

Entrepreneur's Perspective Towards Local Craft Governance Under ODOP Scheme With Special Reference To Glassware Industry In Firozabad



Dr. Divya Singh^{1*}, Dr. Shefali Panwar², Dr. Aastha Sawhney³

^{1*}Associate Professor, G L Bajaj Institute of Management and Research, Greater Noida, Uttar Pradesh, divya11singh85@gmail.com

²Associate Professor, KCC Institute of Legal and Higher Education, Greater Noida, Uttar Pradesh, shefaliakesh13@gmail.com

³Assistant Professor, Institute of Professional Excellence And Management, Ghaziabad, Uttar Pradesh, sawhneyaastha@gmail.com

***Corresponding Author:** Dr. Divya Singh

*Associate Professor, G L Bajaj Institute of Management and Research, Greater Noida, Uttar Pradesh, divya11singh85@gmail.com

Abstract

This research looks into how local crafts are regulated under the One District, One Product (ODOP) initiative from the perspective of glassware sector business owners in Firozabad, Uttar Pradesh. The ODOP initiative was launched in order to support Indian districts' industries and aims to improve local craftspeople's access to markets, infrastructure, and business support. The research seeks to understand the entrepreneurial viewpoint on policy application, business sustainability, and market dynamics within the framework of ODOP. 54 entrepreneurs participated in a survey aimed at collecting information on the firm's demographics, product specialization, worker characteristics, and awareness of the ODOP program. The findings indicate that a significant portion of businesses are managed by educated, reasonably youthful, family-oriented individuals. Although there has been a great deal of innovation in product design, problems like inadequate policy execution and a lack of awareness of the ODOP system persist. The study's conclusion includes suggestions for improving awareness campaigns, building capacity, and offering infrastructure support to promote the growth of the glassware industry under the ODOP system.

Keywords: Product Specialization, Business Sustainability, Firozabad, Local Craft Governance, Entrepreneurship, Policy Implementation, ODOP Scheme, Glassware Industry.

Introduction:

The One District, One Product (ODOP) project, sponsored by the Government of Uttar Pradesh, intends to promote and conserve the traditional crafts of each district by developing a strong local economy. Each district is urged to concentrate on a particular product that embodies its economic and cultural history under this strategy. Known worldwide as the "City of Glass," Firozabad has been recognized under the ODOP program for its glassware sector. By giving small business owners and craftspeople a platform to sell their goods on a bigger scale, this program boosts the local economy.

The local glassware industry now faces both new potential and problems as a result of the ODOP project. Firozabad's entrepreneurs are now acclimating to contemporary governance methods, such as improved quality assurance, expanded market connections, and technological adoption. However, as local entrepreneurs are the industry's main drivers, their opinions and Government involvement are crucial to the efficacy of these governance methods.

For many years, the glassware sector in Firozabad has been a vital part of the local economy, utilizing both conventional and contemporary production methods. With the launch of the ODOP program, business owners now have the chance to align their operations with the latest developments in international markets. In an effort to establish a sustainable economic environment, it also promotes cooperation between local government, business owners, and craftspeople.

The purpose of this study is to investigate how entrepreneurs view the governance processes under the ODOP system, with a particular emphasis on the potential and problems that have arisen in the glassware sector. Through an evaluation of entrepreneurial perspectives on innovation, market expansion, and policy execution, this study aims to provide light on how well the ODOP project is supporting long-term growth in the glassware industry in Firozabad.

The Uttar Pradesh government launched the One District, One Product (ODOP) program, which is a component of a larger national initiative to support

traditional businesses by designating a particular trade or product for each Indian district. The objective is to support rural employment, the growth of indigenous businesses and crafts, and the potential for exports in order to strengthen the local economy. Under this initiative, Firozabad, also referred to as the "City of Glass," has been acknowledged for its distinctive and culturally significant glassware sector. The district's economy is centered on the glass industry, which has its roots in the Mughal era and employs hundreds of craftspeople and business owners (Sharma & Gupta, 2021).

This age-old craft has received a lot of attention because to the ODOP project, which offers entrepreneurs a special platform to grow their companies through improved governance frameworks. According to Gupta (2020), these frameworks prioritize enhancing access to international markets, offering financial support, and promoting innovation in industrial techniques while upholding traditional skills. In order to increase the competitiveness of the glassware industry, local governance under the ODOP model places a strong emphasis on cooperation between the government, regional craftsmen, and business owners. Entrepreneurs are at the vanguard of the industry's transformation, helping it adjust to new governance structures and market demands.

