

Evaluating the Impact of One District One Product initiative on Economic Development in Gautam Buddha Nagar

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Abstract

The research paper discusses the impact of One District One Product in Gautam Buddha Nagar for local entrepreneurship, and incorporate traditional crafts into national and international value chains in order to promote economic growth. This study evaluate the ODOP's effects on economic growth in Gautam Buddha Nagar (GBN), a district famous for its varied industrial and MSME environment, with an focus on skill development, export promotion, employment creation, and income enhancement. This study evaluates the efficiency of financial assistance, branding, and digital marketing offered by ODOP using a different methods that combines primary data from regional businesses and craftspeople with secondary data on scheme implementation. Results show that marketing, export potential, and livelihood support especially for women are significantly build up. However, they also point to difficulties in reaching remote beneficiaries and infrastructural gaps. These findings suggest policy involvement for equal and sustainable growth, for make sure the country's economic growth path matches the government's plan to make India a fully Developed Nation.

Keywords: Gautam Buddha Nagar, Economic growth, Employment, One District One Product, Development, Evaluate MSME, Scheme, Policies, Path, Nation.

Introduction

Gautam Buddha Nagar is part of the One District One Product (ODOP) initiative, which was formally implemented on January 24, 2018, by the Uttar Pradesh government under the leadership of Chief Minister Yogi Adityanath. This analyzed figure marked the start of the state-by-state implementation, which defined and promoted each district's antique product within the existed scheme, such as ready-made clothes for Gautam Buddha Nagar. The ODOP project was introduced by the Uttar Pradesh government with the aim of identifying and creating a distinctive product in every district in way to foster economic growth. Under this initiative, ready-made clothing is Gautam Buddha Nagar's primary offering. Gautam Buddha Nagar, which includes the

industrial centre of Noida and Greater Noida, has been dubbed the "City of Apparel" because of its highlighting textile industry.

Gautam Buddha Nagar's Main Attraction: The "City of Apparel" Premade Clothes, moniker comes from Gautam Buddha Nagar's increasing ready-made clothing sector. Approximately 60% of the thousands of workers in this sector are women. Approximately 2500 businesses in the region produce ready-made clothing, which is then sent overseas. To provide the apparel industry with skilled craftspeople, a garment training facility was founded.

ODOP as a Program Flagship: The ODOP plan was introduced in 2018 by the Government of Uttar Pradesh. Its primary aim is to ignore out-migration while increasing local employment and income through the preservation, crafts, and traditional skills, advancement, and promotion of local arts.

In Gautam Buddha Nagar, a widely evolving region in the NCR, the ODOP initiative is an essential tool for leveraging local resources and traditional skills to increase economic progress. Gautam Buddha Nagar provides an antique environment for analyzing the efficiency of particular economic initiatives because of its robust infrastructure, favorable location and growing industrial and service sectors. Numerous MSME may be found in the area, including both traditional handicrafts and as well as modern industrial operations.

However, problems including unequal income distribution, talent shortages in local businesses, and limited market access for small producers still persist. Searching the products with substantial potential of market, supporting with the quality improvement, providing proper training and capacity of building, and connecting producers to bigger supply networks are the main goals of the Gautam Buddha Nagar ODOP initiative. By enhance the product specialization and increasing competitiveness, the initiative goals to raise household income, provide jobs, particularly for women and young people, and support rural region economic growth. Despite the program's developing financing and prominence, there is still a dearth of empirical evidence about its actual impact on district-level economic performance measures. Resulted as, it is crucial to achive how ODOP has impacted Gautam Buddha Nagar's employment rates, market access, company growth, and their income levels.

Statement of the problem

ODOP consistent effort in Gautam Buddha Nagar goal is to analyze the ready-made clothes industry, which gives significantly to the local region and develops a substantial amount of employment. Although the advantages, there are challenges that keep the Gautam Buddha Nagar ODOP project from realizing its full potential. Effective training programs are consistently needed to keep present with introducing industry standards and technical breakthroughs, even if there is an asking training centre to offer skilled craftsmen to clothing firms. While the ODOP initiative main objective to enhance the local industry, its successful implementation requires continued policy backing, streamlined processes, and the resolution of bureaucratic obstacles that may prevent growth. The ODOP initiative in Gautam Buddha Nagar has to solve these problems in order to achieve its objectives of enhancing exports, fostering sustainable economic growth in the region, and making the ready-made garment sector more competitive.

Literature Review

In order to boost traditional businesses that are unique to a certain region, the Uttar Pradesh government launched the One District, One Product (ODOP) initiative in 2018. The objective is to support & help fair regional development, preserve traditional crafts, and give employment. The Government of Uttar Pradesh (2018) states that the ODOP project uses monetary incentives, marketing support, and infrastructure development to influence district-specific goods. Ready-made clothes have been recognized as the ODOP goods because of Gautam Buddha Nagar's thriving garment sector, especially in Greater Noida and Noida. The space is house to about 2,500 garment manufacturing enterprises with an annual income of on an average ₹14,000 crore, employing 1000 of people, mostly women, as per the official ODOP website (odopup.in). As a consequence, the region is renowned for being much vital to in the export of the textile and clothing.

