



ONE DISTRICT ONE PRODUCT

UTTAR PRADESH

Department of MSME and Export Promotion, U.P.



[Home](#) [About ODOP](#) [Achievements](#) [Entrepreneur](#) [Tenders](#) [Exhibitions & Fairs](#) [RTI](#) [Reports](#) [Downloads](#)

[Media](#) [Buyers and Sellers Platform](#) [Apply Online](#) [Contact Us](#)

Frequently Asked Questions (FAQs)

[Home](#) / [About ODOP](#) / [Frequently Asked Questions \(FAQs\)](#)



What is ODOP Programme?



The One District One Product (ODOP) Programme was envisioned and subsequently inaugurated on January 24, 2018 by the Hon'ble Chief Minister of UP – Shri Yogi Adityanath on the day of Uttar Pradesh Divas. This project by Government of Uttar Pradesh (GoUP) aims to encourage more visibility and sale of indigenous and specialized products/crafts of Uttar Pradesh, generating employment at district level. In this project, one particular product is selected from every district of Uttar Pradesh. The selected product under ODOP is traditionally famous for their production and manufacturing from that particular district (e.g Lucknow is famous for zari-zardozi and chikankari). Many of these products are GI-tagged, which means they are certified as being specific to that region in Uttar Pradesh. The manufacturing process of a lot of these products are also dying community traditions that are being revived through modernization and publicization.



Under the ODOP project, artisans, production units and associations which are related to the selected products are promoted by lending loan, establishing Common Facility Centers, providing marketing assistance so these products can be popularized and employment can be generated at district level.

Objectives of ODOP Programme?

The objectives of the Programme are to:

- ⦿ Secure preservation and development of local crafts / skills and promotion of the art
- ⦿ Provide employment to youth and promote the competitive ecosystem in the state
- ⦿ Capacity building and promotion of local skills
- ⦿ Preventing migration by improving income and local employment in the state

- ⦿ Improvement in product quality and skill development
- ⦿ Increase overall exports of the selected products
- ⦿ Promote ODOP products to global level with the structured approach

What are the ODOP Schemes?

- ⦿ Common Facility Centre Scheme
- ⦿ Marketing Development Assistance Scheme
- ⦿ Finance Assistance Scheme (Margin Money Scheme)
- ⦿ Skill Development Scheme

What is the Marketing Development Assistance (MDA) scheme under ODOP?

The Market Development Assistance scheme is aimed at achieving fair pricing for the artisans, weavers, entrepreneurs and exporters of the ODOP products through better marketing. This scheme provides financial assistance to participants of national and international fairs/exhibitions for display and sale of their products selected under ODOP project. For details of the scheme, please visit <http://odopup.in/en/article/marketing-development-assistance-scheme> . For more assistance, please contact your nearest DIC.

What is the Margin Money / Financial Assistance Scheme? How much subsidy will be provided under the Margin Money scheme?

Under the Financial Assistance Scheme, all nationalized banks, regional rural banks and other scheduled banks will finance the scheme and the Department of Micro, Small and Medium Enterprises and Department of Export Promotion shall release the ODOP margin money subsidy against all applications submitted under the scheme. For: a) Enterprises with project cost upto INR 25 lakhs, 25% of the entire project cost subject to a maximum of INR 6.25 lakhs, whichever is less, shall be payable under the margin money scheme. b) Enterprises with project cost between INR 25 lakhs to 50 lakhs, INR 6.25 lakhs or 20% of the project cost whichever is more, shall be payable under the margin money scheme. c) Enterprises with project cost between INR 50 lakhs to 150 lakhs, INR 10 lakhs or 10% of the project cost, whichever is more, shall be payable under the margin money scheme. d) Enterprises with project costs exceeding INR 150 lakhs, 10% of the entire amount subject to maximum of INR 20 lakhs, whichever is less, shall be payable under the margin money scheme.

The margin money shall be merged with the subsidy after the enterprise has successfully completed 2 years of operation. Please visit <http://odopup.in/en/article/finance-assistance-schemes> for more details of the scheme. You can also contact your nearest DIC for more assistance.

What is the Skill Development scheme under ODOP?

Objective

The ODOP Skill Development and Tool Kit Distribution Scheme is aimed at fulfilling current and future requirements of skilled work force in the entire value chain of ODOP products, across the state of Uttar Pradesh. Additionally, the scheme intends to equip the artisans / workers through distribution of relevant advanced tool kits.