However, the viewpoint and participation of entrepreneurs play a major role in how effective these governance measures are. Since the ODOP initiative seeks to establish an ecosystem that fosters innovation, loan accessibility, and a reinforced supply chain, local business owners in Firozabad have seen both opportunities and obstacles (Kumar & Singh, 2022). The views of entrepreneurs regarding policy implementation and governance are essential to comprehending the ground realities of the scheme's effectiveness, especially how well the program satisfies industry demands.

Under the ODOP program, entrepreneurs in the glassware business in Firozabad—which has historically relied on manual techniques—are negotiating a new terrain that involves the adoption of contemporary technologies, improved product design, and export promotion (Jain et al., 2021). In this context, governance encompasses not only the state-provided regulatory framework but also the unofficial networks of suppliers, entrepreneurs, and craftspeople that serve as the backbone of the local economy. New difficulties have also emerged as a result of the transition to formalized governance under ODOP, including negotiating bureaucracy, bringing production into compliance with international standards, and controlling competition in both domestic and international markets (Singh, 2023).

This study aims to investigate the viewpoints of business owners regarding local craft governance in the glassware industry of Firozabad under the ODOP plan. It seeks to assess how the program has affected the ecosystem of entrepreneurs, specifically with regard to innovation, market expansion, and sustainability. The study intends to provide insights into how governance systems might be enhanced to better serve the requirements of local businesses and foster long-term growth in the sector by analyzing the opinions of these important stakeholders.

An Outline of the ODOP Project

The state of Uttar Pradesh launched the "One District, One Product" (ODOP) program in an effort to revitalize and expand the region's traditional businesses. By 2024, the state is expected to have a USD 1 trillion economy thanks in large part to the ODOP plan. The emergence of ODOP The One Village, One Product (OVOP) movement, which was started in 1979 in Oita prefecture, Japan, appears to be the source of ODOP. It was an innovative program in which each local community identified one or a few products as specifically local, focused resources on producing them, established a local brand, and marketed them throughout the nation or beyond.

The concept attempts to revive despondent local communities by integrating the production of goods with local pride and human resources development. The OVOP movement promotes the mobilization of regional people, material, and cultural resources for the production of goods and services with added value for both domestic and foreign consumers.

Unleashing iconic industries' unrealized potential. The ODOP is an effort to unlock the latent potential of every district and give local goods and artisans a market. The majority of Uttar Pradesh's districts have their own distinctive industries. Small districts have untapped potential that has never been realized. With the exposure that ODOP would provide, the districts will help Uttar Pradesh become a trillion-dollar economy.

Literature Review:

Anant Kumar, Pavnesh Kumar (2024) in their research "A Study on the Role of the ODOP (One District, One Product) Scheme on Strengthening the Metal Craft Industry in Moradabad Region, Uttar Pradesh" finds that all efforts to strengthen the local metal craft clusters and units through state government initiatives such as investor summits, exhibitions and district fairs under the ODOP scheme prove to be right for the success of productivity.

Abhishek Tiwari and Dr. Akhilesh Chandra Pandey (2024) highlighted how a scheme taken from a Japanese policy has been a transformative

and inspirational model with the aim of improving the economic development of Uttar Pradesh, even shedding light on the challenges and implementation of the scheme and difficult market access. And the effect of continued support and efforts to implement the scheme effectively.

Siddhartha Pandey (2024) the study explores the primary objective of "one district, one product," such as boosting the economy and generating employment. It also reviews the effective impact of ODOP implementation on regional development with enhanced market expansion. With particular focus on Uttar Pradesh. It also highlights the effect on socio-economic development by creating sustainable economic opportunity

Raghubar Dayal Mishra (2022) discussed how One District One Product implementation has helped in stimulating economic growth by utilizing local skills and resources of different regions in the nation; it also shares a light with integrating it with national export strategies while preserving and enhancing brand and marketing on a broad fame work for boosting both the local and the international market.

