

One District One Product (ODOP) Of Uttar Pradesh: New Opportunity For Artisans.

**Vibhu Dixit (Export Consultant)ODOP, Uttar Pradesh
Startup Mentor IIT Kanpur, Uttar Pradesh**

Abstract

The sustainable economy is a period in which women entrepreneurs see, organise resources, seize unique chances, and take risks to achieve their aims in creating new, inventive companies for expanding frontiers during pandemics when the entire globe was at risk. Before the pandemic, Uttar Pradesh and the northeastern part of India were experiencing an economic renovation through transformation technology. However, the pandemic slowed down their speed, but after that it again increased. One district one product (ODOP), which began in 2018 in Uttar Pradesh and was inspired by the Japanese government in 1979, has become so famous in Uttar Pradesh for boosting economy and artisan of 75 districts up and women artisans increase and transformed in entrepreneurship. We are all aware that handmade products are often manufactured by hand or with the use of a handcrafted tool. Since time immemorial, India has been known for its handcrafted manufactured decorative addition industrial country and is well-known in India for its artisan creations of various design goods that are both ornamental and utilised as utility products, including as those produced from Rockwood, claystone, and many more. Due to the fact that all of these products are made by hand with the bare minimum of technological assistance, they are referred to as handicrafts. It is also renowned for its diverse clientele, with India ranking as one of the most renowned cultural nations in the world with a skilled labour market. Artisanal products produced worldwide. As is well known, everyone loves and respects India, and many rural residents still rely on the creative aspects of their culture to support themselves. The essay that follows will discuss various Indian handicrafts you may bring home.

Introduction

With regard to both population and area, Uttar Pradesh is the fourth-largest state in the nation. The state has a remarkable amount of physical and cultural variety. Uttar Pradesh is a state with a wealth of handicrafts, including hand-knotted carpets, art metal, wooden furniture, and textile and crochet products. The state's main crafts include zari and zardozi, imitation jewellery, glass, and glassware, however some of them are in decline, including sazar stonework embroidered cotton carpets hand block textile printing wood carving, wooden toys, and comb bone and ivory carving. Regarding the NCARE study, Bhadohi, Mirzapur, Saharanpur, and Moradabad are crucial craft centers of the state. There are an estimated 18 lakh artisans in Uttar Pradesh, and the state accounts for about 22.41% of the nation's units and 29% of its artisans. Uttar Pradesh produces about 60% of the nation's handicraft exports. It also accounts for about 13% of the Gujarati Rajasthan cluster and 43% of the artisans in eastern India. India's handicraft and weaving business is worth \$24,300 billion and generates close to \$10,000 billion in

export revenue per year. The 12th Five Year Plan predicted that it will grow to be the largest non-farm industry in rural India, adding 10% to its employees, tripling its output, and exporting 18% more from 2012 to 2017. Numerous obstacles exist on the ground, including a lack of consensus over what qualifies as "handicraft," underdeveloped infrastructure, restricted access to raw materials, broken supply networks, bad marketing, and inefficient supply chains. On top of all that, craftspeople tread a fine line between maintaining old techniques and innovating for the modern market. For instance, weavers frequently substitute pricey raw materials with less expensive knockoffs, which ultimately devalues their art and the customer's perception of it.

The government's position has come under fire for being insufficient and improperly 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 start off with the notion that craftsmen need assistance, which is not a benefit to them. Instead of providing subsidies, we need to think about generating opportunities, she argues.

Sector-by-sector exports from Uttar Pradesh in the fiscal years 2016 and 2017

The total export from Uttar Pradesh was Rs. 84282 crore. Different sectors had different export amounts, such as food processed, which came to about Rs. 15073 crores and the percentage was 17.6%, and handicraft, which came to Rs. 8400.84 and the percentage was 9.97%. Handloom growth came to about Rs. 417 crore and the percentage was 50%. Leather products had an estimated value of \$10,560 billion and a share of 12.57 percent, followed by carpet and durables at \$4,648.48 and a share of 5.34 percent, ready-made clothing at \$10,866.6, engineering goods at \$11,360 billion, marble at \$799 billion, and horticulture at \$795.44 billion.