To enhance the efficiency and quality of production, the government has proposed manufacturing a centre for raw materials and updated training required at Gautam Buddha Nagar. As per the Invest India (2021), ODOP's primary aim is to aligns with the Atmanirbhar and "Make in India" Bharat aims by helping MSMEs and indigenous businesses. The Gautam Buddha Nagar plan might be a national framework for the clothing manufacturing sector if it is helped by continuous policy implementation, and

infrastructure development. The Gautam Buddha Nagar clothing Training Centre is a way in the correct direction, even if professionals argue that more comprehensive and modern as well as innovated training is needed.

Given Gautam Buddha Nagar's status as a major hub for the production and export of ready-made apparel, it is both necessary and appropriate to carry out a targeted investigation of ODOP's role in the growth of this sector. It will fill the information glitch by giving localised insights into ODOP's operations in Gautam Buddha Nagar. In addition, by emphasizing what is and is not functioning as well as areas that needed development, it will help in evidence-based policies. Finally, by giving unique suggestions for assistance, development, and training, the results will help local garment workers and business owners, especially women.

The ODOP concept has been hugely promoted in Gautam Buddha Nagar and different areas of Uttar Pradesh, although official reports and existing review have largely focused on wide-level outcomes like employment generation and export development.

However, there are still few significant gaps that required to be filled:

1. The real ground-level ODOP implementation in Gautam Buddha Nagar has not been the subject of many district-specific academic study.
2. The effectiveness of support mechanisms such as the Apparel Training Centre and recommended raw material hubs is not widely documented.
3. Inadequate assessment of women's participation and the socioeconomic effects of ODOP on women employees in the clothing industry.
4. A depth analysis of the difficulties faced by small and medium-sized clothing manufacturers have in protecting capital, markets, and technology.

ODOP in Gautam Buddha Nagar in way to promote the economic progress that focuses that how it helps in the regional businesses, empowers the craftspeople, and also how it coordinates with the national objectives that is "Vocal for Local". When we take in depth analysis of the district Gautam Buddha Nagar for the different product like electronics, IT services, and some of the specialty crafts and their similar comparative studies with various districts, with giving the focus on infrastructure, major changing technology, and the policy efficacy, are among the specified deficiencies.

This research is going to analyse the ODOP's work in various things like in creating or generation the profits and revenue, creating employment for the jobless peoples and formalizing all the MSMEs; areas that is high in DDP, such as GBN, have substantial potential. Assess to modern market, financial assistance, talent development and branding for small companies and traditional craftspeople are all covered by research. The study looks towards enhancing the quality of the product and generating value chains with a proper infrastructural support and it also connect with the traditional producers with the contemporary markets. The efficiency of government support, administrative skills, scheme convergence, and entrepreneurial challenges are highlighted. There is a required for targeted GBN research even if many studies cover UP in general (Chikankari in Lucknow, Leather in Agra).

1. GBN is well-known for its IT, electronics, and perhaps specialty foods and crafts but the district's unique ODOPs must be identified and examined in the literature.
2. The effect that causes from the GBN's excellent proving digital infrastructure and industrial zones like Noida, on the performance need of ODOP.
3. GBN's ODOP results is being compared with those of high-performing districts within UP is required.
4. It is very important to reach the concentrated act that is marketing support and the loan for GBN's distinctive product.
5. By promoting self-reliance and entrepreneurship, ODOP aims to empower rural poor and tribal groups, generate employment locally, and lower migration.
6. Research shows that districts in UP have improved GDP, higher production, sales, exports, and employment and many more.
7. The policy of ONDC reshapes the traditional crafts, generates a feeling of social community and gives all the artisans from that many are women with skill development opportunities that increase their social standing and also raise the status in the society.
8. The mixed cultural heritage promotion with the economic progress and the growth for the sustainable development, aligning with 'Viksit Bharat' goals 2047.

Methodology

From the appropriate understanding in the implementation and results of the ODOP project in Gautam Buddha Nagar, a methodical research technique is required. This study shows the process for data collecting, their analysing, and interpreting of the collecting data on the district's designated ODOP product, ready-made garments. Given the socioeconomic and industrial characteristics of this study, a mixed-methods approach combining quantitative and qualitative methodologies has been used. This enables a comprehensive analysis of the opportunities, challenges, and outcomes of the ODOP effort. Apart from measurable changes in the employment and the outcome generate from that, the study shows the perspectives of significant stakeholders which includes government officials, their workers, and all the cloths manufacturers of the district.

