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A Study On Reviving Traditional Industries Through ODOP Scheme: Opportunities For Smes And Artisans In Shravasti, An Aspirational District Of U.P.

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Abstract
The One District One Product (ODOP) initiative is an important instrument for enhancing economic development in various regions of India. It does this by promoting the manufacture of one-of-a-kind products that originate from each and every region of India. The purpose of this research is to investigate the ways in which ODOP improves generations, creates professions, and expands commerce, hence having an impact on local economies. ODOP has a significant impact on small family companies and local artisans in regions such as Uttar Pradesh, according to the findings of the research. This is because ODOP promotes the use of traditional manufacturing processes. Additionally, the initiative assists emerging firms by evaluating the commodities that are sourced from the local regions in reference to supply chains that are located all over the globe. This demonstrates how the ODOP helps companies generate money by integrating traditional handicrafts with modern vocational training. As a result, the ODOP helps to preserve cultural heritage while also enhancing the craft industry. The results of the study indicate that this combined strategy is in line with India's objective of achieving a Viksit Bharat by the year 2047. This is due to the fact that it blends the promotion of indigenous culture with the establishment of economic growth. According to the findings of the research, ODOP may provide local people with the opportunity to elevate their capabilities and cultivate cultural values that contribute to the maintenance of sustainable development throughout time. It is suggested in this study that a thorough investigation into the implications of infrastructure, access to advanced technology, and networks should be carried out since these factors may provide a variety of avenues leading to financial empowerment.
Keywords: *ODOP, MSME, Market Linkage, Regression analysis*

INTRODUCTION

Owing to the fact that it was developed by the government of India, the ODOP is an innovative strategy that aims to identify a primary product for each district, so facilitating the concentrated expansion of the goods and the businesses that are linked with them. The objective of the ODOP, which is founded on the principles of artisanal development, is to give support for regional goods on a local as well as an international level. This is done with the intention of generating sustainable revenue and providing job opportunities, all while conserving ethnic features. Since its inception in Uttar Pradesh, it has evolved into a cultural phenomenon that is seen throughout the whole of India, with each region adapting it to suit the specific culture, agricultural products, or industry of that region. In this regard, ODOP is suitable for India's primary objectives for economic growth since it integrates concepts from both conventional and creative sources in order to give a solid foundation for ongoing expansion. To areas that are tied to handloom weaving, pottery, or agricultural goods, targeted assistance in the development of skills, financial resources, and market connections is provided (World Bank, 2020). Through the promotion of local control over the process of economic development, the project contributes to the reduction of regional inequality and, as a result, empowers the people living in the area. The National Institution for Transforming India (NITI) Aayog has selected aspirational districts that need greater attention pertaining to development. These districts have low index scores in practically all areas, including education, health, and employment prospects. The paradoxical nature of India's growth may be seen in these regions, since

many of them reflect unrealised promise despite the presence of poverty and challenging circumstances. An example of one of these difficulties may be seen in the district of Shravasti, which is located in Uttar Pradesh. For the purpose of fostering equalisation and growth throughout the whole of the nation, the government is concentrating its efforts on four particular areas (Kanujiya, 2025). The idea of "Viksit Bharat@2047," also known as Developed India, places an emphasis on the aims of liberal development, creative potential, and sustainability. Additionally, it highlights the centennial of independence across India. The primary objective of this strategy is to strengthen aspirational districts, particularly the economy of Shravasti, which creates a connection between urban and rural populations. In addition to being a social and economic need, the expansion of these regions is also an essential step in the process of establishing a national economy that is in a state of equilibrium. With the exception of extraordinary situations. The Open Door Policy (ODOP) has been included into India's development strategy in order to ensure that no district is left out of reach. The native goods of Shravasti, such as Varanasi sarees and clay art, will serve to improve the socioeconomic position of the district, to generate employment, to promote cultural identity, and to assist in slowing the movement of people from rural areas to urban areas. The strategic policy initiative known as One District One Product (ODOP), which was established by the government of India, is intended to be implemented from the top down in the context of the local community. The strategy aims to achieve "holistic socioeconomic growth throughout all regions" and "balanced regional development across all districts of the nation." It places a strong emphasis on assisting rural communities in achieving economic development that is both sustainable and inclusive. The research that we have conducted is one of the first extensive investigations of this method. This study serves to meet a significant information gap by analysing the efficiency of the policy framework in supporting new entrepreneurial activities in turmeric production in Sangli District and analysing the general impact of the framework. Despite the fact that the effort has been effective in promoting the registration of new enterprises, a significant number of entrepreneurs are unable to achieve success due to a lack of social capital, as shown by the examination of several case studies. On the other hand, well-known turmeric businesses that likely to gain disproportionately are those who have robust business networks that are centred on family and extensive social support from families. In the study, the impacts of this mismatch are investigated, and it is argued that the ODOP project, in its current form, may unwittingly perpetuate inequalities that already exist. This is because the programme primarily supports entrepreneurs who have high social capital (Jaiswal, 2024). Due to the wide variety of traditional industries and the huge number of people living in rural areas, Uttar Pradesh provides an environment that is conducive to the effective implementation of ODOP. ODOP may be able to provide focused assistance to small and medium-sized enterprises (SMEs) in its aspirational regions by enhancing access to markets, financial resources, and technological advancements. These locations are often where infrastructure deficiencies, talent shortages, and economic marginalisation converge. There are various resources that are not being used in the regions of Bahraich, Balrampur, Shravasti, and other locations. These resources include human capital as well as local knowledge. It is possible to generate localised value chains, foster innovation, and facilitate upward mobility for communities that have traditionally been impoverished if one aligns the objectives of ODOP with the developmental requirements of small and medium-sized enterprises (SMEs) in these regions. In order to analyse how the ODOP plan might be strategically deployed to eliminate structural hurdles and allow new development possibilities, the purpose of this research is to conduct a comprehensive examination of the current state of small and medium-sized enterprises (SMEs) in the districts of Uttar Pradesh that are considered to be aspirational. In addition to this, it intends to assess the degree to which these businesses are prepared to implement market-oriented policies, make use of government incentives, and extend their activities outside their current geographic area. This article seeks to present a comprehensive picture of how the intersection of a specific government initiative and grassroots entrepreneurship can act as a catalyst for inclusive economic development in the most underdeveloped areas of the state. This will be accomplished through an analysis of data collected at the ground level, perspectives from stakeholders, and policy frameworks.