Rubi Yadav, Narendra Pratap Singh (2021) stated that approximately 8% of India's GDP, nearly 40% of exports, and roughly 45% of the country's manufacturing sector come from micro, small, and medium-sized businesses. For this reason, it wouldn't be incorrect to argue that MSMEs form the foundation of the nation. Micro, small, and medium-sized businesses are the main driver of both socioeconomic and economic growth in India. This study aims to illustrate how the ODOP plan has impacted the state's MSMEs' growth, GDP growth, export growth, and job creation. This study report makes use of secondary data. The type of this research study is qualitative and descriptive. Programs like "One District, One Product" have aided in the expansion of MSME's and the economy.

Yadav, Tripathi, Yadav, Gupta, Aliza, Tripathi, (2021), claimed that the only nation in the world that supplies handcrafted goods is India. The primary subject of this essay is female entrepreneurs in the handicraft sector. India's craft heritage has provided a realistic image of the working conditions faced by women engaged in handicrafts. They also emphasized that Uttar Pradesh's economic transformation results from the state's implementation of the ODOP program. In this essay, they concentrated on Uttar Pradesh's rural agricultural handicrafts. In this study, primary and secondary data are also used.

Tripathi and Agrawal (2021), This research study aims to discuss the significance of the one district, one product scheme for Uttar Pradesh's economic revival. This study examines the effects of ODOP on export promotion, job creation, and Uttar Pradesh's economic growth between 2018 and 2020. This

paper employs a case study technique for debate, drawing on secondary sources. This essay examines how the ODOP program's execution has improved Uttar Pradesh's performance during the previous three years.

Singh, (2020), This article concentrated on the experiences of entrepreneurs during Uttar Pradesh's lockdown. According to this research, the main factors that motivate craftsmen to launch and manage their own businesses are the desire to accomplish something original, creative, self-identity, freedom, and independence. This essay elucidates the primary obstacles encountered by entrepreneurs that lack recognition from the community. The primary goal of this study is to support small business owners in Uttar Pradesh. This essay also offers an intuitive assessment of how business owners founded and managed their companies through the use of qualitative methods (in-depth interviews).

Yadav and srivastri (2020), have talked about industrialization as a means of achieving economic growth. The industrialization potential and the role of MSMEs in socioeconomic development have been determined by this study. The Uttar Pradesh district of Mirzapur is where this study was carried out. The chi square test was used to analyze the relationship between the variables in the research, which was based on both primary and secondary data. This particular research work used an exploratory, quantitative, cross-sectional research design. The UP government is now promoting the Mirzapur district's *dari* and specialized carpet industries under the ODOP program.

The "One District One Product" (ODOP) initiative was introduced by the Uttar Pradesh state government with the goal of preserving, expanding, and raising local employment and revenue in each of the state's 75 districts. The administration created the strategy to increase young people's access to employment opportunities while promoting fair and sustainable development in the state. The initiative aims to promote specialized and regionally produced goods and crafts. In the 2018–19 budget, the government allocated Rs. 250 crores, or 46.3 million USD, for the program. Known for the Chikankari artwork produced there as a result of the ODOP plan, Lucknow, the capital of the state comprising 75 districts, is a popular tourist destination (Singh, 2020).

ODOP and Chikan Embroidery Six cities, including Lucknow, have been chosen by the Uttar Pradesh state government's department of micro, small, and medium businesses (MSME) to serve as the center of the program's initial phase. Every month, they intended to create activities centered around a different city as their focal point. They convened a conference with exporters, the Lucknow Management Association, a few designers, and other

professionals from professional associations to discuss methods to make Chikankari work more appealing to the global market. The AwadhShilpgram exposition site in Lucknow requests a meeting between a buyer-seller and the makers, exporters, and artisans of Chikan handicraft in order to organize an exhibition. To guarantee the implementation of the One District-One Product (ODOP) initiative, the government additionally disbursed Rs 1,000 crore to about 10,000 individuals from eight districts. Among other government programs, the PM Mudra Yojana, PM RozgarYojana, Stand Up India, and CM Job Generation Programme all received funding for this loan amount. The provided case study looks at the Chikankari entrepreneur's perspective on and comprehension of the "One District One Product" initiative (Singh, 2020).

Gangwar, Brahm, Sharma, Singh & Pathak (2021), talked about the role that jiggery production has in economic growth. They have paid particular attention to government programs aimed at improving the lot of Indian Jaggery entrepreneurs as well as the problems faced by these business owners. The study uses secondary data as its foundation. The survey also shows that managing small and medium-sized businesses in India presented several problems to Indian jaggery entrepreneurs, including: low confidence, lack of education, lack of information, fierce competition, lack of support, marketing issue, labor issue, etc.

