



# ROLE OF ONE DISTRICT ONE PRODUCT (ODOP) OF UTTAR PRADESH: STRATEGIES AND A NEW INITIATIVE FOR DEVELOPING GLOBAL HANDICRAFT INDEX

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## ABSTRACT

*The sustainable economy is an era of women as entrepreneurs perceiving, organizing resources, novel opportunities, and undertaking risks to achieve their goals in developing new innovative ventures for measuring new horizons in the time of pandemic when the whole world was One district one product (ODOP) when started in 2018 in Uttar Pradesh incited by Japan government in 1979 and it became so famous in Uttar Pradesh to boost economy and artisan of 75 districts up women artisan increase and transformed in entrepreneurship Uttar Pradesh 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 (Baratar famous for Moonj craft village of Uttar Pradesh), bamboo craft (MSMEs). All of us know that handicraft product is commonly made by hand or by with the help of the handmade tool. in this process, hand skilled people artisan creates different design products theirs decorative and used as utility products like as from Rockwood, claystone and may more and many more using simple and cheap tools from the time of immemorial, India is called for it handmade made decorative addition industrial country and famous in India These types of items produced are known as handicrafts as they are prepared solely by hands and there is nothing od least technology used in this industry. it is also known for its cultural customer and India feature amongst the topmost rated cultural country which is famous in the world there is some skilled labor are busy in the world which has and has artisan has added to them and there is nothing any use of machinery and we that India is known for its customs. Handicrafts all over the world. as we know ha India has been very loving and respected by everyone and many rural people still earn their livelihood through the creative part culture. In the following article, we will read about some of the handicrafts of India that you can take back:*

**Keywords:** one district one product, handicraft, global handicraft index, entrepreneurship Moonj craft village

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## 1. INTRODUCTION

Uttar Pradesh is the largest state of the country in terms of population and the fourth-largest state in terms of area. There is the vast physical and cultural diversity of the state is tremendous. Uttar Pradesh is a handicraft rich state hand-knotted carpet, art metal, woodware, hand-printed textile caroche goods zari and zardozi, imitation jewelry glass and glassware are core handicraft of the state there are some handicrafts in the state which are becoming weak such as sazar stonework embroidery cotton carpets hand block textile printing wood carving, wooden toy and comb bone and ivory carving. Bhadohi, Mirzapur, Saharanpur, Moradabad is important to craft center of the state about the report of NCARE 29 % of Indian artisan are in Uttar Pradesh, 13% in Gujarati Rajasthan cluster, and 43% in eastern India there are estimated 18 lakh artisan in Uttar Pradesh and Uttar Pradesh accounts about 60% of total handicraft export of India and Uttar Pradesh account about 22.41% unit and about 29% artisan of the country. The handicraft and handloom sector in India is a ₹24,300-crore industry and contributes nearly ₹10,000 crores annually in export earnings. The 12th Five Year Plan had projected it would become the largest non-farm sector in rural India, swelling its workforce by 10 p%, doubling the output, and exporting 18 % more during 2012-17.

On the ground, there are many challenges — weak infrastructure, limited access to raw material, broken supply chains, poor marketing, and an absence of consensus on what constitutes ‘handicraft’. On top of it all, artisans walk a tightrope between preserving traditional skills and innovating for the contemporary marketplace. Weavers, for instance, often replace expensive raw materials with cheaper imitations, only to end up devaluing their craft and the customer’s experience of it.

The government’s role has been criticized as inadequate, and wrongly aligned. Government schemes are geared toward subsidy and miss out on the value of craft, rues Judy Frater, founder-director of Somaiya Kala Vidya, which promotes the craft traditions of Gujarat and Kutch in particular. “They begin with the sense that artisans need help, which is not a service to them. We have to think of creating opportunity rather than subsidy,” she says.

### 1.1. Export of Uttar Pradesh in the financial year 2016 and 17

Sector-wise export from Uttar Pradesh total export of Rs 84282 crore in the different sector have different export amount like as food processed and meat near about 15073 crores and the percent 17.6% and handicraft of Rs 8400.84 and the percent of this was 9.97 % and the handloom growth was around 417 crore and share was 50% leather product was around 10560 crore and its share was 12.57% and carpet and durries around 4648.48 and share 5.34% readymade garment around 10866.6 and engendering good around 11360 crores and marble around 799 crores horticulture around 795.44 crore.

### 1.2. Briefing one district one Product ODOP

The goal is to help the local and block to help the artisan and also provide an enhance the access to the world market this scheme in place that helps in connecting both sellers and buyers by

handicraft and to gain national and international recognition by marketing, branding, with easy credit by this scheme it will preserve our rich cultural heritage and tradition and unique skill at the district level

As we know that Uttar Pradesh is emerging as a very fast growing economy in last few years and the GSDP of Uttar Pradesh has grown from Rs.1137,210 crore in 2015-15 to 13,75,609 crore in 2017-18 and the average economic growth of Uttar Pradesh has around 7.5% in financial year of 2016 to 2018 so now U.P is growing per capita income level of its common people this has been increase from 42,276 to 55,344 in financial year of 2018 and this is show that average growth is 8.4% and in 2023-24 it will become Rs 80000 .now agricultural growth of Uttar Pradesh in 2015-16 to 2017-18 in agricultural sector was 7.5% that is highest this is due to availability of resources, infrastructure and climate that is best suited for better investment in Uttar Pradesh. There is robust industrial infrastructure with 15 industrial area and 12 specialised park, there are 4 growth centre sand industrial development centre there are around 21 notified special economic zone that is in short form called SEZ and around 15 for IT and related sector . now government of Uttar Pradesh has decided to stable and lunched one district and one product scheme for boosting the traditional industries and their value addition of the product .because it focus for the benefit of local artisan and craftsmen as well as unemployment and this ODOP scheme will play a crucial role for the development of handicraft product and its artisan value in global market because the majority of the export rate of handicraft sector in market value such as information agro based and food processing textile chickankari, carpet weaving, shazar stone industry Taking its mission a step forward, the Government of Uttar Pradesh announced a multi directional and famous scheme “One District One Product” to give boost to the traditional industrial to enhance the people of Uttar Pradesh and by this programme people gain to expertise on one specific products ODOP aims to boost the micro small units that are involved under this scheme and it focus one all handicraft product of the district and benefit to the two local craftsmen and their craft it will play an important role in the boosting the MSME sector because the MSME play an important role in the state economy the state has around 89 lakh MSME in 2017-18.