The following table listing the Aspirational Districts of Uttar Pradesh under the ODOP (One District One Product) scheme along with their respective identified products:

S.No.	Aspirational District	ODOP Product
1	Bahraich	Handmade Durries (Cotton Rugs)
2	Balrampur	Woodcraft
3	Chandauli	Black Rice
4	Fatehpur	Bedsheets and Iron Fabrication Works
5	Shravasti	Handmade Durries
6	Siddharthnagar	Kala Namak Rice
7	Sonbhadra	Carpets
8	Chitrakoot	Wooden Toys and Articles

This table summarizes the linkage between the unique traditional industries or agricultural produce of each district and the focus of the ODOP scheme in promoting local entrepreneurship and regional economic development.

Review of Literature

Raghubar Dayal Mishra (2022) demonstrates how One District One Product has been a catalyst for economic growth by using the resources and capabilities that are available in various regions of the country. In addition to this, it places a focus on the link with national export goals, which helps to preserve and improve branding and marketing on a comprehensive scale in order to support both domestic and international markets. Abhishek Tiwari and Dr. Akhilesh Chandra Pandey (2024) demonstrate how a programme that was derived from a Japanese policy has been a transformative model that aims to improve the economic development of Uttar Pradesh. In addition, the programme addresses the challenges and implementation issues, as well as the difficulties of market access. As a result of consistent assistance and the successful implementation of the strategy. Dr. Siddhartha Pandey (2024), has mentioned that the approach of "one district, one product," with the primary objective of enhancing the economy and broadening the scope of job opportunities. In addition to this, it evaluates the significant influence that the adoption of ODOP has on the growth of the area via improved market expansion. particularly putting a focus on Uttar Pradesh). Additionally, it highlights the ways in which the formation of sustainable economic opportunities promotes the expansion of the socioeconomic system. Noopur Agrawal and Aditya P. Tripathi (2021). In this article, a comparison was made between public administration, with a particular focus on the worldwide acceptance and adaptation of Japan's One Village One Product (OVOP) model. A community-oriented strategy is used in the plan in order to emphasise local economic progress, which ultimately results in an improvement in rural production. Uttar Pradesh is the state that best exemplifies both its benefits and its limitations. Kumar (2023) investigate the ways in which community entrepreneurs might contribute to the reduction of migration by providing assistance to the handicraft and other creative industries via the means of the ODOP project. Issues such as poor technology progress and restricted market access are brought to light by this clarity. The proposed intervention has the potential to strengthen local economies; thus, the emphasis should be on the development of skills and the provision of financial assistance. Jayasudha J. and Shantha Sheela M. (2022) analyse the method that was developed in Japan and its use in states such as Tamil Nadu and Uttar Pradesh, which ultimately led to the advancement of the districts. the development of jobs, branding, and marketing are the primary focuses. According to the findings of the survey, the majority of government officials saw the potential expansion of the economy and the level of entrepreneurial activity as having a limited scope. Within the framework of Shrawasti, initiatives that promote the sale of one-of-a-kind objects, such as clay art and exotic textiles, have the potential to enhance the quality of life in the surrounding area. In spite of this, the vacuum in research is readily apparent when one considers the ODOP-specific activities that are designed to evaluate the immediate relative causation of economic

empowerment in districts that have aspirations. Both training and development are essential actions that are used in order to raise the level of expertise possessed by the workers of a business. The training and development programmes contribute to an improvement in the ability of the local economy to stimulate growth, particularly in rural regions. According to Mitra (2020), efforts that focus on training and skill development have the potential to enhance human capital, stimulate innovation, and increase occupational productivity. The methods for vocational training and certification that are used in government programmes such as the Skill India Mission and PMKVY have been very helpful in preparing individuals who are interested in pursuing employment opportunities. Therefore, the development of skills among business owners and artisans is an essential component of each and every One District One Product (ODOP) plan. Gupta et al. (2021) conducted research that demonstrates that the capacity-building initiatives and skill development programmes that were carried out in Uttar Pradesh as part of the ODOP resulted in an improvement in both the product quality and the competitiveness of the state. However, research conducted by Kumar et al. (2023) reveals that the uptake of social service initiatives is low. This has a detrimental impact on the Aspirational Districts since it leads to the marginalisation of vulnerable people.