One district one product briefing ODOP

The intention is to assist the neighborhood and block in assisting the artisan while also improving access to the global market with this program in place that assists in establishing connections between sellers and buyers of handicraft and in gaining recognition on a national and international scale through marketing, branding, and easy credit. This program will also help to preserve our rich cultural heritage and tradition at the district level.

The GSDP of Uttar Pradesh has increased from Rs. 1137,210 crore in 2015–16 to 13,75,609 crore in 2017–18, and the average economic growth of Uttar Pradesh has been around 7.5% from the financial year of 2016 to 2018. As a result, U.P. is now growing the per capita income level of its common people, which has increased from 42,276 to 55,344 in the financial year of 2018, showing that the average growth is 8.4%. The agricultural growth of Uttar Pradesh from 2015–16 to 2017–18 was 7.5%, which is the greatest growth rate. This is because the state has the resources, infrastructure, and environment that are best suited for improved investment. There is a strong industrial infrastructure with 15 industrial areas, 12 specialized parks, 4 growth centers, an industrial development centre, roughly 21 special economic zones (also known as SEZs), and about 15 for the IT and allied industries.

The Uttar Pradesh government has now chosen to launch the one district, one product program in order to support traditional industries and the value they offer to the final product. Because it focuses on helping local artisans and craftsmen as well as reducing unemployment, the ODOP scheme will be crucial for the growth of handicraft products and their artisan value in the global market. Examples of such industries include information technology, agro-based and food processing, textile chickankari, carpet weaving, and shazar stone industry. The Government of Uttar Pradesh advanced its objective by announcing the multifaceted and well-known program "One District One Product" to support the traditional industries to better the people of Uttar Pradesh and through these program individuals gets knowledge on one particular product. With a focus on the district's entire handicraft product line and benefits for two local craftsmen and their craft, ODOP aims to strengthen the micro small units included in this program. This will be crucial for boosting the MSME sector, which is crucial to the state's economy and has approximately 89 lakh MSME as of 2017–18.

About Uttar Pradesh Agricultural Handicrafts (ODOP)

In particular, ODOP has a great opportunity to improve the social and economic conditions of rural, weaker section unorganized workers, and tribal people worldwide, especially in the case of India where these people are facing enormous challenges during the lockdown. ODOP can provide opportunity and have the capability to solve the migration problem of people from country to country, state to state by providing Local-level jobs and creativity. In order for India to be an Atmanirbhar Bharat and a vocal supporter of the national motto, we must consider developing our own indigenous talent and traditional arts and crafts that are sustainable and environmentally benign. One District One Product (ODOP) is a well-known program that the government of Uttar Pradesh launched under the auspices of the Japanese government to support small businesses and the local economy as well as to improve access to the global market. This program helps connect sellers and buyers of handicrafts and helps them gain recognition on a national and international scale through marketing, branding, and simple credit checks. The economic status of those who participate in ODOP art is a work that is connected to the handicraft industry. Art is a, 64% economically impoverished workers art is a, 23% Workers are not underprivileged, but they can operate at a basic level 17 to avoid artisans from reworking as business owners.

Important Uttar Pradesh handicrafts, district-specific products covered by ODOP, and an overview of agricultural crafts.

About 400 years ago, the Banda district of Bundelkhand saw the discovery of the Banda city of Shazar. The person who found it was Arab. He termed the stone Shajar in Arabic and Haqueq or asphalt in Indian Arabic after memorizing its significant multicolored pattern that resembles leaves and trees at times. Other ornamental floral structures, such as clouds, hens, monkeys, and Lord Vishnu, are also occasionally built up on the Shajarstone Agra neighborhood. Although this region is well known for its leather and leather-related products like bags and other footwear, the raw materials are imported from nations like Kanpur, Kolkata, and Chennai. Crafts made by Prayagrajmoonj, such as coasters, stand bags, utility items, and ornamental items, have the opportunity to compete on the international market. In

addition to being well known for its moonj product, Amethi also produces other items including chairs, tables, and carry bags. Zarizardozi, a type of handcraft from Badaun, is well known. Around 35% of the state's families work in the zari and zardozi business, which is mostly based on a cottage economy.

