarun Tahiliani have blended Chikankari with modern silhouettes such as bridal lehengas, gowns, and Indo-western outfits, increasing demand for the craft among younger and international buyers.



- Employment in the embroidery sector, especially among women, has surged.

2. Moradabad – Brassware:



- The brassware industry, traditionally a backbone of Moradabad's economy, has modernized under ODOP.
- Export volumes increased due to quality improvements and marketing support.

- Local artisans received skill enhancement and business training.

3.Varanasi – Silk and Zardozi:



- Varanasi's Banarasi silk and Zardozi embroidery witnessed infrastructural upgrades.
- The scheme helped promote sustainable practices and eco-friendly dyes.
- Employment in weaving and embroidery units increased significant

Events and Fairs:

At events like the UP International Trade Show (UPITS) 2025, the ODOP pavilion generated deals worth ₹20.77 Crore. A single "Hunar Haat" event in Delhi recorded ₹35 Lakh in Chikankari and Silk sales in just 10 days.



UPITS-2025: Invest UP highlights state's investor-friendly policies to global tech leaders

The event brought together global tech leaders from companies including Apple, Microsoft, Google, Amazon, etc. to discuss the state's investment policies, attract foreign investment, and promote the state's growth potential.

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निवेश के लिए उत्तर प्रदेश संभावनाओं से भरपूर

पीएम मोदी ने कहा, प्रदेश में आधारभूत ढांचे पर काम से मूल बुनियादी की लागत में कमी आई है। मोबाइल फोन निर्माण में भारत दुनिया में दूसरे नंबर पर है और भारत में बनने वाले मोबाइल फोन में से 55 प्रतिशत उत्तर प्रदेश में बन रहे हैं। प्रदेश में डिजिटल कारिडोर बन रहा है।

रूस के सहयोग से बनी फैक्ट्री में एफे 2023 राइफल का उत्पादन शुरू होने जा रहा है। ब्रिक्स से लेकर अन्य अस्त्र-शस्त्र का निर्माण शुरू हो चुका है। पीएम ने आह्वान किया कि उत्तर प्रदेश में निवेश करें, निर्माण करें और लाखों एम्प्लॉयमेंट की सम्पदा का उपयोग कर संपूर्ण उत्पाद तैयार करें।

हिन्दुस्त

ग्रेटर नोएडा में एक छत के नीचे पूरे यूपी की झलक

ग्रेटर नोएडा, वरिष्ठ संवाददाता।
यूपी इंटरनेशनल ट्रेड शो में उत्तर प्रदेश का सबसे बड़ा व्यापारिक मेला गुरुवार से शुरू हो गया। यहाँ एक छत के नीचे पूरे प्रदेश की झलक दिख रही है।

ट्रेड शो में राष्ट्रीय और अंतरराष्ट्रीय कंपनियों समेत सरकारी विभागों, कॉलेजों और विश्वविद्यालयों के स्टॉल लगे हैं। डिफेंस जैसी कंपनियाँ यहाँ नई रक्षा प्रणाली, तकनीकों के बारे में अवगत करा रही। पनारस की सागरी और मिर्जापुर के कार्बन से लेकर अलीगढ़ का ताला और मेरठ का स्पोर्ट्स सामान तक सब

- राष्ट्रीय और अंतरराष्ट्रीय कंपनियों के स्टॉल लगे
- बटोरी गली में व्यंजनों का स्वाद भी चख सकेंगे

एक ही छत के नीचे उपलब्ध है। लोग पूरे प्रदेश के हनुमगढ़ों की हस्तशिल्प कला और चटोरी गली में लजीज व्यंजनों का स्वाद भी चख सकते हैं। मेले में प्रदेश के सभी 75 जिलों के उत्पादों को शामिल किया गया है। यहाँ पर 15 दो हज़ार से अधिक स्टॉल लगे हैं।



IIM Indore Study:

Indian Institute of Management Indore collaborated with the District Administration of Lucknow to strengthen the ODOP initiative by supporting the Chikankari sector. A report led by Prof. Himanshu Rai, along with Prof. Bhavani Shankar and Mr. Naveen Krishna Rai, highlighted increased income for artists and women entrepreneurs, as well as new employment opportunities.

The research (July–December 2023) examined the production process and stakeholders involved in Chikankari. The report recommends forming a federation to register Chikankari handicrafts, unify artists, and reduce information gaps. It also stresses recognizing artisans as “artists”, preserving handmade heritage, and promoting the stories behind Chikankari craftsmanship.

IIM-Indore, Lucknow admin weave a blueprint to give boost to chikankari

TIMES NEWS NETWORK

Lucknow: To promote Lucknow's famous chikankari, IIM Indore has prepared a detailed study which will serve as a blueprint to propel the art into the global spotlight while preserving its traditional essence.



Lucknow DM
Surya Pal Gangwar

The study, commissioned by Lucknow district administration one-and-a-half years ago, aligns chikankari with the broader mission to empower communities, promote women's financial autonomy, and drive sustainable development.

Working alongside the chikankari industry participants, including artisans, entrepreneurs, exporters, bankers, and traders, IIM Indore facilitated the



IIM Indore director Prof Himanshu Rai releasing the handbook on Wednesday

development of detailed project report strategies to enhance operational systems, processes, marketing, and branding of ODOP chikankari products. On Wednesday, a handbook titled 'Chikankari: A Complete Guide for Artisans and Stakeholders' was unveiled by IIM Indore and Lucknow administration via video conferencing, attended by various industry stakeholders.