There are various garment manufacturing facilities and ODOP that is related with the activities are placed in Gautam Buddha Nagar, which encompasses the industrial regions of Noida and Greater Noida.

Discussion

The interpretation of the study presents that a comprehensive insight of the ODOP program execution and the exclusive outcomes in Gautam Buddha Nagar. The research deals with the gap that must be filled for the program's long-term sustainability and inclusive effect, despite its good intentions and apparent successes in some regions.

1) District Strengths with ODOP Alignment: The ODOP selection of ready-made clothing in Gautam Buddha Nagar is technically very sensible. Especially in Greater Noida and Noida, the region already has a large concentration of skilled export companies, workforce, and also has garment manufacturing facilities. Although, bureaucratic bottlenecks, uneven understanding, and a lack of infrastructural support are preventing this alignment from accessing its full strength.

2) Awareness and Communication Gap: A major challenge spotted in the research is the limited knowledge of ODOP among workers and small-scale unit staff. While factory owners and exporters are somewhat communicated and have taken to leverage advantages like participation in trade expos and branding help,

the workforce especially female labours remain widely unaware of the initiative or its intended advantages. This gap suggests that the policy is presently working more as a top-down economic strategy, rather than a community-driven development program.

3)Developing and Training Skills: Only a little percentage of employees in the apparel enterprise have received formal training through government-sponsored policy or plans, without knowing the fact that skill development is a fundamental component of ODOP. Insufficient collaboration and outreach, organizations like the cloths Training & Design Centre (ATDC) in Noida are underutilized. Strengthen the connections between ODOP and programs for vocational training might enhance increase productivity, industrial quality, and raise salaries.

4)Difficulties in Government Assistance and Implementation: There are difference in reach to export assistance and financial support in ODOP. While some exporters and owners of MSMEs profited from going to expos and received branding assistance, many others expressed dissatisfaction with unclear, delayed processes, or a lack of instructions on how to utilise these programs. This spotted general problem of weak institutional capacity and disjointed district-level cooperation.

5)Effect on Society and Economy: Despite the issue, the program has resolved employment, especially for women led. In Gautam Buddha Nagar, a large number of female employees now have depended on sources of income, which supports gender empowerment and household resilience. Wherever, the long-term socioeconomic benefits are still hazy in the absence of hike in pay, job security, and social safeguards.

6)Need for Localised and Integrated Approach: ODOP has to implement in a large local area, ground level-led method if it is to succeed in Gautam Buddha Nagar. More robust collaborations with regional NGOs and educational organization campaigns for decentralized awareness or knowledge. Improved communication between financial institutions and the District Industries Centre, the MSME department.

7)Regional Disparities: Research shows that significant intra-regional non equality between industrial notified rural areas and sectors, despite the reason that GBN and other western districts have seen fast expansion because of superior infrastructure.

8)Financial Accessibility: In MSMEs, maintain official credit continues to be a vast obstacle. The Margin Money Scheme offers a 25% subsidy, however in tradition method, micro-enterprises have received the huge number of funding (95%), with medium-sized clothing shops receiving less.

Future suggestions

Future work on Gautam Buddha Nagar's (GBN) One District One Product (ODOP) initiative in 2025–2026 will concentrate on moving to ODOP 2.0, a roadmap intended to increase the scheme's impact through specialized support for the district's identified product clusters, which are primarily electronics and ready- made garments.

With an emphasis on policy changes implemented throughout the 2025–2026 action plan, this study investigates the changing effects of the One District One Product (ODOP) 2.0 framework on economic growth in Gautam Buddha Nagar (GBN). The implementation of second-phase financial assistance for entrepreneurs who successfully finished the first loan cycle is a crucial ODOP 2.0 intervention that has enhanced repayment discipline among MSMEs, boosted company sustainability, and encouraged business development. The study also examines the consequences for industrial growth of GBN's strategic integration into the State Capital Region (SCR), which was announced in late 2025. The emergence of ODOP-linked industrial and service clusters has been accelerated by SCR-led infrastructure improvement, better logistics connection, and policy convergence, all of which have greatly increased GBN's appeal to investors.

Conclusion

Readymade clothing is a practical and encouraging option for the government's well-meaning and strategically relevant ODOP project in Gautam Buddha Nagar, which goals to help district-specific companies. The district gives a favorable atmosphere for clothing manufacturing and exports because of its robust industrial base, skilled labor force, and close accessibility to both domestic and as well as foreign markets.

The research does, however, presents a combination of advancements and ongoing hurdles. While some stakeholders have benefited from increased visibility, connections to markets, and job description, others especially employees and small-scale manufacturers face hurdles to reaping the full benefits. The initiatives potential for inclusive growth and achievement is hampered by glitch in knowledge, restricted reach to training and credit, and improper implementation strategies.

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