The majority of the artisans in District Bahraich has received state awards from the government and is particularly well-known for their wheat stalked handcraft products. Locks and hardware are significantly more well-known in Aligarh than they are across the rest of the nation. The product is well-known throughout the nation. There is a town near AmbedkarNagar named Tanda, and it is famous for its Terri cotton clothing and power loom textile products. This district is a major source of employment for the region's 43000 craftsmen. Aroha is a city known for its musical instruments, particularly its dholes, which are produced in over 300 units by more than 1000 artists. Around 200 people live in the Nizamabad city of Jaigarh, often known as the "black pottery city of India" in Azamgarh. The neighborhood is well known for its blackpottery Bagpat, which is also known as the birthplace of home furnishings. This handloom company had formerly operated using khekada, but has now switched to using power looms. In the major town of the Aaliyah, which is widely known throughout the nation and in India, baliya bidi is produced and sold to consumers worldwide. Banda district The Shazar stone, which is known around the globe for its usage in jewelry and as a decorative item, gave this neighborhood its name. It is also utilized as a decorative item throughout the whole gulf region.

In the whole state of Punjab, barley is also well-known for its use in the production of zari-zardozi and bamboo crafts. This sector employs almost 2.5 lakh people across thousands of micro and small businesses. There are several coats, saris, purses, and scarves. There are 70000 craftsmen and around one lakh looms operating in the district of Bhadohi, which is known for its world-famous carpets. There are 510 export facilities in the area, and this carpet is well-known for its knotted and tufted carpet on a global scale. In India, Bulandshahar and Khurja are well-known for their pottery and ceramics, which contribute directly or indirectly to the state's economy. The district in Kannauj is known as Perfumes City Industrial. In Kannauj, there is a museum and park dedicated to perfume. In our nation, Kanpur is the main hub for the leather industry. There are many different types of leatherwork, including footwear, belts, handbags, and slippers. Kanpur also exports around 20% of India's leather exports. The food processing facilities in Uttar Pradesh's Kausambi, the city of the banana house, create a range of goods, including banana chips, toiletries, and other goods. Because the Tharu tribe of the area is entirely devoted to the production of this tribal art using handcrafted equipment, Lakhimpur Kheri is most well-known for its tribal crafts. The chikankari and zarizardozi artwork produced in Lucknow is exported to other countries. Additionally, it generates a sizable number of jobs for the city of Lucknow. Gaurastone craft, a well-known handicraft brand from Mahoba, has a particularly distinctive place in the world of arts and crafts. This stone is broken up into several bits that are utilized to create a variety of handcrafted goods. Takashi art is well known for being used to decorate jewellery boxes, nameplates, and other goods of a similar kind in the Mainpuri area of Uttar Pradesh. Due to the extensive banana production in this area, Kushinagar is well known for its fibre crafts created from bananas, which are used to produce thread, carry bags, filament, by-product vermicomposting, and organic compost. Around 5000 zari silk saris are produced in Lalitpur each year, and they are famous for their transparency, beautiful pattern, and carved butty work across the world. Due to Maharajgang's

extensive forest cover, various furniture products, including chairs, doors, beds, tables, and dressing tables, are produced in a variety of styles. The second-largest manufacturer of sporting goods and accessories in India is Meerut, which is well known in the sports world and known as the "sports city of India." There are small and medium-sized businesses that manufacture sporting items.

As the "brass city of Uttar Pradesh," Moradabad is widely known for its metal and brass craftsmanship. This area is home to both small domestic businesses and significant metalwork production facilities. In Uttar Pradesh, Raibareilly is well-known for its wood-related activities. It has connected with the local market in Lucknow, Kanpur, and Allahabad. Saharanpur is well known for its woodcraft and paper craft in the state, as well as country sesames wood, which typically produces andraw material for this sector. Varanasi district of Uttar Pradesh is famed for the exquisite banarsi sari India the globe map. Sant Kabir Nagari is well-known throughout the state for its Bhakra brassware craft, which includes bowls, plates, glass containers, jugs, bells, and other decorative items. Varanasi's Banarsi silk sari area is home to several notable silk saris. The other is that banarsi silk is in high demand throughout the nation, particularly in northern India. There are more than 45 units of stabilizes in Siddhartha Nagar, the birthplace of Buddha, which is renowned for its Kala Namak rice, a kind of soft rice with a distinctive scent.