Eligibility

- ⦿ The age of the applicant should be a minimum of 18 years
- ⦿ The applicant should be the resident of Uttar Pradesh
- ⦿ Educational qualification is not mandatory
- ⦿ The applicant shall not have availed any benefit with respect to the toolkit from either the GoI or the State Government in last 2 years
- ⦿ As per the scheme, the applicant or any of its family member shall be eligible to apply for the scheme only once. For the purpose of this scheme, husband and wife constitute a family
- ⦿ An affidavit is to be presented for meeting the eligibility criteria under the scheme

Incentives

- ⦿ Artisan who are already skilled shall be imparted required training through RPL (Recognition of Prior Learning) and shall be certified through relevant Sector Skill Councils (SSCs)
- ⦿ Unskilled artisans shall be provided a 10-day training. Post completion of training, these artisans shall also be certified under RPL
- ⦿ All the trainees shall receive an honorarium of Rs. 200 per day during the training period
- ⦿ An advanced toolkit, free of cost, shall be provided by the department to the trained artisans

For more detailed information please visit <http://odopup.in/en/article/skill-development-scheme>. You can also contact your nearest DIC for more assistance.

What is the Common Facility Centre (CFC) scheme?



Objective of the CFC scheme



To establish a CFC which would encompass following activities:

- ⦿ 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
- ⦿ Information, Communication and Broadcasting Centre
- ⦿ Packaging, Labelling and Barcoding facilities
- ⦿ Other such facilities related to missing link of value chain



Eligibility

Entities or organisations that can participate in the establishment of CFC include NGOs (Non-Governmental Organizations), Volunteer Organizations, Self Help Groups, Producer Companies, Private Limited Companies, Limited Liability Partnership, and Cooperatives

Process of establishing a CFC

- ⦿ A Special Purpose Vehicle (SPV) to be created by any of the entities, as mentioned in Section II
- ⦿ The SPV shall comprise of minimum 20 members. Out of the total members, a minimum of two-third members shall be related to the ODOP programme
- ⦿ The SPV should be registered with appropriate registration authorities

- ⦿ The SPV must include ODOP product related stakeholders and a State government representative
- ⦿ No single member should hold more than 10% of the total SPV's shares
- ⦿ The SPV shall be responsible for the management, operation and maintenance of the CFC and no recurrent expenditure would be borne by the state under the scheme
- ⦿ EOI (Expression of Interest) would be invited from interested parties

Incentives

- ⦿ For CFCs of project cost up to Rs. 15 crores, the State government shall provide a financial assistance up to 90% of the project cost, while a minimum of 10% would be borne by the SPV
- ⦿ Financial assistance would also be given for CFCs of project cost more than Rs 15 crores, provided the State's share would be calculated on Rs 15 crores only
- ⦿ The State government can also sanction capital for the projects of similar nature, previously approved by the Central & the State governments, which are incomplete due to the lack of funds. For supporting such incomplete projects, proper justification would be provided.

For more detailed information please visit <http://odopup.in/en/article/skill-development-scheme>. for more assistance, please contact your nearest DIC.

Is there any age criteria to apply under the ODOP Programme?

Age of the applicant must be 18 years or above.

Who can I contact for more information regarding ODOP related queries?

Anyone can contact the toll free number 1800-1800-888 and/or visit their nearest DIC for more assistance.



Is there any scheme for exclusively for women?

There is no specific ODOP scheme designated for women only. However, women entrepreneurs can apply for benefits under Stand Up India scheme. For details visit http://odopup.in/site/writereaddata/siteContent/201904231509356684STANDUP_230419.pdf?cd=MQA3ADIA

List of products selected in different districts under ODOP?

Please visit <http://odopup.in/en/page/district-wise-products>.

Can I avail the benefits of the ODOP Programmes if my product is listed but from a different district?

No. Benefits are only available to applicants who are involved in the production of district wise enlisted products.

How many members from a family can be benefitted under this Programme?

One member per family can avail this benefits of the ODOP Programmes.

If any person has already taken loan under any other government scheme, can he/she apply under schemes or eligible to get loan under ODOP?

The applicant will not be eligible for the schemes under ODOP, if he/she has already availed benefits from similar type of schemes. However, kindly refer the specific scheme for more clarity.

What if any bank denies from giving loan even after approval from authority (DIC)?

The applicant can ask for the reason of denial from bank manager and if no appropriate/satisfactory answer is received he/she can take help from the Banking Ombudsman. Any complaint related to banks will be addressed by Banking Ombudsman. For more details, please

visit https://www.rbi.org.in/Scripts/bs_viewcontent.aspx?Id=159

ABOUT ODOP

Introduction

District Wise Products

Messages



President



Vice-President



Prime Minister

Governor

Chief Minister

Minister

Former Chief Secretary

Objective

Mission & Vision

Brand ODOP

Budget

Government Orders

Frequently Asked Questions (FAQs)



[Feedback](#) [Terms & Conditions](#) [Copyright Policy](#) [Privacy Policy](#) [Hyperlinking Policy](#) [Help](#)

This is the official Website of One District One Product, Government of Uttar Pradesh

Content on this website is Published and Managed by ODOP Cell, Uttar Pradesh.

For any query regarding this website, Please contact the "[Web Information Manager](#)".

Last Updated on : Monday, Dec 14 2020 2:21PM



Get updates in your inbox



Number of Visitors:

01224576



Powered by: OmniNet