### ***About Agricultural handicraft of Uttar Pradesh (ODOP)***

ODOP can provide opportunity and have the capability to solve the migration problem of people from country to country, state to state providing Local-level job and creativity and Have a great opportunity to make the Artisans as Entrepreneur and improve the social, economic situation of rural, weaker section unorganized workers and tribal people of the worldespecially in case of India because these people are facing huge challenges during lockdown period and stay at their home and hands are empty without money and Jobs. We should have to think to create our Local Talent and Traditional art and craft which are Sustainable Eco friendly and providing local market to handicraft Sector for India to be an Atmanirbhar Bharat and Vocal for Local slogan of India. ODOP a famous scheme on the frame of the Japanese government Uttar Pradesh government has launched that was called One District One Product yojna help e cultural and small business local and block to help the artisan and also provide an enhance the access to the world market this scheme is a place that helps in connecting both sellers and buyers by handicraft and to gain the national and international recognition by marketing, branding, with easy credit by this scheme it will preserve our rich cultural heritage and tradition and unique skill at the district level. The economic situation of people involved in ODOP artisan work that is involved in handicraft sector 64 % artisan and Workers are economically poor 23 % artisan and workers are not poor but they can run their craftat minimal level 17 prevent artisan are working as an entrepreneur.

***Important handicraft of Uttar Pradesh District-wise product under ODOP and overview on agricultural craft.***

Banda city of Shazar was discovered in the Banda district of the Bundelkhand region about 400 years ago in Banda. The one who discovered it was an *Arabian*. Arab was memorized its important colorful pattern that looks like leaves and trees like structure sometimes time moon, hen, lord Vishnu, Monkey, cloud different decorative flower structure are set up on the Shajar stone it is natural print so he named it Shajar in Arabic .in India language Haqueq or asphaltic in the Hindi language. Agra district. This district is popular for its leather and leather-related work like bags and other footwear but this raw material is imported from Kanpur, Kolkata, Chennai, and other countries. Prayagraj moonj craft such as a coaster, stand bags utility item decorative product these products are eco-friendly and this craft have the space to represent at the global market. Amethi is also famous for its moonj product and different products like chair table carry bags are subsidiary products of Amethi. Badaun is famous for its handicraft product named zari zardozi. This industry is based on largely a cottage base and around 35% family of the state are engaged in the zari and zardozi industry. District Bahraich is most famous for its wheat stalked handicraft product and most of the artisan is awarded state award by the government. Aligarh is much more famous for locks and its hardware product all over the country is famous locks and hardware. The product is famous all over the country. Ambedkar Nagar has a town called Tanda and it is known for the Terri cotton cloths and power loom textile product and this district provide much employment and about 43000 artisans are involved in this craft. Aroha is a city of musical instruments especially dholes and around 300 units and more than 1000 artisans are involved in this work. Azamgarh is called the black pottery city of India and the Nizamabad city of Jaigarh has around 200. The district is popular for its black pottery Bagpat the home of furnishing craft also home furnishing this handloom business has been working of khekada for many years but now it has been converted into power loom Baliya bidi is much famous in India and across the country, in the main town of the Aaliyah it is created and marketed in the whole of the world. Banda district the identity of this district is due to famous Shazar stone in the world map this item is used as decorative as well as in jewelry industry, and another decorative item in our country and whole of the gulf country. Barley is also famous for bamboo craft and zari-zardozi craft in the uttar Pradesh there are thousands of the micro and small units of this industry there are near about 2.5 lakh people are involved in the manufacturing of the products. there are many handbags, jackets, sari, scarfs Bhadohi the brand of the carpets and this district is popular for world-famous carpets and there are 70000 artisans and around one lakh loom are running in the district there are 510 export units in the district this carpet is famous for unknotted and tufted carpet at the global level. Bulandshahar, khurja is famous for pottery and ceramic work in India this industry provides direct or indirectly in the state map. This district that is kannauj is called perfumes city Itra industry there is Perfume Park and museum in kannauj. Kanpur is the largest center of the leather industry in our country there are various varieties of leatherwork like footwear belts purses, slippers, and Kanpur export around 20% of leather exports in India. Kausambi the city of the banana house in uttar Pradesh the food processing units produce a variety of the products like banana chips. beauty product toiletries etc. Lakhimpur Kheri is most famous for tribal crafts because the Tharu tribe of the district is completely engaged in the making of this tribal craft by handmade tools. Lucknow the chikankari and zari zardozi work is in Lucknow is exported in the country and another country. And it provides a large number of employments in the Lucknow city. Mahoba is famous for its handicraft product name Gaura stone craft and it holds a very special place in the world of art and crafts. This stone is divided into many pieces that are used for making several craft items. Mainpuri district of Uttar Pradesh is much famous for Takashi art that is used for decorating jewelry boxes, nameplates, and other similar items.

Kushinagar is famous for its banana-made fiber craft in Uttar Pradesh this is used for making threads, carry bags, filament, and by-product vermicomposting, and organic compost due to the abundant cultivation of banana in this district. Lalitpur is known for its zari silk sari all over the world for its transparent, exquisite design, and engraved butty work and around 5000 the sari is made here per year. Maharajgang due to its maximum forest covering area different furniture products like a chair, doors, beds, tables, dressing tables are crafted in different designs. Meerut this district is much famous in the sports area and called sports city of India and is the second-largest producer of sports goods and accessories product in India. there are small and medium units that are engaged in making sports goods. Moradabad is famous for its metal and brass work in Uttar Pradesh it is called the brass city of Uttar Pradesh and this district has domestic units as well as the large industries that are involved in the creation of the metalwork. Raibarely is much famous for its wood-related work in Uttar Pradesh it has met the local market in luck now Kanpur, Allahabad. Varanasi district of Uttar Pradesh is famous for the elegant banarsi sari India and the world map Saharanpur is most famous for its woodcraft and papercraft in the state, as well as country sesames wood, generally produces and raw material for this industry. Sant Kabeer Nagar is famous for its Bhakra brassware craft in the state various type of art and crafts like utensils and showpieces such as bowls, plates, glass vessels, jugs, bells, and other craft. World-famous silk sari district Varanasi Banarsi silk sari. The other is the largest demand for the banarsi silk sari in the country, especially in northern India. Siddhartha Nagar the birthplace of budh is famous for its Kala Namak rice on the national map a kind of aroma and soft rice andthere are more than 45 units are stabiles in that area(yadav et al 2020)

### ***Agricultural uses***

We found during field survey found that 24 wild species of below like plant that was used in support agricultural activity mostly carpet, tutor but also provide shelter from winter frost and different utility and decorative handmade products are made by this agricultural palate they sometimes called twins grant holder, and sovescio (green manure). Parada M, Selga A, Bonet atal 2007.

