

An Analytical Study of Positive Impact of Odop on Migration Check from Rural Areas to Urban Areas with Reference To Uttar Pradesh

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1. INTRODUCTION

ODOP programme was introduced by the Government of Uttar Pradesh in 2018 to promote State's local and specialized production of art and handicrafts district wise. 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. The people living in rural areas are not really living a good lifestyle. Some of them are so poor that they cannot even afford two meals a day. It can't be said that they do not possess any skill to earn money. Instead, they are skilled but they do not have enough opportunities in the villages to work and earn money. So those who are skilled and wish to work migrate to urban areas for seeking employment to earn money so they could feed themselves as well as their families. There were several other reasons for migration such as poverty, lack of basic amenities like education and health care facilities, lack of work opportunities, to improve their socio-economic conditions, due to natural disasters, due to lack of infrastructure. From the above reasons, the strongest reason for migration from rural area to urban area is lack of employment in rural areas. So to resolve such problems, the Government has initiated One District One Product Scheme to achieve the vision of "Atmanirbhar Bharat" by fostering balanced regional development throughout the country. The other initiative that Government took which played an important part in the encouragement of our product was "Vocal for local". It is an initiative of NITI Aayog under its Aspirational Blocks Programme to encourage a spirit of self-reliance among the people and propel them towards sustainable growth and prosperity. Now, the question arises that how does ODOP Scheme help to check the migration by villages ? Below are the supporting points which are showing that ODOP are offering these benefits under the different scheme :

- Easy availability of loans.
- Availability of micro-finance to villagers for setting up a new unit
- Infrastructure support is offered for branding & marketing of product.
- Training centres are opened to provide training on entrepreneurial growth, operations, marketing, accounting, etc.
- Establishing common facility centres providing marketing assistance.
- Distribution of tool kit to the workers or artisans to strengthen the production chain
- Creating employment opportunities.
- Groups like Producer Cooperatives, Self-help groups(SHG), and others receive a credit-linked grant of 35% to aid their operations, including sorting, grading, storing, packing, processing, and related tasks.
- Branding and marketing support is extended to SHGs and cooperatives through grants, covering upto 50% of the total expenditure for the ODOP product at the state or regional level.
- A credit-linked capital subsidy of upto rupees 10 lakh or 35% of the eligible project cost is available under the Pradhan



Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme with the ODOP approach.

So if these facilities are made easily available in the villages, the migration of villagers goes down. Or we can also say that the above mentioned points were the problems which were faced by the people of rural areas and ODOP has solved most of these problems. It was not easy for them to migrate to urban areas but was their necessity to earn their bread. The migration check due to ODOP helped the villagers in retention and development of their local art and will also help the new generation in retaining their art. Living in villages helps in their as well as other villager's economic development. A person who gets employment under ODOP will also help in generation of employment to others in addition to self. ODOP also helps in development of the state via cluster development. Staying back at their own villages also resolves other indirect problems of the villagers such as the social crime (rape cases, ill treatment with women by other men) will also reduce because now their husbands will be staying with them. Earlier the women and kids had to live without the men and husbands in the family; now staying back here they can enjoy family happiness.

Even cities were facing problems due to migration of villagers to cities. Every city and their facilities are developed in accordance to their

population so if more people comes, it become overcrowded falling short of every facilities be it food facility, house facility, or any other facility. So with introduction of ODOP scheme, the villagers will stay back in villages keeping a check on migration.

Purpose of the study

The purpose of the study is to evaluate the positive impact of OPOD to check the migration from rural area to city and other states. However there are many objectives of ODOP Programme launched by the Uttar Pradesh Government but ultimate objective was to restrain the population at villages and prevent the migration from rural area to cities and other states. In the current study, we have evaluated the ODOP programme and found that how it is helpful to provide self employment in villages resulting fall in migration from rural area to urban area.