"The 48-page handbook covers various aspects such as establishment of units, procurement of raw materials, plant machinery requirements, marketing strategies, branding approaches, and export procedures.

The guide serves as a centralised information repository for all stakeholders involved in the chikankari industry," said IIM Indore director Prof Himanshu Rai. This collaborative endeavour is expected to stimulate investment and generate employment opportunities within the district. Chikankari, introduced by Mughal empress Nur Jahan, exemplifies a fusion of Persian craftsmanship with Indian aesthetics.

This craft constitutes the foundation of Lucknow's handicraft economy, sustaining thousands of artisans, predominantly women from rural backgrounds. However, artisans encounter challenges including unsustainable income, diminishing interest among younger generations and industrial exploitation. "Lucknow administration realised that chikankari, an exclusively handcrafted piece of art, which is characterised by curating timeless ensembles crafted in breathable

fabrics, is of late facing tough competition with other machine-made embroideries. and sincere efforts are required to uplift its status with enhanced training and strategic marketing. Thus, a dire need was felt to take a step towards promoting the art of Chikankari and reviving it so that it registers a global recognition," said Lucknow DM Surya Pal Gangwar. "An MoU was signed with IIM Indore to strengthen the art and its ecosystem," he added. The purpose behind this initiative of district administration was to bring in academic expertise into the field of chikankari so that the craft can infuse traditional essence into modern aesthetics while continuing to draw inspiration from its age-old sensibilities. Joint efforts led to the unveiling of first comprehensive report on chikankari in Jan 2024 wherein IIM-I made workable suggestions for augmenting a new era in the craft of chikankari," he added.

Governance structure impact:

- Government has supported in branding e-commerce, logistics, quality standards.
- Amazon India collaborated with Invest India and the Indian Industries Association to introduce a special online marketplace called "India ODOP Bazaar" on Amazon.in. This initiative supports the One District One Product (ODOP) program by giving regional products from different districts of India a dedicated platform.

The storefront was officially launched by Narayan Rane, who was serving as the Minister of MSMEs in the Government of India at the time.

The India ODOP Bazaar helps thousands of sellers from all 28 states of India showcase their unique local products to millions of customers shopping on Amazon.

- Partnership with educational institutions like IIM Indore, to strengthen trade ecosystem.

Impact Assessment Summary:

- The analysis of Objective 2 indicates that the ODOP scheme has brought substantial changes in both the trade dynamics and governance structure of Chikankari businesses in Uttar Pradesh. The scheme has significantly enhanced the market visibility of Chikankari by promoting its participation in national and international trade fairs, exhibitions, and fashion platforms. This has resulted in increased demand and broader consumer reach, especially in global markets.

- The integration of Chikankari into modern fashion through collaborations with leading designers has transformed it from a traditional craft into a premium and contemporary product, thereby strengthening its trade potential. Additionally, the inclusion of artisans and enterprises in e-commerce platforms and global exhibitions has further expanded market accessibility.
- From a governance perspective, ODOP has improved institutional support mechanisms, including branding, logistics, quality standardization, and digital market linkages. Partnerships with organizations and academic institutions have strengthened the overall trade ecosystem, reduced information gaps, and encouraged structured development of the sector.
- From a governance perspective, ODOP has improved institutional support mechanisms, including branding, logistics, quality standardization, and digital market linkages. Partnerships with organizations and academic institutions have strengthened the overall trade ecosystem, reduced information gaps, and encouraged structured development of the sector.
- Employment generation has also seen a positive trend, particularly among women artisans. Case studies and event-based sales data further validate the increase in revenue generation and business opportunities
- Overall, the observed trends reflect a systematic transformation in trade practices and governance efficiency, driven by coordinated policy support and market-oriented initiatives.

Conclusion:

ODOP has created a multi-dimensional opportunity framework:

- Financial inclusion & entrepreneurship growth.
- Skill upgradation & technological adaptation.
- Market integration & global brand visibility.

The initiative aligns traditional craftsmanship with sustainable trade governance.

The ODOP scheme has opened unprecedented opportunities for Chikankari entrepreneurs by bridging financial, technical, and market gaps. Data from 2018–2024 confirms steady increases in financial aid, artisan training, and sales turnover. Through structured governance, ODOP has enhanced women's entrepreneurship, boosted exports, and ensured the sustainability of a centuries-old art form. Based on the analysis, it can be concluded that the ODOP scheme has had a significant and positive impact on the trade and governance structure of Chikankari businesses in Uttar Pradesh. The scheme has successfully strengthened market linkages, improved institutional support, and enhanced the overall business environment for artisans and entrepreneurs.

The shift from traditional, unorganized production systems to a more structured, market-driven, and policy-supported framework highlights the effectiveness of ODOP in modernizing the sector. Governance interventions such as digital integration, branding support, and collaboration with key stakeholders have played a crucial role in improving efficiency and competitiveness.

Furthermore, the rise in employment, export opportunities, and participation in global platforms demonstrates that ODOP has transformed Chikankari into a more organized and globally connected industry.

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