METHODOLOGY

Through the implementation of the One District One Product (ODOP) initiative, this research, which is based on a cross-sectional survey, evaluates the level of economic empowerment that exists in districts of Uttar Pradesh that are considered to be desirable. The participants in this study were selected using a stratified sample method, with consideration given to their age, gender, and occupation. The replies on the Likert scale that were obtained from the organised questionnaire were collated and analysed with the use of statistical packages such as SPSS, correlation, and regression analysis. The descriptive study technique was used in order to explore the potential small and medium-sized companies (SMEs) that may be included in the ODOP plan in the districts of Uttar Pradesh that are considered to be dream districts. For the purpose of conducting an exhaustive investigation, both primary and secondary sources were used. Primary data were collected via the use of structured surveys and interviews with local businesses, artists, and government officials who were in charge of the ODOP project administration. Sources of secondary material included policy briefings, official records of the Office of the Director of Public Policy (ODOP), government papers, and other publications. Using a convenience sample technique, respondents were chosen with accessibility and relevance to the study aims as the primary considerations in the selection process. The use of this methodology enabled the research to get a pragmatic knowledge from those who were directly involved in or impacted by the ODOP initiative in the locations that were chosen

Analysis

Demographic analysis

Table 1: Demographic analysis

Gender	Frequency	Percent
Male	79	54.10
Female	67	45.90
Age	Frequency	Percent
Less than 30 years	53	36.30
31 - 40 years	44	30.10
41 - 50 years	18	12.30
Above 50 years	31	21.20
Education	Frequency	Percent

No formal education	39	26.70
Primary education	54	37.00
Secondary education	34	23.30
Graduation	19	13.00
Received training in ODOP	Frequency	Percent
Yes	72	49.30
No	74	50.70
Nature of your enterprise	Frequency	Percent
Manufacturing	68	46.60
Service	34	23.30
Handicraft/Artisan-based	24	16.40
Agro-based	20	13.70
Source of Capital	Frequency	Percent
Personal savings	47	32.20
Bank loan	37	25.30
Government subsidy/loan	24	16.40
Borrowed from family/friends	27	18.50
Others	11	7.50
Total	146	100.00

The demographic profile of the respondents provides a complete picture of the people involved in the study looking at the opportunities for small and medium-sized businesses (SMEs) within the ODOP plan in aspirational areas of Uttar Pradesh. According to the gender breakdown, 45.90% (67 individuals) are female participants while male respondents make a small majority at 54.10% (79 people). This fair representation shows a notable participation of women entrepreneurs in ODOP-related companies, therefore indicating growing inclusion in economic activity across sexes. According to the statistics, a good number of responses are middle-aged and young people. Specifically, 36.30% (53 respondents) are under 30 years of age; followed by 30.10% (44 respondents) in the 31–40-year range. This shows a young participation in entrepreneurial development, suggesting that the ODOP project may use the aspirations and energy of younger groups. While 21.20% (31 respondents) are over 50 years, showing a continuous interest in entrepreneurial activities among older adults who may have traditional knowledge and experience relevant to local commodities, the age range of 41–50 years corresponds with 12.30% (18 respondents). Analysis of educational credentials reveals different degrees of literacy among the respondents. Of the 39 responders, 26.70% lack formal education; of these, 37.00% have just basic education. These numbers highlight the educational challenges in aspirational areas that can hinder the thorough use of modern corporate strategies. Still, 23.30% (34 respondents) have completed secondary school, while 13.00% (19 respondents) are graduates, suggesting that a sizable fraction has the educational background needed for higher degree of skill development and training. Regarding participation in ODOP-related training, the responses are virtually equally split: 49.30% (72 respondents) say they have received training and 50.70% (74 respondents) say they have not had such exposure. The practically equal distribution suggests a concern about the efficacy and breadth of the ODOP system being virtually improved by more outreach and training operations. Manufacturing dominates at 46.60% (68 respondents) in the study of the many kinds of businesses founded by respondents; service-based businesses account for 23.30% (34 respondents). With 16.40% (24 respondents), handicraft or artisan-based businesses; agro-based businesses account for 13.70% (20 respondents). The predominance of manufacturing companies line with ODOP's goal of product-centric economic development, suggesting that many of the participants are actively engaged in value-added production within their local areas.

