

One Station One Product (OSOP) Scheme of India in a Digital World: A Comparative Study Of OSOP with ODOP with strategies

Uma Shankar Yadav¹

Department of Humanities and Social Sciences
Motilal Nehru National Institute of Technology Allahabad, Prayagraj india
email id usyadav@mnnit.ac.in
mobile no. - 9696782002

Dr. Ravindra Tripathi²

Associate Professor of Accounting and Finance, head of the department HSS
MNNIT Allahabad Prayagraj Uttar Pradesh India
Email id. ravindra@mnnit.ac.in

Dr Gyan Prakash Yadav³

associate professor department of management
UPRTOU prayagraj India

Dr. Nivedita Pandey⁴

Department of business administration university of Rajasthan
Email id:nniv1986@gmail.com

Mano Ashish Tripathi (senior research fellow)⁵

Department of Humanities and Social Sciences
Motilal Nehru National Institute of Technology Allahabad, Prayagraj India
Email id:manoashsish@gmail.com

ABSTRACT

The successful launching of a famous traditional craft promotional scheme that is called (ODOP) 'One District, One Product' scheme, a new and high-tech scheme has been launched by the Ministry of Railway in 2022. This scheme was discussed in the union budget 2022. Now it has been introduced with a centralized focus on promotion and digital supply chain of local and sustainable handmade craft products or local agricultural farm products using the Railways station for selling and making each railway station a promotional hub and showcase destination for

Indian Railways' concept of 'One Station One Product' aims to encourage indigenous and specialized products and crafts of the nation by providing display and sale outlets at railway stations across the country (Deccan herald 2022). The idea is to better promote the supply chain of local products using the railways and make each railway station a promotional hub and showcase destination for a local product. This will help develop more efficient logistics for farmers and agri-enterprises and present unique regional products to a wide audience, i.e. railway travelers, passing through the stations. One station, one product takes forward the 'one district, one product' program of the government which has successfully started promoting unique products from every district of India.

Keywords: supply chain, local products, indigenous products, Agri-enterprises, digital promotion, handicraft products, craft skills,

Introduction

One Station One Product: Encouraged by the positive feedback from railway passengers to the

'One Station One Product' scheme as well as the 'Vocal for Local' program aimed to popularize handicraft products at the railway stations, Indian Railways launches the fourth

spell of the scheme from May 9 to May 23, 2022, at the Chandigarh railway station. The fourth spell was launched by Chief Commercial Manager Ravinder Goyal in the Ambala Division in which railway passengers were provided with the opportunity to purchase local and indigenous items unique to the region as gifts or as souvenirs for families and friends, according to an IE report (Deccan herald 2022).

Indian Railways is among the world's largest rail networks, and its route length network is spread over 67,956 km, with 13,169 passenger trains and 8,479 freight trains, plying 23 million travelers and 3 million tonnes (MT) of freight daily from 7,349 stations. India's railway network is recognized as one of the largest railway systems in the world under single management. Since August 2020, the Indian Railways has also run 450 Kisan Rail services and was able to transport over 1.45 lakh tonnes of agricultural produce & perishables (Yadav et al 2022a).

The concept of 'One station one product' to help local businesses and supply chains as announced in Budget 2022, has based itself on the successful One District One Product (ODOP) scheme. Based on a district's strengths, ODOP has been a transformational step towards realizing the true potential of a district, fueling economic growth, and generating employment and rural entrepreneurship (Yadav et al 2022b).

As the ODOP program completes four years in India's largest state, the success of the ODOP in Uttar Pradesh has inspired several other Indian states to adopt similar initiatives for district-level revival of local crafts and products (Yadav et al 2022d). To realize the true economic potential of rural India and align it with the clarion call of the Prime Minister to make 'Vocal for Local, the Ministry of Commerce and Industry is putting in place an institutional mechanism to propagate 'One District One Product' as a movement with the help of all state governments and Union Territories. The objective will be to identify one product per district based on the strength of a district and develop a cluster ensuring quality, and scalability with market linkages like one district one product 2022 (Yadav et al 2022e).