2. REVIEW OF LITERATURE

- 1) "Migrants" have been defined as those, for whom the last usual place of residence (UPR), any time in the past, is different from the present place of enumeration. UPR of a person is the place (Village or town) where the person has been staying in the village or town continuously for at least six months or more or intends to stay for 6 months or more.
- 2) Abhishek Anand (2018): Self help Groups (SHGs) are an effective way to ensure the poor have access to credit and a way to develop the habit of saving money. The goal of SHG is to develop leadership and empower the poor. A SHG is a group voluntarily formed by the rural poor, in which the members of the group can easily save as much as they want, to contribute to a consolidated fund and to provide credit to the group members for productivity or emergency needs.
- 3) Ruchi Singh (NSSO Unit Level analysis)(2020): Migration is often adopted strategy by rural poor to diversify income and risks in less developed economies. Uttar Pradesh has witnessed enormous increase in out migration (NSSO) in recent era as a result of above-mentioned factors. Paper employs migration unit level data given by National Sample Survey 64th round (2007- 2008). From data analysis of study finds out that most of the male out-migrants

are from the house hold type self-employed in agriculture and moreover those who are having marginal landholdings.

- 4) Raghubar Dayal Mishra (2022): The objective of the ODOP scheme is to convert each district of the country into a manufacturing and export hub by identifying products with export potential in the district. The study aims to analyze the overall development of ODOP scheme across India in various sectors, initiatives taken by Government and Private Agencies and identify the role of digital marketing in export potential of ODOP.
- 5) Uma Shankar Yadav & Ravindra Tripathi (2022): ODOP when started in 2018 in UP incited by Japan government in 1979 and it became so famous in UP to boost economy and artisans of 75 districts up women artisan increase and transformed in entrepreneurship UP and northeast of India before pandemic were experiencing an economic renovation through transformation technology but pandemic has slowdown their speed but after then it again increasing by the national slogan of vocal for local through Atmanirbhar Bharat Abhiyan, through the growth of women-oriented handicraft industries like Moonj craft, bamboo craft.
- 6) Akhilesh Chandra Pandey & Abhishek Tiwari (2023): Vast varieties of Indians lives in villages and rely on agriculture, related activities and otherworks for a living. However, because of poor state of living and inadequate revenue to meet their main needs, a novel population of such people has begun to migrate to urban regions in search of jobs and better living standard. To meet the growing demand for jobs, to increase the employment and lower the migration rate, the Government of India has adopted various initiatives, among which the OVOP (One village one product) and ODOP (One district one product) are in practice.



Objectives of the study

1. To identify the factors responsible for migration such as poverty, lack of basic amenities, unemployment, socio-economic factors and natural disasters.
2. To study the benefits of ODOP scheme in prevention of migration as well as their limitations.
3. To assess the impact of ODOP scheme of Uttar Pradesh in employment generation, economic growth and cluster development due to increase in local product sale through branding, promotion at local and International level through ODOP Yojana.

Hypotheses of the study

1. $H_{0:1}$ = ODOP scheme is not significantly correlated with employment generation and economic growth.
2. $H_{0:2}$ = ODOP scheme is not significantly correlated with cluster development due to increase in local product sale through branding and promotion at local and International level by ODOP Yojana.

3. RESEARCH METHODOLOGY

Sample size- Sample size of the study is 280 members as respondents from Uttar Pradesh. Sampling method and research design :- In this study we used cluster random sampling method and the sample has been selected using each strata on the basis of lottery method. The study adopted the exploratory and descriptive research method for the study. For the selection of samples, multi- stage sampling method was used. Uttar Pradesh is administratively divided into 75 districts. According to CBS (Central Bureau Statistics) report 2011, population of Uttar Pradesh is 199,812,341 approx. The total districts divided into 18 mandals (circles) in Uttar Pradesh and these mandals (circles) covered 7,71,778 self-help groups which registered under the scheme of National Rural Livelihoods Mission (NRLM) of Uttar-Pradesh and 81,45,304 members are registered under NRLM are prevailing the benefits of ODOP Yojana of Uttar- Pradesh. Now the total 75 districts of Uttar-pradesh divided into 4 strata according to its ecological and geographic distribution. The below table shows the strata wise population of these districts which covered under ODOP scheme of Uttar-Pradesh.