Agriculture

We discovered during a field investigation that 24 wild species of the plants listed below were used to support agricultural activity, primarily in the production of carpet and tutor but also in the production of different utility and decorative handmade products. These plants are also sometimes referred to as twin grant holders and sovescio (green manure). Numerous shrub-like plant species that were employed to attach cultivated plants to teach have the consequence. For instance, when willow plants are grown and planted in the winter, the fruit-bearing shoots are planted along the border of the land and in shrub that resembles a forest, along thin and especially flexible parents.

Jute agriculture and handicraft product

We are aware that jute is a byproduct of agriculture and is used to make a variety of handicrafts. As a result, we are proud to say that India produces the most jute products in the world, with West Bengal, Meghalaya, Tripura, and Andhra Pradesh being the two oldest and most labor-intensive states in the country. Jute is the only crop where workers trickle in before the final harvest, employing 2 million in West Bengal and 4 million throughout the country. Jute seeds are planted in April and harvested in July and August, and their leaves are sold in vegetable form in the local market for two-month products. Their leaves can also be cooked, and the inner stems, barks, and stems can be used to make writing paper, the shortage of high-quality, shiny jute, dwindling agricultural lands, the bankruptcy and closure of several jute factories, and the lack of product diversification. It is even replaced by glass; plastic wool, insulation, and eco-friendly carry bags, which are the greatest alternatives to plastic bags. As a result, the site is in high demand. Although it should be noted that handicraft prices are higher in agricultural areas, many artists and workers choose not to operate there.

Moon craft agricultural handicraft a family-based business during lockdown

Moonj craft made products were used daily by rural, urban, and tribal people in India during the pandemic when people were afraid to touch any bag or basket from the market or to act politely out of fear of contracting corona infection. These products are green, eco-friendly, biodegradable, and readily accessible. Due to the lockdown, most of the women engaged in moonj craft production in the following districts of Uttar Pradesh helped families generate cash. They also spent their free time creating Dalia basket bags, tote bags, etc. Product and protected against external illness infection, which let women become new business owners and assisted them in making money. Now that we know that Moonj craft is a well-known craft of Allahabad Amethi, Sultanpur district, Allahabad handicraft called Moonj crafting local, there are many products of Moonj craft named basket likes Dalia, dauri, bhauki, sika, in north yeast language, and what role this industry played in family businesses as well as what impact the pandemic had on Moonj industry and how the solved their problem during this time. This sarpat is said to grow in the district's lowlands in Prayagraj, Amethi, Jaunpur, Kaushambi, and Mirjapur, but it is most well-known in the area's Allahabad and Amethi districts, specifically near the bank of a tiny river called Mansaita river in Phoolpur tehsil and Phaphamau Block (Baratar, katiyahiboth are famous for moonj craft village of Uttar Pradesh) Most of the locals in Paigamberpur, Balipur, and the nearby villages of Mavaiya District, Sonipurbalapur, and Kushaname Local and Holy Grass in the Hindu religion work in the manufacture of various types of decorative and utilitarian and household products from Moonj, including foot mats carry bags, among others. Stool ropes, pen stands, seats, tables, bandhs, etc. These objects are made by artisans without the use of modern machinery or technology. Moon craft are made in several locations along the banks of the Ganga and Yamuna rivers, as well as their tributaries Sarpat and Kasha, in the Amethi region.

The kasha grass is painstakingly cut, dyed, and woven by up to 1500 women using a combination of carpet or sarkanda grass, which is utilized to bond the grass and give it a certain shape for use in magic and form. Ranges and lids for moonj crafts are optional. They provide fruit baskets for the table, laundry and keep shake baskets, round and square fruit baskets, shopping baskets for groceries, and tableware for all occasions. This is an acceptable product that comes in a range of brilliant colors, textures, and styles. Wild grass that grew close to the banks of the Yamuna, Gang, and Mansaita rivers in Allahabad is known to be significant to the moon and grass. This stratum of the sarkanda is called the bark moonj. The Moonj craft is highly traditional and simple and appealing utilitarian ornamental and eco-friendly oiling is basketry method employed by rural and untrained women in Allahabad, Bahraich, and has been practiced for the last 200 years during the period of Bahadurshah Jafar, a prominent Mughal empire. Eastern Uttar Pradesh Gorakhpur and Moradabad's Meeruthapur The basket of the Tharuin Bahrain district is distinctive for its uniqueness and boldness, and is made on the Naraura side of the Ganga river under a different name to construct chairs and various practical crafts that are used in kitchens for storing wheat and food grain.