(Shalu Chaurasia 2022 DH) With the similar idea of 'One station one product', the focus will

continue to be placed on enabling the ecosystem and providing a stable marketing platform to improve income, local employment, skills, and livelihood (Yadav and Nassir mammadov 2022f). The 'One station one product' now acquires further significance and relevance in the context of the pioneering "Aatma Nirbhar Bharat Abhiyan" campaign launched by Prime Minister Narendra Modi to strengthen the domestic industries and make India self-reliant (Mishika Nayyar invest India 2022). Channapatna wooden toys, Madhubani painting Shahi litchi, carpet, terracotta, bindi, shazar stone, Banarshi sari, Khurja pottery, brass metalwork in Moradabad Allahabad Moonj craft (yadav et al 2022g)

The Divisional Railway Manager (DRM) of Ambala Division, Gurinder Mohan Singh was quoted in the report saying that in the first and second spells of 'One Station One Product', as many as 1,535 items were sold and an amount of Rs 2,40,830 was earned by the stall owners.

Indian Railways' concept of 'One Station One Product' aims to encourage indigenous and specialised products and crafts of the nation by providing display and sale outlets at railway stations across the country. According to the national transporter, the products are specific to that place and region and include handlooms by local weavers, artifacts made by indigenous tribes, handicrafts such as world-famous wood carving, zari-zardozi and chikankari work on clothes, or spices, tea, coffee as well as other processed or semi-processed food items or products indigenously grown in the area (Yadav et al 2021).

One station one product as new benchmarking in the system

According to the PIB site Posted On: 30 MAR 2022 at 2:13 PM by PIB Delhi "One Station One Product' concept aims to encourage indigenous and specialized products and crafts of Inbyough providing display and sale outlets on railway stations across the country. The products would be specific to that place and could include artifacts made by indigenous tribes, handlooms by local weavers, handicrafts like world-famous wood carving, chikankari and zari-zardozi work on clothes, or spices tea, coffee and other processed/semi-processed food items/products indigenously grown in the area (PIB 2022).

“Indian Railways intends to provide stall/ kiosks/ sale outlets at identified railway stations for the sale and promotion of items sourced from local manufacturers to improve their skills and livelihood”. Presently a pilot is under implementation and the requirement of funds has not been assessed at this stage. There are strategies for the development of the handicraft sector in small industries as stated by the Ministry of MSME (Yadav et al 2020).

A pilot project has been launched w.e.f. 25.03.2022 on each Zonal Railway. One product indigenous to the respective locality/ region has been identified and it is envisaged to allot space on the station for the sale of this product (Yadav et al 2022h).

The details of State-wise stations that have been taken up for the pilot project are Appended as discourses in PIB 2022 fellow table 1 for the important stations and famous products in below table.

Identified Station	Identified product	State	Zone	Division
Patna Jn	Madhubani painting and related products	Bihar	ECR	Danapur
Visakhapatnam	Etikoppaka Toys (Wooden Toys)	Andhra Pradesh	ECoR	Waltair
Howrah	Tant Handloom sarees + handloom textile	West Bengal	ER	Howrah
Guwahati	Assamese Gamocha	Assam	NFR	Luming
Bengaluru	Channapatna wooden toys	Karnataka	SWR	Bangalore
Chennai Central	Kanchipuram saree	Tamil Nadu	SR	Chennai
Tirupati	Kalamkari Saree and textiles	Andhra Pradesh	SCR	Guntakal
Balasore	Coconut mat products	Odisha	SER	Kharagpur
Jaleshwar	Silver and stone jewellery	Odisha	SER	Kharagpur
Nagpur	Bamboo handicrafts	Maharashtra	CR	Nagpur
Rajkot	Terracotta/Ceramic products	Gujarat	WR	Rajkot

Kota	Kota Doria Sarees	Rajasthan	WCR	Kota
Bilaspur	Dokra Bell Metal handicraft products	Chattisgarh	SECR	Bilaspur
Gorakhpur	Terracotta handicrafts	Uttar Pradesh	NER	Lucknow
Banaras	Azamgarh Black pottery	Uttar Pradesh	NER	Banaras
Varanasi Cantt	Wooden toys	Uttar Pradesh	NR	Lucknow
Panipat	Handloom & Pickles	Haryana	NR	Delhi
Jaipur	Sanganeri print items & Jaipuri Razai	Rajasthan	NWR	Jaipur
Agra Cantt	Marble handicrafts	Uttar Pradesh	NCR	Agra

This information was given by the Minister of Railways, Communications and Electronics & Information Technology, Shri Ashwini Vaishnaw in a written reply to a question in Lok Sabha today. At identified railway stations across the country, the national transporter had provided stalls, kiosks or sale outlets for sale as well as promotion of

products sourced from local manufacturers to improve their skills and livelihood. A pilot project on the 'One Station One Product' concept was launched on 25 March 2022 on each Zonal Railway. Please see figure 1 for one station one product scheme picture taken from IRCTC 2022



figure 1 for one station one product schemes picture taken from IRCTC 2022

Why in News?