The result has been found in many shrubs-like plant species that were used to fixing of cultivated plants to tutor. For example, in the cultivation and plantation of willow plants in the winter season the fruit-bearing shoot white color are planted edge of land and in shrub like a forest, they are a long thin and particularly flexible parent (Chiovenda-Bensi at al in 2000)

### ***Jute agriculture and handicraft product***

We know the Jute industry is also agricultural product and many handicraft products are made by jut so we as y India largest jute products in the world in looking of banglalasdeh The outer layer of the stem produces the fibers that go into making jute west Bengal of n Meghalaya Tripura Andhra Pradesh it about 150 years old and is labor-intensive cottage industry .2 million workers in WB and .4 million in across the country's jute is only the crop where earing bishops to trickle in ways before the final harvest, so the plantation of the jute seeds are cultivated in t h e 4<sup>th</sup> month of the year that is April and harvested in July and august month, their leaves are sold in the vegetable forms in the local market for two-month products and leave can be cooked and inner stem barks stems can be used for manufacturing of the writing paper it requires very low quantity water ruin comparison of the water and the roots, however cotton and jute are picking up after the providing slogan of the golden fiber revolution has logged by called by various committees, but it is now facing major problems because of the unavailability of the quality and shining jute and shrinking areas of land and the failure and closing of the many mills related to jute production and lack of product diversification. it is even replaced by glass and plastic wool and insulation and eco-friendly carry bags is the best alternative of the plastic bags so there is much demand of the site handicraft price is the

agricultural are should be indicated but at some many artisans and worked ado not work in that area.(yadav et al 2020)

### ***Moon craft agricultural handicraft a family-based business during lockdown***

During pandemic time when people were not touching any bag basket from the market or no politeness due afraid of corona infection then Moonj craft made product were in daily use of rural urban and tribal people of india this is green eco-friendly biodegradable easily available moonj craft in following district of Uttar Pradesh and it helped family income generation and most the women engaged in the making of Moonj craft because of lockdown they spent their time in making Dalia basket bag carry bag a etc. product and safe from outer infection of disease and this created a new entrepreneur root for women and helped in earning money .so now we try to understand about Moonj craft industry and role of this industry in family business and what was impact of pandemic on Moonj industry and how the solved their problem during this time so as we know that Moonj craft is famous craft of Allahabad Amethi, Sultanpur district, Allahabad handicraft called Moonj craft in local there are several product of Moonj craft named basket like as Dalia, dauri, bhauki, sika, in north yeast language and the raw material naturally grow in perennial grass called Sarpat and kusha in village and in local language this sarpat is grow in lowland of the district in Prayagraj, Amethi, Jaunpur, kaushambi, Mirjapur, but mostly famous in Allahabad and Amethi district local at the bank of small river like Mansaita river in Phoolpur tehsil and phaphamau block( Baratar, katiyahi both are famous for moonjcraft village of Uttar Pradesh) Paigamberpur, balipur and at the bank of Yamuna naini industrial area and its near village in Naini region like mavaiya district, sonipur balapur itraura chhewaki station kusha name local and Holi grass in Hindu religion and most of the local peoples are engaged in making various type of decorative and as a utility product and householdproduct from Moonj such as foot mats carry bags stool ropes pen stand chairs table cot bind rope called bandh etc. craftsmen makes these products without using any tools and advanced technology and Equipment's. Many more areas at the bank of Kochhar of Ganga and Yamuna river with its subsidiary rivers Sarpat and kasha are used for making moon craft same condition is in Amethi district.

Near about 1500 women is painstaking cut soak color and weave the kasha grass with a combination of the Carpet or Sarkanda Grass that is used for binding the kasha grass and giving a shape of according to artisan to craft magic and form Moonj craft with or without lids or a range they make bread baskets and laundry and keep shake baskets and they make all the tableware mat cot round and square fruit basket for the table and shopping basket for shopping and is eco-friendly sustainable fully biodegradable this is a green product in free in a variety Brilliant Colors, Textures, And Style (Alvarez Arias BT).

As we know that Moon and grass are important to wild grass that grew near the bank of mansaita, Yamuna, and gang river of Allahabad bark moonj is the upper layer of the sarkanda Local names of willow plant grass that is and knotted after peeled out and been practiced for ther last 200 years during the time of Bahadurshah Jafar a famous Mughal empire the Moonj craft is very traditional and simple and attractive utility decorative and eco-friendly oiling is basketrytechnique used by rural and unskilled women in Allahabad, Bahrach Gorakhpur, in eastern Uttar Pradesh and Meerut haapur, Moradabad Naraura bank of Ganga river by a different name to make a chair and many useful crafts that are used for kitchen for storing flour and food grain the basket of Tharu in Bahrain district is different for its uniqueness and bold can be distinguished by their bold styled animal and human motif. In Basti, mahraajganj, and Gorakhpur, the women make moonj coil of large and beautifully patterned terracotta sloping grass before craft making and munis circular baskets with largemouths and convex bottoms that are set in systematic and in a row pattern for the bride when married from her parental home

and when leave her home to step in as she leaves her home. The bride takes some with her, laden with grain, sweet and other gifts.

This type of grass grows in the forest and near the bank of these moonj baskets and bags, beautiful are lightweight, and very well in utility in all weather. Generally, Moon is harvested during the January and Feb months of each year, and the peal of stalks left out in the deform

Most of the practice done by women they gather raw material from carpet plants and kasha plants and then take the color and boil the color with water and enter the raw material in the hot water and after some time the three raw materials color in their according and women make this product in deferent shape this craft has been transferred from one generation to other and across the generations that have kept it revieve even in modern time now time and this eco-friendly craft and make the product a cording to their convenience after they finished daily chores. the art of basket making and weaving with natural coloration. and all these are agricultural craft product and is so old as pottery the ancient nomadic food gatherers were reeds and cuts plants leave together to prepare the boxes, bags to hold the craft has traditional significances as the product is given later with the advent of different cultures basketry take the desired shape this type of product is daily or rituals purpose. special patterns are involved in creating the different products in ancient color today if the item has to look impressive bright and shining color including tablemate containers, basket new design like as earrings fruit basket.

## 2. OBJECTIVE

- To study agricultural handicrafts of Uttar Pradesh and ODOP on rural and tribal people of the handicraft sector.
- Suggest new strategies and ways to the development of handicraft index for ODOP entrepreneurs for increasing demand and supply of handicraft products in the COVID 19 era.