In Basti, Mahraajganj, and Gorakhpur, the women make moonj coils of large, exquisitely patterned terracotta sloping grass before crafting, as well as munis circular baskets with large mouths and convex bottoms that are arranged in a systematic pattern to allow the bride to step in as she leaves her home

when she gets married from her parent's home and when she leaves her home. The bride carries some with her, filled with presents like grains and sweets. This particular grass, which is lovely, light, and excellently useful in any weather, grows in the forest and next to the bank where these moonj baskets and bags are made. Moon is often picked in January and February of each year, with the peel of the stalks left out in the deformed state. The majority of this practice is carried out by women who collect raw materials from kasha and carpet plants, take the colour, boil the colour with water, and then add the raw materials to the hot water. After some time, the three raw materials change colours according to one another, and women then shape the product into different shapes. This craft has been passed down from one generation to the next and across the generations, which has kept it alive even in the present day and is environmentally friendly.

The craft of weaving and manufacturing baskets with natural coloring. and all of them are agricultural craft items that date back to pottery's prehistoric era, when ancient nomadic food gatherers prepared boxes and bags for their crafts by combining leaves and reeds, which have symbolic meanings due to the spread of many civilizations. This sort of object, which is woven to the required shape, serves daily or ritualistic purposes. The creation of the many old color items involves unique patterns. Currently, if the object has to seem great, it should be bright and shiny, like tableware containers or a fruit basket with new earrings.

Obective

To research rural and tribal handicraft producers in Uttar Pradesh as well as ODOP on these groups. Offer fresh ideas and approaches for the creation of a handicraft index for ODOP business owners in order to increase the demand and supply for handicraft items in the COVID19 age.

Review for Literature

Community-based entrepreneurship has the potential to assist India become the hub of MSME industries and to address the issue of internal migration of people. Researchers and industry participants claim that this sector has been significantly harmed both during and after the lockout. India's Manufacturing Reel-Impact of COVID-19, Berkel, RenéVan (2020). A Study of the Impact of Government Policies on the Marketing Strategy of Handicrafts during Disease Periods by Mohi-us-din, Mir, and Bhutan (2014) Crafts are a distinctive way for our community and culture to be expressed. Many people rely on handicrafts either directly or indirectly for their living from an economic standpoint. The research paper "Study of Agribusiness and Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications" was published by Khan, W. A. and Amir, Z. in 2013. They emphasized the absence of government assistance for the handicraft industry and how poorly artisans are able to make their products. They listed four factors: location, pricing, production, and promotion.

The ministry of textiles strives to promote, facilitate, and production, employment, and exports ministry focusing on promoting technical textiles. In 2018, the ministry of textiles filed an end-review report on zero defects, the Zero Effect. Additionally, India contributes 15% of global export revenues, 2% of GDP, and 7% of industrial production. Tamal Sarkar (2011) came to the conclusion that the whole handicraft

and weaving industry is located in a geographic area of concentration known as a cluster. He also emphasized the difficulties that these clusters' artisans confront since there is no connection between them and the purchasers. According to P Mathew (2011), our nation is one of the major providers of handcrafted goods to the world, but the chance for massive production and extraordinary craftspeople is diminished by the lack of funds available in the handicraft industry. Outlined measures for the growth of the Indian handicraft industry and for the welfare of craftsmen in Uttar Pradesh.

In her 2012 book "India's Craft Tradition," Kamala Devi Chattopadhyay painted a realistic picture of the working conditions of artisans. She also made clear that in addition to stiff competition from overseas manufacturers, Indian handicrafts have also suffered from a technological gap. In her essay "Craft Tradition of India," Jaya Jaitly (2019) concentrated on the difficulties faced by craft workers. She also said that it is difficult to describe the circumstances of a weaver in the context of an artisan's life. The research conducted here is supported by the following literature, such as the study of Ahlavat Vanita(2018)¹. The majority of workers in the textile sector are women, according to her research "an examination of growth and relationship between labor productivity in India's textile industry." The growth rate of net sales for 747 small company firms was dramatically reduced by ()66.7% in the first quarter of the fiscal year 2020–21, according to a research by Roy, Patnaik, and Satpathy (2020).