To promote local arts and products, the Institute of Agricultural Consultancy and Rural Development launched the second temporary stall of 'One Station One Product Scheme' at Ranchi station under Ranchi Railway Division of South Eastern Railway (SER) on 23rd April 2022.

Key Points

- Under the scheme, this stall operated at Ranchi Railway Station will display and sell handwoven bags, bamboo products, and woven artifacts from April 24 to May 8.
- Under the 'One Station One Product Scheme', 15 stations of the Ranchi Railway Division are to be selected where stalls have been opened to promote local arts and craftsmen.
- This is the second temporary stall at Ranchi Railway Station under the 'One Station One Product Scheme'. Earlier, a 15-day temporary stall of Jharkhand Silk Textile and Handicraft Development Corporation Limited (Aircraft) was set up (Yadav et al 2022h).
- Through the stalls, the passengers will be able to get information about the particular product at the railway station and will be able to buy it easily. This will increase local employment and promote the product.
- It is noteworthy that given the important role of Railways in promoting local products of different places, the 'One Station One Product' scheme was announced in the Union Budget 2022-23 (Yadav et al 2022j).
- This scheme was launched on March 25, 2022, at 19 stations of Indian Railways. After this, it was extended to 69 more stations. After its success, this scheme is being implemented in a phased manner at 1000 railway stations across the country (Yadav et al 2022i).

How it is different from ODOP

The ODOP initiative is aimed at manifesting the vision of the product development Hon'ble Prime Minister of India to foster balanced regional development across all districts of the country.

The idea is to select, brand, and promote One Product from each District of the country

- For enabling holistic socioeconomic growth across all regions
- To attract investment in the District to boost manufacturing and exports
- To generate employment in the District
- Finance Minister Nirmala Sitharaman on Tuesday proposed the popularisation of the 'One Station-One Product' concept for the Railways, to help local businesses and supply chains.
- "'One product, one railway station' will be popularised, 400 new Vande Bharat trains to be introduced," said Nirmala in her Budget 2022-23 speech.

The objective of the study

- To study the one station one product in India with special reference to the traditional handicraft industry of Uttar Pradesh.
- To suggest the comparative study of the strategies and approaches for developing an one station one product like one district one product and develop a global handicraft index

Review of the literature

Even in the case of one station one product, there are nothing sources available in any literature review but if we see that in case of one district one product and other handicraft product then some of the literature reviews are present so they can help to understand the strategies and further study about the one station one product. And specifically, the handicraft sector yada et al have studied board in case of tartare development, entreprmiual development, gig economy and strategies, terracotta, and handicraft. so we study one by one in the literature review. Khadi and Handloom, Handicraft, Village Industries, Bamboo Based Industries, Sericulture, and Lock, etc. are traditional small-scale industries GoI (2006). A wide range of products ranging from relatively simple items to sophisticated products such as television sets, electronic control systems, mixer grinders, and various engineering products are produced by modern small-scale industries, particularly as ancillary to large industries GoUP (1981). Traditional small businesses are highly labor-intensive, whereas modern small-scale units use highly advanced machinery and equipment Hasnain (2007). The following literature supports the current study, like the