## 3. REVIEW OF LITERATURE

Community-based Entrepreneurship has the potential to solve the problem of migration of people within the country and to help India to become the Hub of MSME industries. Researchers and market players indicate that this sector has been impacted considerably during and after the lockdown. Berkel, RenéVan (2020)<sup>3</sup>, 'India's Manufacturing Reel-impact of COVID-19. Mohi-us-din, Mir & Bhutan (2014), "A Study of the Impact of Government Policies on Marketing Strategy of Handicrafts during disease periods." Handicrafts are the unique expression of our Community and culture. A large group of population is directly or indirectly depending upon handicrafts for their livelihood Economic perspective alone.

Khan, W. A, and Amir. Z (2013) published their research paper "Study of Agribusiness and Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications". They highlighted that the handicraft sector is lacking Govt support on how well the artisan can produce the article of handicraft by and how they introduced it and four p that place, price, production, and last is promotion.

In the 2018 ministry of textile submitted an end review report on zero defects, the Zero Effect-A report submitted by the Ministry of Textiles Striving to Promote, facilitate and Production, Employment, and Exports Ministry working on Promotion of Technical Textiles. And the contribution of 7% of industrial output, 2% GDP, 15% Indian export earnings.

Tamal Sarkar (2011) has concluded that the entire handloom and craft sector is situated in a geographic concentration called a cluster, and he highlighted that artisan of these clusters face problems in which there is no relation between artisan and buyers.

P Mathew (2011) said that our country is one of the critical suppliers of handmade crafts in the global but the on-availability of cash in the handicraft sector degrades the opportunity of mass production and tremendous craftsman. (Yadav U.S, et al 2020) pointed out the strategies for the development of the handicraft sector in India and for the welfare of artisans of Uttar Pradesh

Kamala Devi Chattopadhyay's (2012) 'India's craft tradition' has given a real picture of the working condition of handicrafts workers, she also highlighted due to foreign entry in Indian handicrafts getting tuff competition, lack of technology also plays a vital role in lags of Indian handicrafts.

Jaya Jaitly (2019) in her paper 'Craft tradition of India' has focused on craft artisans' struggle their life, she also noted down that artisan life is so hard to narrate the condition of the weaver

Following literature supports the current study, like the study done by *Ahlavat Vanita (2018)*<sup>1</sup>. Her paper titled "an analysis of growth and association between labor productivity in India's textile industry" has discussed her paper that most of the laborers are women in the textile industry. A study conducted by Roy, Patnaik, and Satpathy (2020)<sup>8</sup> for 747 small business enterprises found a drastic fall in the growth rate of net sales by (-)66.7% in the first quarter of the financial year 2020–21. The situation worsened further when the government announced the extended nationwide lockdown amidst the COVID-19 crisis. Ananda, Abhishek, et. al (2020)<sup>2</sup>. 'Impact of COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs): India report', Microwave Consulting, Lucknow, India has discussed the impact of a pandemic on handicraft MSME sector *Jaya Jaitly (2019)*<sup>4</sup> in her paper 'Craft tradition of India' has focused on craftsperson's and struggle of their life, she also noted down that artisan life is so hard narrated the condition of the weaver in Fatehpur Sikri. *Ahlavat Vanita (2018)*<sup>1</sup>, in her Paper title "An Analysis of Growth and Association between Labour Productivity and Wages in the Indian handicraft industry and textile." 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". *Pandey and Pillai (2020)*<sup>7</sup> conducted a study covering 5000 MSME enterprises during the lockdown and found that 71% of them could not pay salaries/wages to their employees for March 2020( yadav et al 2020).

#### **4. THE EDUCATIONAL SITUATION OF PEOPLE INVOLVED IN THE HANDICRAFT SECTOR THROUGH ODOP IN UTTAR PRADESH**

A majority of workers are 60 percent have attended little or no schooling and 29 percent of workers are never attended schooling 13 percent are below primary level 18 percent are completed primary education .23 percent have studied middle level,10 percent are a higher school,5 percent are senior secondary,2 percent are graduate or higher degree level more than 10% handloom workers are educated in North East areas of Uttar Pradesh have 60 percent Andhra 42 percent Karnataka 39 percent west Bengal 37 percent who have never attended the school

**The social condition of people in Uttar Pradesh** people involved in handicraft through ODOP are social very backward and mostly SC and ST are working as and OBC are involved they are seen with the eye of poor people they are completely socially weaker in comparison of rich people and upper caste and urban people tribal people are completely involved in handicraft sector from thousands of years ago but their social condition does not improve till the date as government aspect even government has tried to improve their social condition and participation in education, politics, industry, infrastructure, services sector, The economic situation of people involved in odop artisan work that is involved in handicraft sector 64 %

artisan and worker are economical poor 23 % artisan and worker are not poor but they can run their craft at minimal level 17 prevent artisan are working as an entrepreneur Moonj craft in figure 1 though ODOP please see this uma shankar (yadav et al 2021).



**Figure 1** Moonj craft basket including ODOP



**Figure 2** moonj craft during field survey

But now the craftsmen use different media to evaluate and express their craft and its originality. This diversity of handicraft products is termed in textile, metal, pottery, wood, fabrics, ceramics, and precious and semiprecious glass product. handicraft products list of handicraft products: Handicrafts of India - A Shopping Guide see figure 3



*Source: photo taken by the author during field survey pottery product.*

**The stone of glory the stone of wonder and infinite history, its sajar** Banda city of Shazar was discovered in the band a district of Bundelkhand region about 400 years ago in Banda. The one who discovered it was an *Arab man*. Arab was memorized its important color full pattern that looks like leaves and trees like structure sometimes time moon, hen, lord Vishnu, Monkey, cloud different decorative flower structure are set up on the shajar star it is natural print so he named it sazar in Arabic .in India n language haqiq or asphatic in the Hindi language.

Due to its shins and uniqueness and religious value linkage, the stone is exported to foreign country people but due unwillingness of the Indian government and Uttar Pradesh government behavior the export of sazar stone has been decline sharply, as we know that it is a small industry and there is maximum demand of this stone in Muslim country y but less local demand there is nothing value or less value in India even the stone is popular in middle east country like as bahren Saudi Arab, Iran, Iraq, Kuwait, Israel, and this ensure cent percent success of export program if promoted properly as per the regulation of exporters hajj pilgrims from all over the world shajar stone written Quran ayat at Saudi Arabia, that is exported from Banda the Bundelkhand region of Uttar Pradesh through agents. this semi-precious stone of glory and beauty and should get its worthy praise and fame. there is a need for some extra and major boost to this sajar stone but without the help of the govt, it seems near impossible to export to get fame in the. See figure 4 below

Sazar the identity of Banda, glory of Kane river, the Bundelkhand region





Sources: ODOP 2018

is called as dendrite agate. It is a homogenous stone and is found in various patterns and colors. These agates are basically of four types. Depend on the different structure.