Funding for starting or running these businesses also offers insightful analysis of trends. Using personal funds, which account for 32.20% (47 respondents), reflects a major reliance on self-financing among companies as the main funding method. With 25.30% (37 respondents), bank loans show a quite low degree of institutional financial inclusion. With 16.40% (24 replies), government subsidies or loans show the degree of government financial support initiatives. Based on 18.50% (27 respondents) and 7.50% (11 respondents), borrowing from family or friends is a major source; additional unidentifiable ways are cited. Different findings highlight the different financial strategies SMEs use in different sectors as well as relevant areas for policy intervention to improve access to institutional and governmental funds

Correlation analysis

Table 2: Correlation Analysis

Correlations	Access to Financial Support	Market Linkage and Accessibility	Optimal Utilisation of Resources	Enhancing Opportunities
Access to Financial Support	1	.889**	.824**	.859**
Market Linkage and Accessibility	.889**	1	.859**	.868**
Optimal Utilisation of Resources	.824**	.859**	1	.825**
Enhancing Opportunities	.859**	.868**	.825**	1

The correlation analysis in Table 2 offers important new perspectives on the links among the main elements influencing the improvement of possibilities for small and medium-sized enterprises (SMEs) within the ODOP plan in the aspirational districts of Uttar Pradesh. Among the elements under analysis are access to financial support, market linkages and accessibility, best use of resources, and improvement of opportunities. In the framework of SME development, all correlations among these factors are statistically significant and positive at the 0.01 level, therefore reflecting strong interdependencies and reciprocal reinforcement. \Access to Financial Support and Market Linkage and Accessibility have a strong, 0.889 correlation value. This suggests that better access to financial resources for SMEs raises their possibility of creating and maintaining effective market contacts, thereby improving their accessibility to customers and distribution channels. Financial support helps businesses to deploy resources into marketing, logistics, and outreach projects, therefore directly influencing their potential to enter and thrive in target markets. With a correlation of 0.824, access to financial support is somewhat closely linked with optimal use of resources. This suggests that more efficient use of resources by SMEs made possible by higher financial assistance. Whether loans, grants, or personal capital, financial support helps to invest in better equipment, trained personnel, and technology, thereby enhancing production and resource management. With a 0.859 correlation between Access to Financial Support and Enhancing Opportunities, financial empowerment is clearly necessary to increase the commercial potential of SMEs. Capital availability helps businesses to grow operations, diversify product offers, and react to consumer wants, thus enhancing their growth and sustainability possibilities. Market Linkage and Accessibility and Optimal Utilisation of Resources has a strong 0.859 relationship. This suggests that SMEs with close ties to the market also maximise their resource allocation more precisely. Improved planning, inventory control, and manufacturing efficiency made possible by market access help companies to react more skilfully to demand fluctuations and market shifts. Moreover, at 0.868, Market Linkage and Accessibility has the greatest correlation with Enhancing Opportunities, therefore stressing the need of strong market links in enabling new growth opportunities. Companies that can interact with larger markets are more suited to improve sales, generate money, and investigate ODOP-based new business prospects. Optimal Utilisation of Resources and Enhancing Opportunity have a substantial positive connection, at 0.825. Whether raw materials, labour, or infrastructure, the efficient use of resources enhances the capacity of the company to innovate, lower costs, and keep competitiveness, thus promoting the creation and expansion of possibilities. This realisation emphasises how important strategic resource optimisation is for SMEs to develop.

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Regression analysis

Table 3: Regression analysis

Model	Sum of Squares	df	Mean Square	F	p value
Regression	142.723	3	47.574	192.358	0.00
Residual	35.12	142	0.247		R Squared
Total	177.842	145			0.80
Coefficientsa	B	Std. Error	Beta	t	p value
(Constant)	0.32	0.163		1.963	0.05
Access to Financial Support	0.348	0.083	0.352	4.179	0.00
Market Linkage and Accessibility	0.339	0.086	0.367	3.938	0.00
Increasing Market Linkage	0.213	0.073	0.22	2.92	0.00
a Dependent Variable: Enhancing Opportunities					