When the government declared an extended statewide lockdown because to the COVID-19 issue, the situation only became worse. Ananda, Abhishek. The MSME sector for handicrafts has been covered in the "Impact of COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs): India study" by Microwave Consulting, Lucknow, India. Jaya Jaitly (2019)⁴ has focused on craftspeople and the struggles they face in their daily lives in her essay "Craft Tradition of India." She also emphasized that the life of an artist is extremely difficult and described the circumstances of the weaver in Fatehpur Sikri. An analysis of growth and the relationship between labor productivity and wages in the Indian textile and handicraft industries is provided by Ahlavat Vanita (2018) in her paper with the same name.

The situation deteriorated further when the government imposed a prolonged nationwide lockdown due to the COVID-19 problem. Ananda, Abhishek. The "Impact of COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs): India research" by Microwave Consulting, Lucknow, India, features a section on the MSME sector for handicrafts. In her article "Craft Tradition of India," Jaya Jaitly (2019)⁴ focuses on crafters and the challenges they encounter on a daily basis. She also emphasised how difficult it is to be an artist while outlining the struggles faced by the weaver in Fatehpur Sikri. Ahlavat Vanita (2018)'s article with the same name provides an examination of development and the link between labor productivity and salaries in the Indian textile and handicraft sectors.

The educational status of those employed in Uttar Pradesh handicraft industry through ODOP

The bulk of workers—60 percent—has completed little to no formal education, and 29% have never attended any. 13 percent of children have not finished the first grade, while 18 percent have. 23% have studied at the middle school level, 10% are in a higher education institution, 5% are seniors using the internet, and 3% have a graduate degree or higher. More handloom workers in Uttar Pradesh North East

regions have higher levels of education (60%) Andhra 42 % are from Karnataka West Bengal accounts for 39% 37% of students have never been to the school. People in Uttar Pradesh who work in handicrafts via ODOP are socially highly backward, with a majority of SC and ST employees and OBC participants. They are entirely less socially capable than wealthy individuals, members of the upper class, and urban residents. Although the government has made efforts to enhance tribal people's social conditions and engagement in education, politics, industry, infrastructure, and services sector, their socioeconomic situation has not improved despite thousands of years of involvement in the handicraft sector. 64 percent of artisans and workers in the craft industry, who are engaged in odopartisan activity, are considered to be economically disadvantaged. 23% of artisans and workers are not in poverty, but they can maintain a low level of their trade, which can stop artisans from working as an entrepreneur Moonj craft though ODOP.

However, today's artisans employ a variety of channels to assess and communicate the originality of their work. The word "handicraft items" refers to a variety of handmade goods including textiles, metal, pottery, wood, fabrics, ceramics, and precious and semiprecious glass.

The glories stone the stone of awe and endless history, its cracked surface

About 400 years ago, the Banda city of Shazar was found in the Bundelkhand region's Banda district. The person who found it was an Arab man. Sazar is an Arabic word that means "star" in Arabic. It's vital color complete design, which occasionally includes moon, hen, Lord Vishnu, Monkey, and other ornamental floral structures, was something that the Arabs had learned. In India, Hindi is an as phatic or Haqiq language.

Woodwork

The important handicraft item is made of wood and the northern region 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, and Andhra Pradesh is well known for its cutlery, dainty bozos and paper knives with a distinctive design. Notably in Madurai, which is known for its rosewood carvings, in Tamil Nadu? Additionally, Karnataka is renowned for its furniture and iconic elephant picture. In Kerala, Kumble, a female craftsman, also uses sandalwood to manufacture a variety of beautiful and functional things, including creepers, birds, and animals. is well-known, and Jharkhand is well-known for its wooden crafts.

Pottery

Pottery business in Khurja The most well-known form of all arts is pottery, which is a very well-known business in Uttar Pradesh. In northern India, many cultures are noted for their handcrafted pottery. Of all the arts, pottery is said to be the most sensuous. This is a fundamental theme of the Harappan civilization, and in Rajasthan, a district, this pottery is well-known in the many shades of black, dark, and brown. Both the Kagji pottery in Alwar and the Blue pottery in Jaipur are well-known in India.

