



'One Tehsil One Product' Scheme

Why In New?

- Recently, after the success of 'One District One Product' (ODOP) scheme, the Uttar Pradesh government has decided to launch the 'One Tehsil One Product' scheme, through which the youth will get new jobs as soon as the product is promoted at the tehsil level.

Key Points

- Chief Minister Yogi Adityanath said that the MSME department is working in this regard. In the first phase, the district will meet the local administration to prepare a list of special products tehsil-wise.
- It is worth mentioning that most of the tehsils of Uttar Pradesh or any of their particular towns have a product, such as raw bananas from Ramchaura of Campierganj in Gorakhpur, green peas of Farenda Maharajganj, laddu of Sandila of Hardoi, turmeric cultivation in Dudahi block of Kushinagar, etc.
- It is likely that on the lines of ODOP, if the facilities of packaging, designing, branding, marketing, availability of capital as per the need and training to hone the skills of the people associated with them, etc., are provided, then their chances will increase like ODOP (One District One Product).
- With the passage of time, through these products, the brand UP will become stronger in the country and the world. In a way, it will be an extension of 'one district, one product'.
- It is noteworthy that in his first term, Chief Minister Yogi Adityanath had launched the ODOP scheme on January 24, 2018, marking the first foundation day of Uttar Pradesh, which got a good response. That is why the state government has decided to work on the 'One Tehsil One Product' scheme.