MA, Sarjiyanto and sarwoto(2019), The purpose of this research is to investigate the relationship between the government program (OVOP) and the creation of better regional products in relation to SMEs. In this study, primary and secondary data were analyzed analytically. The study's findings provide flimsy evidence for the high correlation between the primary product of SMEs and government policies. The causes of incoherence include a few other elements, policy, and partial support. They emphasized the necessity of collaboration amongst financial institutions, private organizations, decision-makers, the media, etc.

Srivastwa (2021), has talked about how important the agriculture sector is to any nation's economic growth. According to research, traditional and cottage industries have historically provided the majority of jobs in rural areas and served as the engine for both social and economic advancement. In this work, the cross-sectional analytical approach has been employed. He comes to the conclusion that in order for traditional and non-traditional businesses to increase their contribution to economic growth, they require financial and technical help.

Mahrotra & Kaveri (2020), gave a case study on social innovation in the handicraft industry using the state's financial facilities' ITC component. This

study article's goal is to provide a framework for introducing innovation into the handicraft sector using the IT component. This specific study only looked at the handicraft industry and was based on a bibliographical research methodology. Although the public sector has been the subject of much more research, the handicraft sector in particular needs to be studied. They come to the conclusion that it is important to recognize how important digitization is to the expansion of both the public and private sectors.

Every stitch, as contrast to European embroidery, is limited to use in a certain field. The 36 alternatives for Chikankari, which is made up of six fundamental stitches, are the Bijali, Bakhiya, Banjkali, Bulbul-Chasm, Ghaspatti, Hathkadi, Hool, Jali, Karan, Kangan, Kuri, Makra, Madrazi, Mahakari, Pechani, Rahet, Razan, Sazi, Tajmahal, Tepchi, and Zanzeera (Chantia, 2017). Originally, the artwork was created in pastel colors using white thread on white muslin or cotton cloth (Bhardwaj, 2014; Sharma, 2015). But these days, it's also done in a variety of colors on various colored fabric utilizing a zari-zardozi and gotta Patti mix. Chikankari work from Lucknow, which employs 2.5 million hand-embroidered artisans, is regarded as India's most prominent artisan cluster. The fashion industry's enthusiasm for chikankari work has made it popular in the majority of the world's nations (Vedia, 2017). Its widespread appeal and quick export forced politicians to consider its cluster (Chantia, 2017).

Research Objective

- To gain insight of entrepreneur's awareness towards ODOP Scheme.
- To study the impact of ODOP scheme on local craft.
- To study the entrepreneur's contribution in supporting the government schemes of ODOP towards worker's skill enhancement and welfare.

Research Methodology:

This study used a cross-sectional, qualitative investigation approach. To properly examine and record the characteristics of the target population, a descriptive design is selected. In addition, the cross-sectional feature enables data gathering at a specific point in time, offering an overview of the viewpoint of entrepreneurs about local craft Governance. The study sought to include a sample size of at least 54 respondents from a diverse group of Firozabad's entrepreneur from famous areas, Bohran Gali in order to determine statistical significance. Key informants with a direct involvement in the ODOP scheme were selected for interviews using a purposive sample technique. The basis of this research is the collection of primary data. The choice to use primary data was made in order to get specific and up-to-date insights from the

respondents. The framework for data collecting used in surveys, along with questionnaires, interviews, and case studies, enables the methodical aggregation of replies.

One of the main tools used to collect data is a structured questionnaire. Both quantitative and qualitative data can be extracted from the well-crafted questionnaire. It is divided into sections that address demographic data, experience in glassware industry, government program awareness, no. of workers engaged, distribution of trained and untrained workers etc. The organized format makes sure that data is collected consistently and makes analysis easier.

Identified Independent and Dependent Variables: The identified independent variables in this study encompass demographic factors (age, gender, experience). These factors are presumed to influence their perspective towards ODOP scheme. The dependent variables include size of the firm,

annual turnover of the firm, government assistance received, diversification of the product in the firm, status of export in the firm, status of regular training of the worker etc. These variables are expected to be influenced by the identified independent variables.

Questionnaire structure : entrepreneur : age, experience, specialty, size of the firm, no. of workers, type of worker as trained and un trained, export criteria, training from government for workers , funding from government, change in revenue generation after ODOP.