The regression analysis of Table 3 provides thorough understanding of the impact of three independent variables—Access to Financial Support, Market Linkage and Accessibility, and Increasing Market Linkage—on the dependent variable, Enhancing Opportunities for small and medium-sized enterprises (SMEs) within the ODOP scheme in the aspirational districts of Uttar Pradesh. With an R-squared value of 0.80 the results of the regression model demonstrate great explanatory power. Thus, the three independent variables taken together explain 80% of the variance in Enhancing Opportunities, thereby indicating a strong indication of the effectiveness and relevance of the model. Results of the analysis of variance (ANOVA) confirm the statistical relevance of the whole model. At the 1% level the F-value of 192.358 and a p-value of 0.00 show that the regression model is statistically significant. This confirms that the model considers a considerable portion of the variability in Enhancing Opportunities and that the independent variables taken together significantly help to anticipate the dependent variable. The model clearly explains most of the variation in the dependent variable as the regression total of squares (142.723) far exceeds the residual sum of squares (35.12). Examining the individual coefficients of the predictors, every independent variable shows a statistically significant relationship with Enhancing Opportunities based on their p-values—all below 0.01. With a t-value of 4.179 and a standardised beta coefficient of 0.352, access to financial support is shown as a strong and important predictor. This implies that better access to financial resources significantly increases chances for SMEs thus enabling them to participate in infrastructure, manufacturing, training, and development activities within the ODOP plan. With a standardised beta coefficient of 0.367 and a t-value of 3.938, Market Linkage and Accessibility clearly has a major influence on increasing opportunities. The results show that higher growth, diversity, and operational sustainability match better connectedness of SMEs to supply chains, consumer markets, and distribution channels. These links improve market access and help to respond to demand and competitiveness effectively. Furthermore, included as a distinct predictor in the model is Increasing Market Linkage, which shows a standardised beta of 0.22 and a t-value of 2.92 and partly overlaps with the previous variable. This shows that fresh growth possibilities for SMEs depend critically on continuous improvements in market outreach via internet platforms, trade fairs, government measures, or local networks. Though having far less effect than the other two variables in the current model design, the lower but significant beta value indicates that this component has a relevant influence. Together with a p-value of 0.05, the fixed value of 0.32 denotes the baseline level of Enhancing Opportunities when all predictors are kept at zero. Although small, it is statistically significant, implying that other unstated factors may possibly contribute to increase in opportunity outside the scope of research here.

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Test of hypothesis
Chi square test
Table 4: Chi square analysis 1

	Enhancing Opportunities					
Access to Financial Support	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	0	3	0	0	0	3
Disagree	4	11	0	0	0	15
Neutral	0	0	17	0	0	17
Agree	0	0	0	12	16	28
Strongly Agree	0	0	0	29	54	83
Total	4	14	17	41	70	146
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	301.084a	16	0.00			
Likelihood Ratio	211.543	16	0.00			

Table 4 chi-square analysis results show the relationship between Access to Financial Support and Enhancing Opportunities among small and medium-sized businesses engaged in the ODOP plan in the aspirational districts of Uttar Pradesh. The crosstabulation exposes a clear trend concerning respondents' opinions about financial assistance in relation to their ideas on the expansion of options. The frequency distribution shows a tendency of increasing concordance between the perception of better prospects and the availability of financial aid. For instance, the most of the respondents who definitely confirmed their access to financial assistance also agreed that prospects were being improved (54 out of 83). Similarly, among the 29 people who supported access to financial assistance, a significant majority (29 out of 28) thought that opportunities had increased, therefore demonstrating a strong association between financial aid and apparent development. On the other hand, those who rejected or strongly disagreed with the financial aid offer fell primarily into the "disagree" or "neutral" group for increased opportunities. Of the fifteen respondents who disagreed with financial assistance availability, eleven also disagreed with the notion that possibilities were being developed. Likewise, the three people who strongly opposed financial access expressed disagreement regarding better opportunities. This negative link at the lowest point of the agreement spectrum emphasises the idea that inadequate financial access corresponds with a supposed lack of opportunity. With 16 degrees of freedom and a p-value of 0.00, the Pearson chi-square test result of 301.084 shows a rather strong association between Access to Financial Support and Enhancing Opportunities. The significance level ($p < 0.01$) shows that the two category variables have statistically strong association and this relationship is not attributed to chance. With equal degrees of freedom and a constant p-value of 0.00, the likelihood ratio value of 211.543 supports even more the presence of a strong and significant relationship between these two variables. This study verifies that increase of chances depends on financial support. Daily operations and investment decisions depend on access to financial tools such loans, subsidies, or financing programmes; so, this is closely related to the general impression of growth potential and empowerment among company owners and stakeholders. Particularly in undeveloped and aspirational areas where small businesses suffer great vulnerabilities, the strong statistical association emphasises the importance of targeted governmental measures to enhance financial inclusion and the systematic deployment of financial resources. The results show that increasing financial access might significantly change SMEs' perceptions and reality of opportunity, thus promoting involvement, output, and sustainable development within projects like ODOP.

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Table 5: Chi square analysis 2

	Enhancing Opportunities					
Market Linkage and Accessibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	0	7	0	0	0	7
Disagree	4	7	0	0	0	11
Neutral	0	0	14	0	0	14
Agree	0	0	3	4	7	14
Strongly Agree	0	0	0	37	63	100
Total	4	14	17	41	70	146
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	295.203a	16	0.00			
Likelihood Ratio	199.417	16	0.00			