- Plane (Agate)
- Ring
- Lenin
- Dendrite

And this agate is also known as tree agate and fungus agate this is found in Banda's Ken river on the bank of Banda district in the Bundelkhand region of Uttar Pradesh the specific character of shazar stone is its colorful pattern leave leaves trees mountain animal, symbols, etc., and there is different print or patterns and there is a local myth about this semiprecious stone .there is chemical acid-base inorganic stone translucent Dendrite Agate(Agate) is Shazar and is also known as Tree Agate(Agate) and Fungus Agate. It is found exclusively in Banda's Ken River. The specialty of the stone is colorful patterns of leaves, trees, mountains, animals, symbols, etc. There is a local myth about Shazar. It is believed that stone prints impression of any object which lies in front of it for a long time. But it's not true. There is a scientific process behind the formation of images on Shazar stone. The patterns we see on shazam are nothing but entrapped fossils of fungus (basic algae). A fungus, which is entrapped between two or more pieces of shazar stone, produces either acid or base. This acid/base makes the stones translucent and acts as inorganic glue which coagulates the separate stones into one. The fossils of fungus left inside the stones look like patterns of leaves or trees and add beauty to the stone.

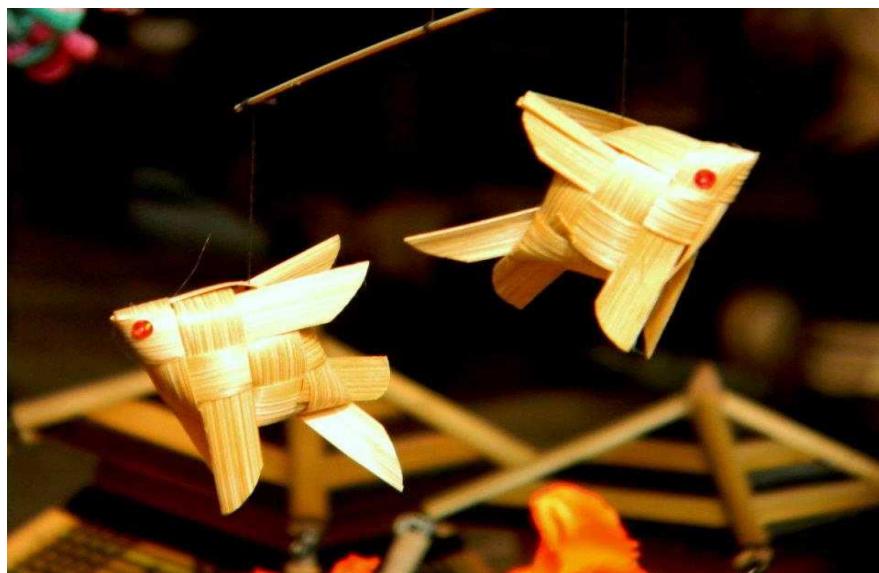
Figure 5

Technical Facts About Shazar Stone	
Common Name	Haqiq ,hakeek Tree Agate / Dendrite Agate/ Dendrite Agate/ Ken River Stone
Chemical Configuration	$Ca (Mg,Fe,Ae.)(SiAl_2)O_6$
Types of Aggregation	Mon, Granular, Masses and Short Columnar Crystals triangle prismatic oval heart shape
Colour	Black, Greenish, Brownish and Colourless white orange-brown color in the
Lustre	Vitreous
Density	3.3-3.6
Hardness	6.5-8

The facts provided are based on observation and due to some creative thinking of them on an interview with Shazar Exporter based in Banda.

## 2. Woodwork

The important handicraft product made from wood and the northern country and in wooden work northern India has a rich culture, in Assam bamboo cane and Chhattisgarh is specialized in a wooden craft like masks, doors, different window frame, and wooden sculpture, Andhra Pradesh is famous for its cutlery, dainty bozos and paper knives a different design. in Tamilnadu especially in Madurai which is rosewood carvings. And Karnataka is famous for its famous elephant image and furniture made sandalwood is also used to make utility and decorative items, which are different decorative creeper, birds and animals and most of the female are create Kumble in Kerala. is famous and Jharkhand is also famous for wooden work.



**Figure 6** Bamboo product photo taken during ODOP

## 3. Pottery

**Khurja pottery industry** Pottery is so famous industry of Uttar Pradesh and it is the most known form of all arts. Different traditions are known for handmade pottery in northern India. Pottery is considered to be the most sensual form of all arts. This is a basic them of Harappa civilization and in Uttar Pradesh, this pottery is famous in the different color black dark and brown colure in Rajasthan a district Alvar is famous for its kagjipottery and blue pottery of Jaipur is much famous in India.

## 4. Leather

In the leather sector, Uttar Pradesh is famous specially Kanpur district of Uttar Pradesh is called a leather city in India, and in the old age time of convention to leather skill in India in ancient time leather was not only used for cloth making but also cap, hat, saddle shoes, garments, footwear, like as Kolhapur chappal is famous all over the country which is made in the Maharashtra state of India. Madhya Pradesh is also famous for its leather industry in India. see figure 7 below



**Figure 7** Photo taken during hunaar haat in 2019

### **5. Jute**

as we know that west Bengal and Bangladesh in the independent era was the major part of jute production in Hindustan and this is jute craft product is the main creation of jute artisan and a huge range of the jute product are these craftsmen have created a worldwide position in the field of jut industry and jute made jute bags, footwear, jut Bengal wall hangings, and much other famous product, Assam, Bihar, Bengal. And it is a famous handicraft market see figure 8.



**Figure 8** Photo taken during field survey

### **6. Shell**

as India is famous for its sheep product and shell industry in its neighboring country and there is three major class of shell handicraft product. like forks, mirror frames, lockets, decorative bowl chandeliers these places are located in the Gulf of Mannar, Groveland Odisha, table mats are also being the product see figure 9



**Figure 8** Photo taken during field survey.

### **7. Brass Handicrafts**

Brass and metal brass industry in a different part of India is famous it a famous handicraft industry in Uttar Pradesh Moradabad also called peetalnagri and Rajasthan there are different kinds of brass like lord Ganesh figure vases, tabletops, ornament boxes, wine glass the artisan that is involved in brass handicrafts are known as Kansas and these products are manufacturing in Rajasthan. See figure 9 below.