study done by Yadav U.S et al 2020 described the important steps that are useful for the development of this sector of the country they explained the import of handmade carpet and shazar stores. (Vanita ahlavat 2018) Her paper focused on labor productivity and countries' textile sector" she has discussed in her paper that most of the laborers are women in the textile industry. A study conducted by Roy, Patnaik, and Satpathy (2020) for 690 handicraft industries (Small business) enterprises found a drastic fall in the growth rate (this was due to pandemic covid -19 of net sales by (-)66.7% in the first quarter of the financial year 2020–21. Yadav U.S et al 2022 discussed a visionary concept of the global handicraft index and role of the role of handicraft artisan and strategies for the development of the. The situation worsened further when the government announced the extended nationwide lockdown amidst the COVID-19 crisis. Ananda, Abhishek, et. al (2020) and (Yadav et al 2022). Impact of COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs)." Results suggested that there is enormous gender disparity in employment; that is women are very few in comparison to men workers. published their research paper "Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications" as we have discussed the performance of the handicraft sector and the role of women in the handicraft sector or home-based industry. But (Yadav et al 2022) published about the performance of women in ODOP of Uttar Pradesh and they gave an initial approach to the developing global handicraft index for small businesses. A new concept for the development of the handicraft industry in the world and to enhance the positive completion in a new era there is a need for a global handicraft index (Yadav et al 2022b) and (Yadav et al 2021). we know that women are involved in the handicrafts sector and their performance is increasing day by day even during the pandemic time. So it needs to make strategies for its development in the handicraft industry (Yadav et al 2022a). in the case of formal and informal knowledge transformation in the handmade carpet industry, Yadav et al analyzed the good criteria for the transformation of institutions, (Yadav et al 2022). How to develop business strategies for upgrading the

Data analysis

Sampling was selection acted as a stratified random sampling method and

handicraft artisan's skills there is a need for special strategies (Yadav et al 2021). (Yadav Nassir Mammadove et al 2022d) described important small industries in Azerbaijan and different handicraft industries and how to develop special strategies in the sector. some famous handicrafts industries in Uttar Pradesh are also in the decline phase and we need to improve this shazar stone sector (Yadav et al 2022).

Research methodology

The nature of the analysis was based on the descriptive study. The primary data are collected through the structured questionnaire by interview schedule method. Secondary data was collected through books journals and other Publications. The respondent of the precise study is the private sector, micro, and household handicraft workers in Uttar Pradesh. The Sample size of the study is 268 by Krejcie - Morgan rule and the sample population is covered in districts of Uttar Pradesh like Banda, Moradabad, khurja, Prayagraj, and the famous Magh Mela of Uttar Pradesh. Stratified and simple random sampling is used in the present study. Anova and Correlation are the statistical tests used in the study for testing the hypothesis further a qualitative method has been used to examine the role of Government in the one district one product (ODOP) scheme, for this study paper author(s) interviewed different artisan and analyzed various reports such as UP Government and journals stratified Random sampling method has been adopted for sample areas Bhadohi and Banda of Uttar Pradesh. The sample size was 268. For this mostly primary data was taken for papers while secondary data was only for literature review and taken from different papers and magazines.

Secondary data has been selected from the various which are from NSSO and NITI Aayog report 2019 and Ph.D. Chamber of Uttar Pradesh, some NGOs report Jila Udyog Sangh of Banda and Bhadohi from Uttar Pradesh for data analysis.

data has been analyzed using appropriate tools and software, especially SPSS software.

Table 2: Age of the respondent's

RESPONSE	FREQUENCY	PERCENTAGE
Below 30 Years	45	16.7
30-40 Years	60	22.3
40-60 Years	155	57.8
60 Years Above	8	2.9
Total	268	100

(Source: Primary data and computed by authors)

The table describes that 16.7% of respondents belong to 30 years, 22.3 % of respondents belong to 30 to 40 years, 57.3 % of respondents belong to 40 to 60 years 2.9 % of respondents belong to 60 years, and above.

Table 3: Gender of the respondents

RESPONSE	FREQUENCY	PERCENTAGE
Male	186	69.4
Female	82	30.5
Others	0	0
Total	268	100

(Source: Primary data and computed by authors)

The Table that 69.4% of respondents are male and 30.5% of respondents are female. It infers that female participation is lower than male.

Findings discussion and strategies

- One station and one product has been given new opportunity to the artisan near the station and given fame to local artisan at global level.,
- Majority of the worker's neutral level of satisfaction in working in the handicraft sector they are primarily educated, no other job skill or age does not permit for another that's why they are working in the handicraft sector.
- The majority of the workers are not satisfied with the wages (27.6) they earn from the handicraft work.
- The employee-related impact faced by the handicraft workers is a lack of finance, lack of

training and development for rural area handicraft workers to improve their skills, unskilled workers, migration of workers lack of continuous work and availability of adequate raw materials, demand for the foreign product instead to traditional and eco-friendly from the customer side preference huge price for raw materials.