Under the One District One Product (ODOP) project, Table 5 shows a chi-square analysis looking at the association between Market Linkage and Accessibility and Enhancing Opportunities for small and medium-sized businesses (SMEs) under aspirational districts of Uttar Pradesh. This study clarifies how entrepreneurs see enhanced business opportunities within the ODOP framework in relation to the perceived availability and resilience of market linkages. The crosstabulation shows a strong trend that emphasises the need of market accessibility in affecting opportunity perception. Of the respondents who definitely agreed they had sufficient market contacts and accessibility, a noteworthy 63 out of 100 also strongly confirmed that prospects were growing. Similarly, 37 of the 100 respondents said that prospects were being enhanced, suggesting a strong relationship between good market access and a better entrepreneurial outlook. On market linkage—more especially, those who strongly opposed or disagreed—respondents indicating less agreement were typically categorised as falling into the "disagree" or "neutral" categories for enhanced prospects. Of the eleven respondents who opposed market linkage, seven also said that opportunities were not being enhanced. This suggests that inadequate market connectivity might be a major hindrance to the actualisation of corporate growth and development as well as to their perception. Especially, all 14 neutral respondents on market connection had neutral opinions on improved possibilities, which emphasises how unclear or poor market access does not inspire confidence or hope about corporate prospects. The small cohorts of respondents in the "agree" and "strongly agree" categories for both measures highlight how much views of opportunity enhancement also increase when attitudes of market accessibility develop. With 16 degrees of freedom and a p-value of 0.00 the Pearson chi-square test finds a value of 295.203, therefore verifying a strong and statistically significant correlation between Market Linkage and Enhancing Opportunities. This result is supported by the likelihood ratio test statistic of 199. 417 along with same degrees of freedom and p-value. These numbers verify that the noted relationship between the two variables is not random but rather reflects a continuous and notable correlation. This study emphasises the critical need of building strong market linkages—via improved infrastructure, digital marketing support, buyer-seller interactions, and logistical connectivity—as a main stimulus for company development in underdeveloped areas. Effective access to local, regional, and global markets improves sales and income generating as well as confidence building and a growth-oriented attitude among small businesses. Within the framework of the ODOP programme, our findings suggest that basic parts of sustainable SMEs should be market integration and connectivity strategies given top priority in policy efforts and implementation structures. Stable, diversified, and easily available markets help SMEs to see growth prospects more favourably, therefore enabling real economic empowerment and company development.

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Table 6: Chi square analysis 3

	Enhancing Opportunities					
Optimal Utilisation of Resources	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	4	3	0	0	0	7
Disagree	0	11	0	0	0	11
Neutral	0	0	14	4	0	18
Agree	0	0	3	12	30	45
Strongly Agree	0	0	0	25	40	65
Total	4	14	17	41	70	146
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	302.641a	16	0.00			
Likelihood Ratio	187.053	16	0.00			

Under the One District One Product (ODOP) project, Table 6 shows a chi-square analysis looking at the relationship between Optimal Resource Utilisation and Opportunity Enhancement in small and medium-sized firms (SMEs) among the aspirational districts of Uttar Pradesh. This study intends to find if entrepreneurs' perspective of improved company prospects given by the plan corresponds with their efficient resource management strategies. The cross-tabulated results show a strong link between the two variables. Respondents who strongly believed that they were making good use of their current resources—such as raw materials, human capital, and financial input—also mostly expressed a higher sense of possibilities. Of the 65 respondents who highly supported optimal resource use, 40 strongly agreed and 25 felt that prospects had been enhanced. Of the 45 respondents who said their resource management was outstanding, 30 strongly agreed, while 12 said their chances had improved. This positive link implies that those who have faith in their ability to maximise resource use are also more likely to expect benefits from the ODOP project concerning improved chances for corporate development. On the other hand, those who disagreed or strongly disagreed on the appropriate use of their resources had less hope for better future. For the improvement of opportunities, for instance, all 11 respondents who disagreed fell into the "disagree" category. The seven respondents who indicated notable differences on optimal resource use were split in their assessment of opportunities into "strongly disagree" (4) and "disagree" (3). These results show a clear trend: poor perspective of entrepreneurial success usually corresponds with inadequate resource efficiency. Especially, among the eighteen respondents who selected the neutral option for resource optimisation, there is clear divergence. Four members of this group believed that prospects had improved, while fourteen had a mixed view. This mixed response shows that ambivalent regarding firm prospects corresponds with uncertainty in resource management, therefore stressing the crucial need of confidence in operational efficiency in shaping entrepreneurial attitudes. With sixteen degrees of freedom and a p-value of 0.00, the Pearson chi-square value of 302.641 shows a very strong correlation between the two variables. Indicating this is the probability ratio of 187.053. These findings show that perceived opportunity improvement and optimal resource use show a significant and consistent association rather than a product of random chance. This study emphasises the need of resource management as a basic component in the success of SMEs within government development projects like ODOP. Entrepreneurs who have the tools, knowledge, and abilities to maximise their current resources—by means of technical support, mentoring, or training—are more likely to see improvements in their commercial and financial prospects. Thus, the ODOP strategy has to give not only market access and product promotion top priority but also capacity building to improve operational ability of businesses. This might help ambitious Uttar Pradesh to create a more inclusive and sustainable economic ecosystem.