**Figure 9** Taken from ODOP

### **8. Bamboo Handicrafts**

Bareilly pilibheet Lakhimpur Kheri is famous for bamboo ad-related craft Bamboo made industry is famous creation of northeast India and especially of schedule tribe people of seven sister state in India also called the northeastern region of India. handicrafts that are made by bamboo and bamboo-related article are generally bamboo crafts they are eco-friendly handicraft products. there are various items made of bamboo-like as baskets, dolls, jewelry, toys, Waal hangings these handicrafts are manufactured in Assam, Tripura, and west Bengals,



Source: **Figure 10** during field survey.

On the whole viewpoint of wives, we can also see that each region bamboo craft is the unique and eco-friendly handmade product when it polished there is an extra charm on the products this tradition of crafts has evolved through generation to generation and there is the quest for new technology and innovation and varieties of inventions of wood product( uma .s yadav et al 2021).

#### 9. *Phulkari's*

**Phulkari embroidery:** this famous Panjabi and Haryanvi technology mean flowers work that was a time when used as embroidery but as the time passed there were named phulkari, but this time passed the term of the word has restricted in swales and scarf's it is a kind of the embroidery that has a complex design which is made in horizontal, vertical, and sometimes diagonal in design and complete the work is done in yellow and white, brown silk floss on cotton khaddar and a famous fabric called kasha a bulbul, these fabrics are colures and bright full and in modern fashion, the designers are incorporating this phulkari into different garments and its use has spread to jackets, bags, cushion convertible cover and many more. see figure 11.



Sources **Figure 11** photo taken during ODOP faire in 2020

### **10. Zardozi**

Zardozi and jari embroidery work involve the creation and elaborate design and application of silver and gold threads with small pearls and precious and semi-precious stone that increase the look of zardozi craft, there are different intricate design of gold and silver that are made of silk, velvet and even use in form of tissue material that is famous in the largest state of India that is Uttar Pradesh generally this work was important with silver wires and real gold leaves but as time passed today the craftsmen make use of a combination of the copper wire which is in silver or gold polished and a silk thread. The famous centers for Jardanj work are Lucknow, Kashmir, Agra, Delhi, Mumbai, Ajmer, Chennai, and BHOPAL. see figure 12 see below.



Source **Figure 12** photo taken during Magh Mela 2020.

### **11. Saris and Silk**

If we describe the dressing sense of Indian women and especially in Hindu religion then their wearing cloth sari or lehnga are generally used in these are about 4.5 meters to 8 meters long that women wrap around the widest and drape one end over the shoulder and if we discussed northern India and especially east India is famous for its silk sari that is in different colors and magnificent a famous sari that is called banarsi sari mong and Assam silk and Baluchari sari in West Bengal is very famous in India, banarsi sari is in silver and gold barcodes and jari fine silk.



Source **Figure 13** photo taken during field survey bu author

If we see that the weaving of sari is a household tradition in rural India especially in south India like as different sari example chandery sari, Kanchipuram sari it has modern look and some motifs and it introduces new shinny colors, Andhra state is known as for its cotton sari with rich golden borders and it has heavy phallus and in Karnataka state dark grey to earthy colors, one of the famous sari product of Karnataka is the real sari that is in a rich color like pomegranate color red peacock blue, and parrot green one famous brand of the sari in Maharashtra is paithani sari which is better in locking in grey to golden color. See figure 13.

### **12. Carpet weaving a glimpse of Indian handicraft to the whole of the world**

In north India especially in Uttar Pradesh purvanchal region in Bhadohi district and spread in Sonbhadra Banaras, Mirzapur, and some part of Jaunpur district. Especially this is in my field survey so broad knowledge about the carpet weaving the type that is produced in bhadohi rang and its skill and craft quality and different color and many of the factors of development and lagging of the carpet will be discussed in Uttar Pradesh description of handicrafts sector in Uttar Pradesh up play an important role in carpet weaving in carpet Tajmahal culture it figures and better design are given in different print and there is more than 500 carpets manufacturing unit in the spotted city of bhadohi it makes the bhadohi as a leading hand-knotted and durries, tufted carpet type in bandha district. This industry is a basic hub in south Asia and also in Jammu and Kashmir industry hubs in South Asia. Also, Jammu and Kashmir are known for their silk carpets, which are mostly woven in Srinagar.



Source: **Figure 14** carpet figure taken during field survey.

Barely is also famous for bamboo craft and zari-zardozi craft in the utter Pradesh there are thousands of the micro and small units of this industry there are near about 2.5 lakh people are involved in the manufacturing of the products. there are many handbags, jackets, sari, scarfs Bhadohi is the brand of carpets and this district is popular for world-famous carpets and there are 70000 artisans and around one lakh loom are running in the district there are 510 export units in the district this carpet is famous for unknotted and tufted carpet at the global level. bhadohi carpets during field survey for this figure below taken during field survey.



**Figure 15** Sazar stone of Banda photo taken during field survey buy author.



Sources: Figure 16. The picture was taken by the author during a field survey of Sazars tone of banda



**Figure 17** photo taken by the author during field survey. Carpet making in bhabhi

## 5. RESEARCH METHODOLOGY AND DATA ANALYSIS

The present study is descriptive, and the stratified random sampling method has been applied for data collection and data collected without changing the environment. The research is undertaken with a particular emphasis on handicrafts artisans of Banda and Prayagraj district of 100 artisans, Sample areas are Sonbhadra, Bhadohi, Banda, Prayagraj of Uttar Pradesh and Sample size is 100.

### 5.1. Data Analysis and Result

**Table 1** Data Analysis.

Do	Valid	Missing	Mean	Std. deviation	Range
What type of agricultural business	100	0	1.43	.462	1
Have to get training for the work	100	0	1.30	.467	1
Design of the agricultural product	100	0	1.39	1.056	1
Use of agricultural handicraft	100	0	2.23	.742	1
Moonj, bamboo, jute Artisans are associated with	100	0	2.63	1.605	3
Production is carried out in open or in House	100	0	1.90	.689	3
Sources of the raw material in field or Forest	100	0	3.49	.714	2
Any difficulty to get the raw material	100	0	1.36	.916	3
Nature of agricultural labor required	100	0	1.29	.482	1
Labor	100	0	2.16	.456	1
Is it your full-time work	100	0	1.46	1.012	3
To whom do you sell your product	100	0	3.77	.500	1
Product is exported or not	100	0	1.51	1.602	4
Do we get the expected price	100	0	1.57	.498	1
Do you get sufficient income	100	0	1.70	.785	1
The number of handicraft artisans is increasing or decreasing	100	0	1.48	.502	2
The flow of agricultural products is increasing or decreasing	100	0	1.48	.502	1
Consumption of the product is increasing or decreasing	100	0	1.57	.490	1
Comparison with machine-made Product	100	0	1.39	.461	1

Table I. Data showing percentage and deviation in during field survey of ODOP Product

Source: Compiled by author

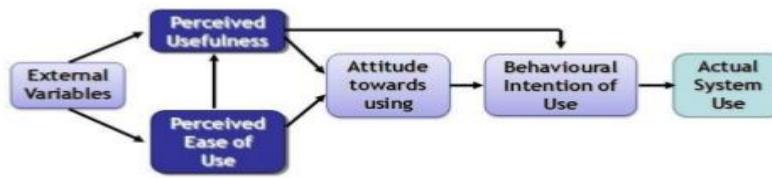
From Table 1 it is inferred, 70 % of agricultural handcraft workers believe that they are much capable of creating agricultural handmade products rather than machine-made products due to variety.