Data Analysis

The following data represents the demographics, business profiles, and awareness regarding the ODOP (One District, One Product) Scheme among entrepreneurs in the glassware industry of Firozabad.

Table 1- Percentage distribution of age group

Age (Years)	Frequency (N = 54)	Percentage (%)
Below 25	14	26%
26-35	18	33%
36-45	11	20%
46-55	7	13%
Above 55	4	7%

A significant portion (33%) of entrepreneurs fall within the 26-35 age group, followed by 26% under 25, and 20% in the 36-45 range. Entrepreneurs aged

above 55 and between 46-55 are the least represented at 7% and 13%, respectively.

Table 2- Percentage distribution of the Qualification

Qualification	Frequency (N = 54)	Percentage (%)
No Formal Education	3	6%
Middle School	8	15%
High School	13	24%
Graduate	17	31%
Post-Graduate and Above	13	24%

31% of entrepreneurs have completed graduation, while 24% hold a post-graduate degree or above. 24% have completed high school, with 15% having

middle school education. Only 6% reported no formal education.

Table 3- Percentage distribution of Gender

Gender	Frequency (N = 54)	Percentage (%)
Male	28	52%
Female	26	48%
Other	0	0%

The gender distribution is nearly balanced, with 52% male and 48% female entrepreneurs. There

were no responses indicating other gender identities.

Table 4- Percentage distribution of About Business

Questions About Business	Percentage (%)	Percentage (%)
How old is the business?		
Less than 5 years	26	48%
6-10 years	15	28%
11-20 years	9	17%
More than 20 years	4	7%
Type of Business Unit:		
Sole Proprietorship	19	35%
Partnership	16	30%
Family-Owned Business	13	24%
Cooperative	6	11%
How many family members are involved in the business?		
None	4	7%
1-2	12	22%
3-5	18	33%
More than 5	20	37%
What is the specialty of your product(s)?		
Handcrafted	8	15%
Innovative Design	22	41%
High Durability	7	13%
Unique Raw Materials	13	24%
Other	4	7%
How big is your business unit (in terms of area or production capacity)?		
Small (Less than 500 sq. ft.)	23	43%
Medium (500-2000 sq. ft.)	17	31%
Large (More than 2000 sq. ft.)	14	26%
How many workers do you employ?		
Trained Workers	31	57%
Untrained Workers	23	43%
Are you aware of the ODOP (One District, One Product) Scheme?		
Yes	18	33%
No	36	67%

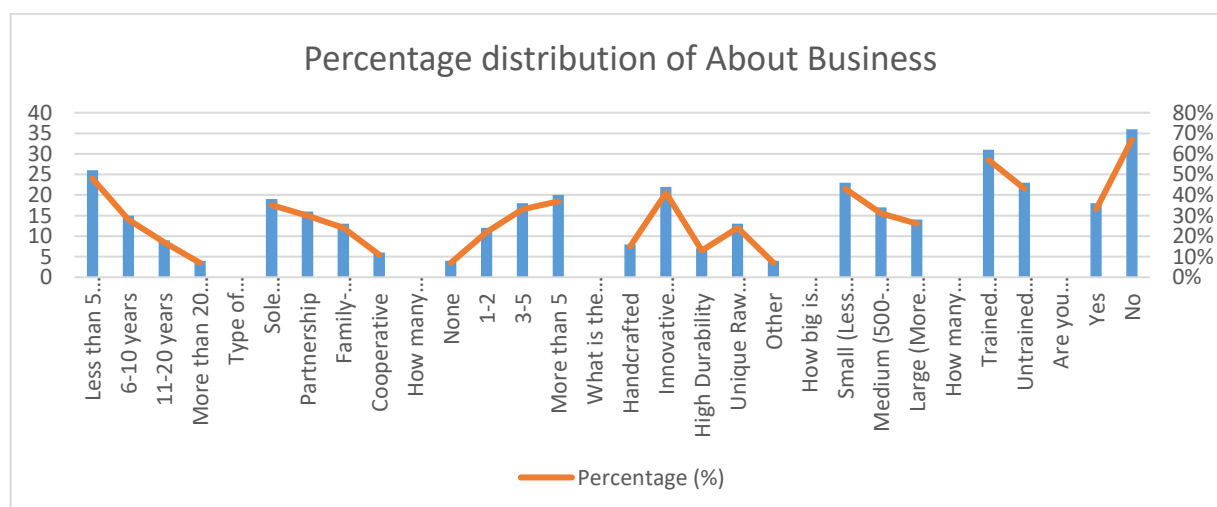


Fig. 4 - Distribution bar represents the percentage according to the About Business