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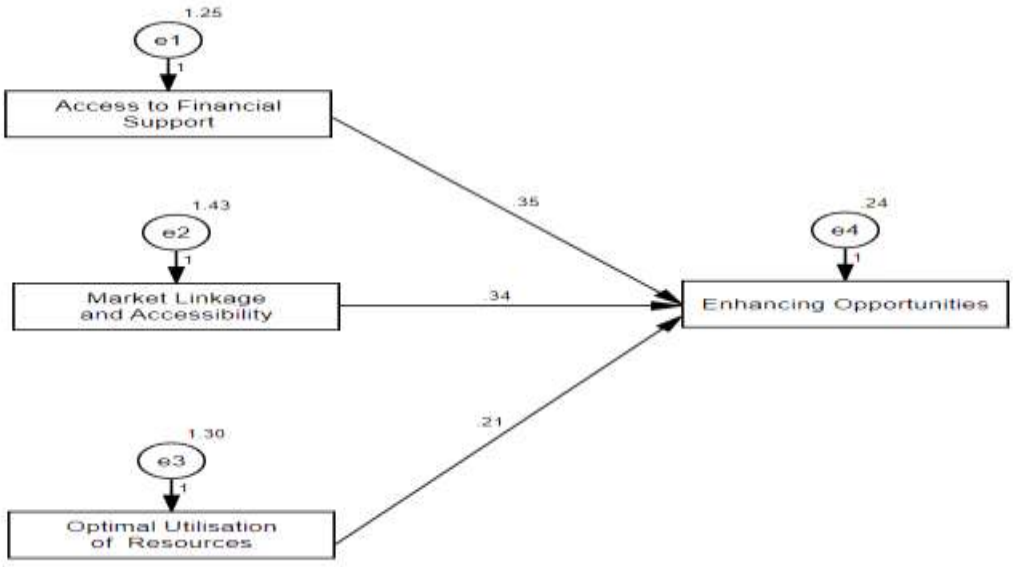
Structural Equation Model



The structural equation model diagram shows the interactions among one dependent variable, Enhancing Opportunities, and three independent variables—Access to Financial Support, Market Linkage and Accessibility, and Optimal Utilisation of Resources. This model clarifies the function of many facilitators in increasing prospects for small and medium-sized enterprises (SMEs), especially within the context of the ODOP (One District One Product) project in aspirational districts of Uttar Pradesh. The coefficients show the size and direction of the correlations among the variables. With a standardised regression weight of 0.35, the arrow from Access to Financial Support to Enhancing Opportunities shows a moderate but favourable impact. This suggests that SMEs that have better access to financial services—such loans, subsidies, and institutional credit—are more likely to experience a growth in their company prospects. Financial support surely helps them to invest in better technology, raw resources, and marketing channels, thus improving their competitiveness and development capacity. With a path coefficient of 0.34, the effect of market linkages and accessibility on enhancing opportunities also seems clear. The same importance of financial support implies that SME expansion depends critically on market connections, local, regional, or national. The commercial viability and development potential of these companies are much influenced by their ability to promote goods, build distribution networks, and interact directly with end consumers. Indirectly, market accessibility improves brand development and product exposure—both of which are vital under programmes like ODOP, which promote locally produced products for more general markets. With a path coefficient of 0.21, the third variable, Optimal Utilisation of Resources, has a positive but somewhat little impact on Enhancing Opportunities. This suggests that, in creating possibilities, the ability to make use of already existing resources—such as labour, raw materials, infrastructure, and time—serves a supporting rather than a main one purpose. Physical or logistical restrictions in aspirational locations may limit resource optimisation, therefore reducing its direct impact on improving prospects in relation to market access or financial support.

Table 7: Path Analysis

Dependent variable	Independent variable	Estimate	S.E.	C.R.	P
Enhancing Opportunities	Access to Financial Support	0.348	0.036	9.539	0.00
Enhancing Opportunities	Market Linkage and Accessibility	0.339	0.034	9.933	0.00
Enhancing Opportunities	Optimal Utilisation of Resources	0.213	0.036	5.966	0.00

Within the framework of small and medium-sized enterprises (SMEs) in the aspirational districts of Uttar Pradesh under the One District One Product (ODOP) initiative, the path analysis shown in Table 7