***Discuss and strategies for development of ODOP of Uttar Pradesh for marketing please see figure 17 below.***



Simple steps like these can generate a positive impact towards the products. Such initiatives have already been taken by other handicraft producing nations like Pakistan.

Being a new field of marketing for traditionally run units, the concepts of **Technology Acceptance Model** (TAM) can be implemented to gauge how users would accept the inculcation of technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it.



This study can be helpful in assessing the reluctance of management to adopt such methods and help instill a sense of benefit and enthusiasm.

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**Figure: 17** taken from the mint newspaper during field survey this figure shows how to market the handicraft products in the locality.

strategies to build links for your small business website in 2019-20, how to increase website traffic with SEO, simple way a small business can compete with giants in SEO.it should be the development of your online presence search engine optimization (SEO) into content as it is one of the best ways to get your handicraft business listed first online specializing on niche precise keyword will assist to achieve higher relevance in search engine results for related queries use keyword specialized tools like keyword analysis for and link building it is required to focus on relevant, authorities link that drive real traffic.

### **E-marketing**

the purpose of e-marketing is to exploit the internet and other sources and form of electronic communication to communicate with the target market to upgrade the most cost-effective ways, and to enable and work with partner organizations with which there is a common interest. The handicraft sector is very supportive of manufacturing so we can say that there is a large benefit of e-marketing which is bellowed.

**Brand building:** branding building is more recently benefited in handicraft.

There should be two-way interactions between the supplier and customers and between the customer and the market liking agent. It may be better strategies for the development handicraft artisan to provide a pension in the unorganized sector especially in handicraft sector the artisan

and labor which can get near about 15000 thousand monthly income or less and their ages are between 18 years to 40 years, they should get pension after completing the age of 60 years the pension should be at least 3000 to 4000 thousand.

**Hunarhaat** may be a better scheme for the development of handicraft artisan life and they can upgrade their life for handicraft workers, artisan food processing workforces, and handicraft marketing people especially in minorities people which are image in the handicraft sector.

**USTAD (upgrading the skills and training in traditional art and arts craft for development).** government should upgrade their skill and provide training the youth of these families their basics art and culture their heritage and their techniques and make them skilled labor and it should be proper planning and their dignity will be rise by this scheme.

**SVEP** (start-up village entrepreneurship program).by this program there should be proper training, Capacity building, Entrepreneurship advisory services bank helping nature self-help group

Simplification for power loom scheme proper ad in the newspaper for handicraft industry is also a better strategy for the development of handicraft product and importance of the artisan in the national and international market for their product and quality. Please see figure 18 below



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Sources **Figure 18** taken from a newspaper during field survey in 2020 by author

7. IT awareness
8. Market development and advertisement
9. Power loom service center

**MUDRA SCHEME:** this is so famous scheme for the development of any type of sector like the handicraft sector also so beneficial by this scheme because in this there is a low expense for the starting of handicraft work.

- start-up India scheme
- make in India scheme
- TIES trade infrastructure for export scheme
- GEM government e market place scheme
- Transporting and marketing assistance TMA scheme
- woman in gem scheme
- SEZ special economic zone

**SWAYATT:** this is a special handicraft papal scheme for creating own capacity and art and craft technology development by rural and schedule tribe people in a weaker state.

**Creative India; Innovative India:** it is also for handicraft artisans to innovate and create theory techniques for better design of handicraft products.

- Protection of Handicraft exporters. Regular haat Mela and handicraft exhibition E-marketing on social media like Facebook and Twitter.
- in each type of market there should be mandatory to be sale and purchase of the handicraft product.
- There should be making better international relations with neighboring countries. because these countries have closer art and cultural relationship with the native country.
- Spreading of cultural policy should be fast in India with another country in which handmade products are used.
- Cultural trade and fair of handicraft products with India and other countries.
- Proper exhibition of handicraft products.
- Proper training center institute for handicraft sector.
- Soft policies of India with other countries.
- Sale of Handicraft product on Tourist place, Historical place, Temple, Mosque, Church, Gurudwara. And the formation of a special hub for handicraft products at the origin place of handicraft products.
- Global style product
- Proper exhibition of handicraft products, Mandatory in purchasing any product with handicraft product.
- Global style of product.
- TV branding of handicraft product at the domestic and global level
- Regular marketing at the airport and the seaport of that product
- E-marketing on social media like Facebook and Twitter.
- Proper training center institute for handicraft sector.
- Soft policies of India with other countries.
- Cultural trade and fair of handicraft product with India and otter country
- There should be a familiar and better arrangement of public and specific product go down or storage.
- Spreading of cultural policy should be fast in India with another country in which. A handmade product is used.

- Strategies for Uttar Pradesh handicraft development to provide better carpet market or carpet parks and shajar parks in Bhadohi and Banda advertise of carpet brand product and shajar stone in social media with TVs, Twitter, Facebook, Online trading cross-cultural fair of Bhadohi carpet and ajar of Banda along with other handicraft product in a different city and different country
- Global style product.
- To develop distribution channel hand on training
- focus on the brand promotion of Uttar Pradesh, minimize the cost
- Proper exhibition of handicraft product
- TVs branding of handicraft product at the domestic and global level
- Regular marketing at the airport and the seaport of that product

## Production and Technology

- There should be the production of material and technology workshops for the producer and artisan within woodworkers and leather workers in generating the enhancement. there should be proper assignment and study tours to other handicraft production areas to expose producers to the higher quality level and it should be more efficient in the production method.
- There should be organizing of the regional conference and seminar on the handicraft sector and also a regular workshop in the suitable area. Proper branding of the local market during the conference and workshop should be applying that region. To create a forum for the exchange of information on the selected topic.

## Product development and design capacity

- To strengthen the strong relationship between artists, designers, craft people, and workers that are directly attached to the handicraft unit. her should be a collaborative and brainstorming workshop around material branding and commercialization of the and maintain the identity old the craft and artisans both. there should be art and design training and experiment and to develop art and craft education strategy to get more youth in newcomer people and by developing of multilevel design and program of the system for gift and sovereign market export development fashion accessories.
- Business skill, Training in business management.
- Strengthening business system.
- Training in the business system. Creation of business advisor in handicraft sector to assist with a record-keeping account in the system.