STRATA	DISTRICT	POPULATION OF NRLM SHG
First	Western region	34,43,689
Second	Central region	45,89,839
Third	Bundelkhand region	19,98,603
Fourth	Eastern region	36,76,841
Total	4	1,37,708,971

From the first strata Meerut District of Western region, from the second strata lucknow region, from the third strata Jhansi and from the fourth strata Varanasi of eastern region were taken. Above table shows that proportionate relationship between the NRLM self help group members registered under the ODOP scheme of Uttar Pradesh. For questionnaire, survey of 70 members as respondents selected from each sampled area. The respondents selected from the membership list which provided by the respective NRLM (Ministry of Rural Development) Government of India. Lottery system applies under the simple random sampling technique in each district to select the members.

Sample distribution

Strata	District	Registered members of SHG's under NRLM
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First	Meerut	70
Second	Lucknow	70
Third	Jhansi	70
Fourth	Varanasi	70
Total	4	280

Under the study the chi-square test was used to test the hypothesis. The present study is based on primary and secondary data both. Primary data was collected through structured questionnaire by survey and personal visits and secondary data is gathered through government websites, government reports and various newspapers.

Analysis of result

1. $H_{0:1}$ = The result of the hypothesis indicate that this variable is highly significant and it shows that as government provided many schemes which has made people more empowered and financially independent and is less interested to migrate themselves from their places. The chi square value is 495.11 and the P value is 0, this result is significant as P value is < 0.05 , hence the null hypothesis is rejected.
2. $H_{0:2}$ = The result of this hypothesis indicate that this variable is significant and it shows that due to branding mechanism of ODOP Yojana of UP, people are getting good value of their products at local and International level so they are interested to stay in their home town and also the local and international product sale has increased substantially due to the introduction of ODOP Yojana. The chi square value is 38.00 and the P value is 0, this result is significant as P value is < 0.05 , hence the null hypothesis is rejected.

4. CONCLUSION

This study provided the valuable insights into the various aspects of the ODOP scheme in Uttar Pradesh. After conducting comprehensive research and analysis, we have discovered that there is positive impact of the prevention of migration by providing local employment in the state. Prevention of migration promoted ODOP products to global level with structured approach but we have noticed several crucial findings about the challenges and opportunities faced by the village people who have adopted the scheme and who want to adopt the scheme to improve their economic status by self generation by preventing themselves from migrating from rural area to urban area. Our research had shown that while ODOP Scheme offered significant benefits to village people in terms of government support for Common Facility Centre Scheme, Marketing Development Assistance Scheme, Finance Assistance Scheme (Margin Money Scheme), Skill Development Scheme. It is essential to address the challenges and leverage the opportunities identified in this study to unlock the full potential of ODOP entrepreneurs from villages of Uttar Pradesh. By adopting a collaborative and evidence based approach, stakeholders can work together to create a conducive ecosystem for ODOP entrepreneurs growth which will helpful to control the migration problem from villages of Uttar Pradesh.

Suggestions of the study:

Despite these challenges, it is clear that people living in villages are being benefited under ODOP scheme getting self employment in his own village and improving economic conditions of self, and providing employment to other persons of village. Money spending by the ODOP person gives indirect benefits to other persons of the village. Thus ODOP scheme play an essential role in

driving local economic development, contributing to employment generation, income distribution and overall economic growth at village level resulting in prevention of migration from village to urban area.

To this end, we suggest to government and implementing authorities our following recommendations:

- There should be more than one product in one district, so that people interested and experienced in other field can take the benefit of the ODOP Scheme.
- There should be relaxation to take the benefits of the scheme for the product listed in other district.
- There should be relaxation to small entrepreneurs with project cost up to 25 lakhs in margin money. Margin money is



merged with the subsidy after 2 years of operation of unit. It should be disbursed at the start of project to solve the problem of margin money by entrepreneur.

- The financial institution should be bound to finance the units which have been approved by DIC.
- Proper technical knowhow should be made available to entrepreneurs.
- Adequate training institution should be installing in villages to help the ODOP scheme.
- Develop robust marketing strategies and export promotion initiatives to help ODOP entrepreneurs and workers access domestic and international markets, thereby expanding their customer base and revenue streams to retain the people in villages.
- Simplify regulatory compliance procedures, reduce bureaucratic hurdles and create a conducive business environment for ODOP entrepreneurs to retain them in villages.
- Common Facility Centres are not fully equipped and is not working to their full potential. Government should provide training in this regard

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