clarifies the direct impacts of three independent variables—Access to Financial Support, Market Linkage and Accessibility, and Optimal Utilisation of Resources—on the dependent variable, Enhancing Opportunities. This model aims to determine the strength and importance of the correlations among these significant factors and the apparent improvement of business possibilities, thus guiding legislators and stakeholders on where to focus their efforts to maximise the impact of ODOP. Together with a standard error of 0.36, a critical ratio (C.R.), of 9.539, and a p-value of 0.00, the study shows that Access to Financial Support has a sizable and positive path coefficient of 0.348, therefore indicating a very significant influence. Improved access to grants, subsidies, funding, or any kind of financial assistance greatly increases the perception of new possibilities for small business owners. Those that get timely and sufficient financial support are more likely to study markets, improve their production, participate in innovation, and increase operations—all of which help to change their view of opportunity within the ODOP plan. Showcasing a route coefficient of 0. 339, a standard error of 0.034, a critical ratio of 9.933, and a statistically significant p-value of 0.00, market linkages and accessibility have a quite good influence on boosting possibilities. This relationship emphasises the significance of access to trustworthy and large markets as it helps businesses to advertise their products, build networks, and increase their clientele. Under ODOP, improved infrastructure, digital platforms, and market integration strategies are expected to greatly affect opportunity perception. Though less than the other two components, Optimal Utilisation of Resources is the third one and shows a good and significant association. With a standard error of 0.36, a critical ratio of 5.966, and a p-value of 0.00, the path coefficient—0.213—is thus confirmed in importance. Even if less controlling than financial or market access, the efficient use of current resources—including raw materials, labour, and time—remains vital in increasing entrepreneurial potential. Companies that excel in operational management are better suited to use projects like ODOP to convert limited resources into long-lasting benefits. The path analysis shows that the dependent variable has a statistically significant and positive influence from all three independent variables. It underlines the complex nature of opportunity development and the need of thorough activities carried out under the ODOP strategy. To create a rich SMEs in the aspirational areas of Uttar Pradesh, financial inclusion, market integration, and resource efficiency must live together. Policymakers should give effective loan disbursements top priority, invest in market infrastructure and digital platforms, and support training programmes that improve operational capability, so creating a supportive ecosystem that turns policy into observable growth for local businesses

DISCUSSION

Through supporting distinctive regional goods, the ODOP framework seeks to boost local economies. Especially for women, this research tends to affect employment. so helps small and medium business growth and trade. The study highlights how ODOP affects family-owned businesses and the methods local handicap artists improve their operations and reach modern markets. This project links people to local and worldwide markets, preserves legacy, brings vitality, and influences change. ODOP has disadvantages despite its benefits as well; it depends on a single product, lacks creativity, and can cause possible resource misallocation. According to the research, strong plans are absolutely necessary to reduce risks and advance sustainable growth in all spheres. The study and debate of the possibilities for Small and Medium Enterprises (SMEs) under the One District One Product (ODOP) project in the aspirational districts of Uttar Pradesh come to a comprehensive and instructive end. The findings show that by empowering local enterprises and strengthening district-specific economic identities, the correct application of the ODOP plan offers great promise for the socioeconomic development of these places.
The respondents' demographic profile shows a very equal distribution across gender and age groups, with a considerable number of those without any official schooling. Many of them had received ODOP-specific training, suggesting growing awareness of the project among them. Companies in many different sectors—including manufacturing, services, handicrafts, and agro-based businesses—showcased the spectrum of economic activity connected with district-level products. Three main factors—access to financial aid, market linkage and accessibility, and optimal resource use—clearly influence the perceived improvement

of possibilities for SMEs according to correlation and regression studies. These statistically significant and positively linked traits suggest that improvements in one area might improve outcomes in others. Two main drivers of entrepreneurial growth turned out to be strong market connections and finance availability. Moreover, the R-squared value of the regression model—0.80—showcases a great ability of the independent variables to forecast better commercial possibilities. The chi-square analyses confirm even more the relationship between these traits and the increase of possibilities. The strong connections found point to entrepreneurs who get better financial support, better market access, and efficient use of resources more likely to see the ODOP plan as a growth engine. Moreover, route analysis supports the strength of these links by especially stressing the most important direct impact of market linkage and finance access on the enhancement of opportunities.

SUGGESTIONS

Local government authorities should give the growth of vocational training that fits market demands top priority in order to promote long-lasting economic empowerment. Given their potential to provide safe employment, special focus should be on the development of the needs of industries such renewable energy, information technology, and healthcare. Training for venture capitalists should also be part of it so that people may look for career possibilities (Jaiswal, 2024). Promote cultural legacy as an economic benefit as, in fact, the preservation techniques have to be in line with main projects for economic growth. Encouragement of cultural entrepreneurship in crafts, art, and tradition might help local businesses to create revenue by using the tourist value chain (Ministry of Commerce & Industry, 2021). Governments should create ideal circumstances for the selling of cultural artefacts by means of tourism projects and online markets. Providing fair access to modern infrastructure and technology would allow communities—especially rural ones—to address market access issues and develop necessary skills. Knowledge, literacy, and general interaction with broadband internet and mobile technologies are much higher than others; so, digital literacy classes will be very important in closing this digital gap (OECD, 2020). The state should work with businesses and NGOs to use startups and newly acquired skills. Public-private cooperation may provide participants financing, training, and transitional job opportunities to support employment help projects. Furthermore, guaranteeing the long-term viability of projects is this approach

CONCLUSION

The research emphasises how the ODOP initiative might transform Uttar Pradesh's aspirational districts' entrepreneurship scene. Policymakers and implementing agencies must provide unhindered access to institutional funding, improve market infrastructure, and support efforts at capacity-building for effective resource utilisation if they are to properly harness this potential. Combining these elements might create a sustainable environment in which SMEs not only survive but also thrive, therefore benefiting the local economy and the general aim of fair development.

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