Data Interpretation and Result

The study explores the responses of 54 participants, providing insights into various aspects of the ODOP

(One District One Product) scheme related to the glassware industry in Firozabad. The respondents' primary traits reveal valuable information about the

industry. Regarding age distribution, 33% of respondents are between the ages of 26 and 35, while 26% are under 25, indicating that younger entrepreneurs dominate the glassware business in Firozabad, aligning with the broader trend of increasing youth entrepreneurship. In terms of education, a significant portion of respondents is formally educated, with 31% being graduates and 24% holding post-graduate degrees or higher. This suggests that the industry is led by educated individuals, which could foster innovation in product design and development. Gender representation is nearly balanced, with 52% male and 48% female respondents, highlighting the active participation of women in the glassware sector and emphasizing the importance of inclusive economic growth. As for business tenure, 28% of businesses have been operating for six to ten years, while 48% are less than five years old, reflecting a growing number of newer ventures in the glassware industry. In terms of business structure, partnerships (30%) and sole proprietorships (35%) are the most common forms, while cooperatives (11%) and family-owned businesses (24%) also contribute, showcasing the diversity of ownership models in the sector. Furthermore, 37% of respondents noted that family members are involved in the majority of businesses, with many enterprises having five or more family members working together. This strong family involvement is crucial for maintaining continuity and transferring collective knowledge within the industry.

The results show a number of significant developments in the glassware market in Firozabad. Most entrepreneurs are quite young (between the ages of 26 and 35), and many have completed graduate-level schooling or more. This implies that the younger generation is intelligent and eager to work in traditional fields, potentially fusing innovation with Firozabad's long-standing skill.

The preponderance of sole proprietorships suggests a preference for individual control, although a sizeable percentage also run family- or partnership-owned companies, suggesting a close family ties to the sector. High family involvement is consistent with the traditional practice of transferring glassware skills from one generation to the next.

Many entrepreneurs run small businesses, and while they do employ a higher percentage of trained people, the fact that a sizable portion of their workforce is untrained raises the possibility of skill development gaps. The ODOP program may be able to help in this area by providing improved training and activities to enhance capacity.

Nonetheless, the low percentage of people (33%) who are aware of the ODOP plan points to the need for better outreach and information sharing. Most entrepreneurs are still unaware of it, despite its

potential benefits in supporting regional craft industries.

Conclusion

Firozabad's glassware sector is seeing a change in ownership, with younger, more educated business owners bringing in cutting-edge designs and hiring skilled labor. However, the full potential of local craft governance is being impeded by a lack of knowledge of the ODOP plan. Increased industrial growth can be achieved through focused training programs and outreach, which will assist this sector gain international prominence.

The study comes to the conclusion that by offering financial support and enhancing market access, the ODOP scheme has the potential to greatly boost the glassware industry in Firozabad. But solving the regulatory obstacles and making sure businesses have the tools and training they need are essential to the scheme's successful execution.

Sustainable growth requires government agencies and local craftspeople to work together in a cooperative environment. In order to guarantee that regional crafts not only endure but also prosper in the international market, policymakers must take into account the opinions of businesses while formulating upcoming efforts to improve the craft governance environment.

Recommendation

Raising awareness about the ODOP (One District One Product) program is essential to encourage more entrepreneurs to participate, and a comprehensive education campaign could play a significant role in this. By leveraging platforms such as social media, workshops, and local government channels, the program's benefits could be better communicated to entrepreneurs in the region. Additionally, the high number of untrained workers in the ODOP initiative highlights the need for skill development programs. To address this, the government should support more training workshops to help workers in the glassware industry enhance their skills and knowledge. Innovation also stands out as a key focus area, with 41% of entrepreneurs concentrating on new designs. To foster creativity, the government could provide grants or other financial incentives to businesses that launch new products, thereby promoting innovation within the sector. Given the prevalence of small businesses in the glassware industry, special attention is needed to support these enterprises through the ODOP program, offering them financial aid, technology upgrades, and market access. Finally, with cooperatives currently representing only 11% of the sample, the government should encourage greater participation in cooperative structures to strengthen collective

bargaining power and improve the sector's overall competitiveness.

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