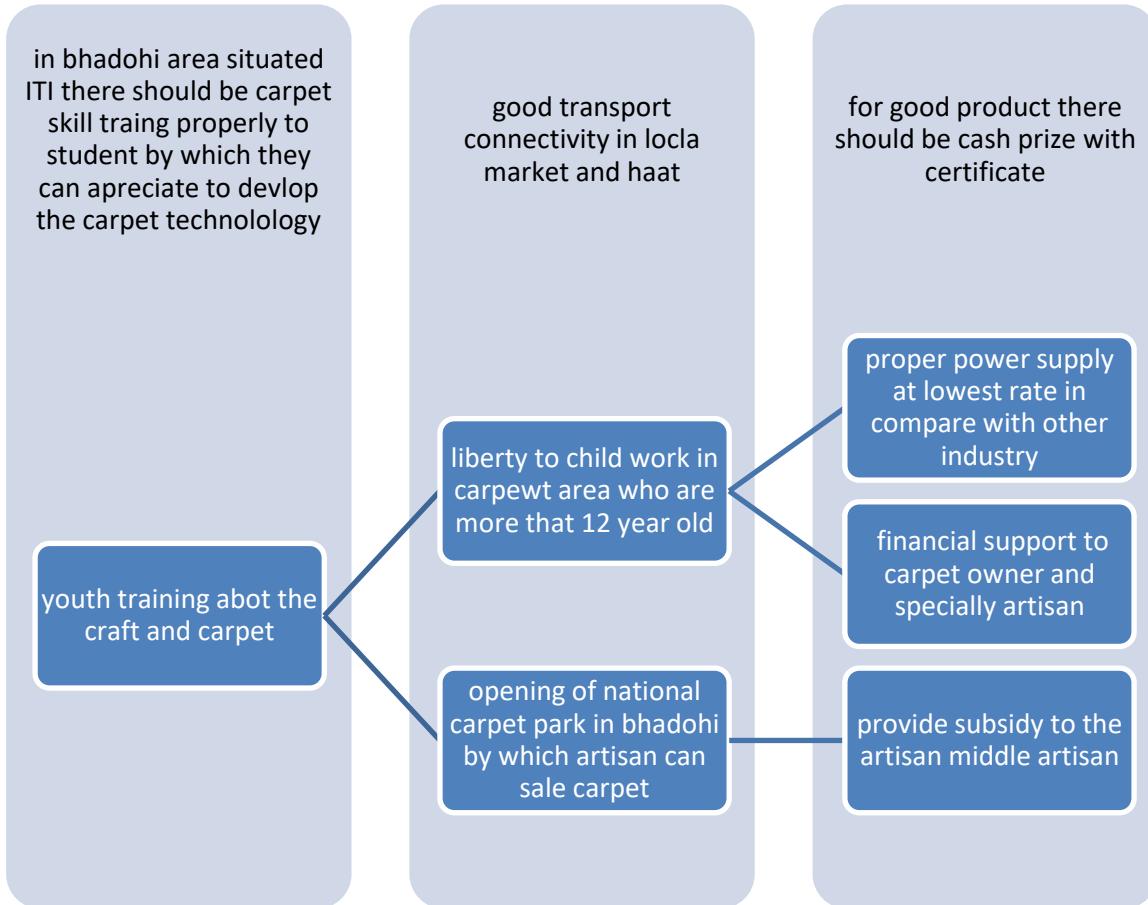
**Quality:** there should be a proper registry of existing craft in the region and development of industry-standard and classification for acceptable quality forecasting the weaving portion. this is used to increase competitiveness increasing income and create jobs these strategies have been developed taking into consideration the external environment scan of relevant political economic and social with sustainable development.

## Market development:

Several regional strategies can be explored in the development of it should be implemented on a different level and requirement the involvement of craft people. Tourism official design consultant, among another facility social, legal, technological and ecological factor as well as the diagnostic review results and artisan generated solutions. To achieve these objectives and for the sector to move forward, the main regional strategies are built around three fundamental

incremental shifts that need to occur. Special strategy for the development of carpet and shajar stone

Sources of raw material to provide the guarantee the availability of the raw material that is used for current and future products and also to ensure their preparation and to accept the standard.



**Figure 19** design and framed by author focusing strategies.

### **Development of national handicraft index as well as Global handicraft index: Strategies atthe Government level**

In this crucial index development which Author seen and obtained response from respondent during the sample survey, there should be at least 10 parameters in making national handicraft index or making global handicraft index, at first global handicraft index level the parameter should be a number of artisans in that reason, which country has better economic situation of handmade artisan and industry, situation of handicraft infrastructure, natural and traditional handicraft situation, mixed craft situation, level of happiness in handicraft sector in which there should be two categories women happiness level and total happiness level, the export position of a handmade product in country level, patent level, job level, best skill in world level, which country is investing more in this industry, which has highest number of handicraft industry in the world, and which country handmade product are in maximum demand in case of export and import at world level and which country best quality of handmade product with sustainable quality, best digital system of handicraft app, best technology of handicraft training and making the product with use of modern and best quality, in the handmade industry in the global position this index will create a healthy environment in handicraft sector for artisans and well as

competition, awareness and utility value in our daily life, to understand the our heriatgeioue product art and craft, technology , conservation, mass level and local employment generation stopping the brain drain,, migration of people, entrepreneurial development.

It involves the application of descriptive quantitative analysis of Research methodology both from primary and secondary data collected from an online survey and different databases obtained from the government, NGO self-help group

## 6. RESULT

It has been clear from the above discussion that women agricultural entrepreneurs in the handicraft industry (ODOP) can solve the problem of income of rural rail and urban people of Uttar Pradesh, the generation gap in migration, employing gap in India, and to decrease the diverse impact of Covid 19, and hence boost the Indian economy. Prayagraj, Sultanpur, Banda Gorakhpur Azamgarh black pottery handicraft and Bhadohi district has one of the richest traditions of handicrafts in the country and has good market potential by employing many families involved in handicrafts. 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.

## 7. CONCLUSION

Even in this tough time, the pandemic situation has created more problems to people of the whole world and migrant people have lost their jobs and they returned to their country, state from own state economy slowdown of the whole world but in this situation, ODOP and in this 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. ODOP has, however, suffered due to pandemics and it is being 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.

## DECLARATION OF CONFLICT OF INTERESTS

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

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