- The market-related impact faced by the craft worker is low sales promotion, lack of marketing channels, lack of good relationship between customers and handicraft workers, a huge competition, lack of market information, and availability of modern technologies for marketing products.
- The financial related impact faced by the workers is lack of savings, low investment, un-education in financial disciplines, the reason for indebtedness for workers, improper money management, low income, no other income from other sources, no monetary and non-monetary benefits from the government and units side. The socio-economic impact of handicraft workers are low-level of wages, most of the workers are primary school level educated, health impact, economic development impact, most of the workers are rural areas people are unskilled workers,.
- Unawareness of the financial loan for the small-medium unit business for handicraft workers, poor living conditions, the family member other than the handicraft worker in the family do not have any other job, covid -19 impact affected their living conditions and lockdown brought a huge step down on handicrafts products and workers in different aspects currently his indexing parameter will help the country to create the attraction of people to purchase the handmade product and attract maximum production hence employment generation, leads to GDP inflow technology transfer from one country to other countries, indexing the skill of handmade at world levels as well as state level, to develop the which state and country have the best infrastructure about handicraft industry, which country has a maximum patent in handicraft technology.
- there should be Global bamboo craft park, global stone craft park, global leather park, etc. these will attract the artisan and entrepreneur to develop the sustainable product. I hope this strategy will help the national government and global government to improve the quality, skill,

production, export, emplacement, GDP, patent, infrastructure development traditional conservation of art and craft, turning towards a sustainable world, and promotion of local talent. The ministry of minority affairs launched a skill training program to enhance the skill level in minorities community, to index the countries that which country have the maximum number of women entrepreneurs in the handicraft sector and the case of India to indexing state which state has the maximum number of women entrepreneurs in handmade craft production also which contrite s handicraft women entrepreneurs are much happy, as well as green job provider the same condition should be in India case namely, strive scheme atmanirbhar Bharat scheme, SARAS scheme, Hunnar haat (Aswani et al 2020).

Result:

From the discussion, it has been clear that a newly launched scheme of one station one product will give a new and strong marketing ideology to the researcher and it increases the skill motivation, marketing, promotion, export of handmade products, receiving the traditional handicraft in our new genera and on the artisan. This is helpful for income generation GDP increment, skill enhancement, and entrepreneurial development. is key to creating sustainable products and products are decorative, utility traditional, and heritage-based (Yadav et al 20221).so there should be the highest demand for this product, and government should care about the welfare of the artisan and handicraftproduct conservation for generation welfare and try to enter the skill of the artisan and revive the craft skill live in front of the machine-made. when the time is covid 19 whole worlds are facing then this proposal of handicraft index will motivate and promote the production, skill inhandicraft and much more opportunity of the artisan in the sector in last generating GDP and income. every country and all related NGO SHG should try to develop this type of index at the global level and It has been clear from the above discussion that global handicraft in the proposal can solve their job problem by initiation g the handicraft sector and it also gives the better completion, promotion skill enhancement of artisan institution la awareness and any of the best facility to craft technology and will attractant the corporate owner and worker toured its local craft

increasing the skill and increasing the GDP of the country can solve the problem of income generation migration, provide employment in India and decrease the impact of Coved 19, and boost the Indian economy (Yadav et al 2022k). These training programs need to be planned according to the market requirement so that they can make use of training immediately. Indian economy will get a boost when more workers from this sector will be involved in this sector and income will be generated to increase the GDP of the country as well as at the global level (Yadav et al 2020).

Conclusion:

the pandemic situation has created more problems for people Even in this tough time for the whole world and millions of the population have been lost there life due to covid 19. In this situation government thought that there is need of boosting Indian economy by promoting local crafts and traditional crafts in this chain ministry of the railway stated the One station product scheme and also it was declared in the union budget 2022-23. Artisans and workers returned to their homes and then engaged in hand-making products that they were adopted from their ancestors. returned to their country, state from own state economy slowdown of the whole world but in this situation, in this situation handicraft sector has potential to provide job and to create and upgrade their skill and start-up at the local level to provide more job to solve the problem. (Yadav et al 2022). Even though no primary data has been obtained about the global handicraft the author has tried to give a new vision to turn towards developing this type of index like another type of index present at the global level So the need for strategies and thinking about the new approaches toward global handicraft indexed have come in the mind of the author, however, suffered due to pandemics unorganized, with the additional constraints of lack of education, low capital, and inadequate exposure to new technologies, absence of market intelligence, and an insufficient institutional framework(barkel 2020).

Declaration of Conflicting Interests.

The Author declared none of the conflicts of interest concerning research Authorship and publication of this article.

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