Leather

In the leather industry, Uttar Pradesh is well-known, particularly the Kanpur district of the state, which is known as a leather city in India. In the past, when leather craft was still practiced in India, leather was not only used for making clothes but also for hats, saddle shoes, clothing, and footwear, such as the Kolhapur chappal, which is famous throughout the nation and is produced in the Maharashtra state. In India, Madhya Pradesh is renowned for its leather industry.

Jute

Assam, Bihar, and Bengal are just a few of the well-known regions in India where jute is famous for being produced. West Bengal and Bangladesh was also a significant contributor to jute production in Hindustan during the independent era. Today, a wide variety of jute products are made by jute artisans, who have established themselves as industry leaders on a global scale. And it is a renowned crafts marketplace.

Shell

There are three main categories of shell handicraft products, and India is known for both its sheep products and the shell industry in its surrounding countries. Such knives, lockets, mirror frames, ornate bowl chandeliers, and forks. These places are located in the Gulf of Mannar, Groveland Odisha, table mats are also being the product.

Crafts made of brass

In another region of India, the brass and metal industry is well-known. In Uttar Pradesh, the brass and metal industry is a well-known handicraft sector. There are several types of brass in Moradabad, also known as Peetalnagri and Rajasthan, including lord Ganesh figurine vases, tabletops, ornament boxes, and wine glasses. Brass handicraft artisans are known as Kansas, and Rajasthan is where these things are produced.

Crafts made of bamboo

Bamboo craft from Bareilly's Pilibheet Lakhimpur Kheri is well known. The northeastern area of India, often known as northeastern India, is famed for its bamboo manufacturing sector, which was started by schedule tribal people from seven sister states in India. Generally speaking, bamboo crafts are eco-friendly handicraft goods manufactured from bamboo and bamboo-related articles. Bamboo is used to make a variety of products, including baskets, dolls, jewellery, toys, and Waal hangings. Assam, Tripura, and west Bengal are the places where these products are created.

When seen from the perspective of women as a whole, we can also observe that bamboo crafts are handcrafted, distinctive, and environmentally beneficial in each location. This trade heritage has developed from generation to generation, and there is a constant search for new technology, creativity, and wood product ideas.

Phulkari embroidery

When utilized as needlework, phulkari embroidery is a well-known Punjabi and Hindustani technique that refers to floral work. However, as time went on, the phrase came to be used only in reference to swales and scarves. phulkari is a type of embroidery with a complex design that is made in horizontal, vertical, and sometimes diagonal stitching on cotton khaddar and a well-known fabric called kasha a bulbul. In contemporary fashion, designers are incorporating this embroidery into various garments, and its use has expanded to jackets, bags, and cushions.

Zardozi

Zardozi and jari embroidery work entails the creation of intricate designs and the use of silver and gold threads with tiny pearls and precious and semi-precious stones to enhance the appearance of zardozi crafts. Additionally, there are various intricate designs of gold and silver that is made of silk, velvet, and even use in form of tissue material that is famous in the largest state of India, which is Uttar Pradesh. Therefore, this work was significant. Lucknow, Kashmir, Agra, Delhi, Mumbai, Ajmer, Chennai, and BHOPAL are well-known locations for Jardonj craftsmanship.

Silk and Saris

If we discuss the fashion sense of Indian women, especially those who follow the Hindu religion, we will see that they typically wear cloth saris or lehnga, which are about 4.5 to 8 meters long and are wrapped around the wide stand with one end draped over the shoulder. If we discuss northern India and especially east India, we will see that these regions are famous for their silk saris, which come in a variety of colors and are absolutely stunning. This famous sari is known as the Banarsi.

If we consider that the weaving of saris is a household tradition in rural India, particularly in the south of the country, we can see that there are many different types of sari, for instance the Chandery sari, the Kanchipuram sari, which has a contemporary appearance and a few motifs and introduces new shimmering colors, the cotton sari from Andhra state, which has heavy phallus and rich golden borders, and the dark grey to earthy colors.

Description of the handicrafts industry in Uttar Pradesh, which is crucial for carpet weaving The Tajmahal culture's figures and better designs are shown in many prints, and the city of Bhadohi is home to more than 500 carpet factories, making it the major producer of hand-knotted and durries, tufted carpets in the Bandha area. This sector is a fundamental centre in South Asia, as well as in the Jammu and Kashmir industrial hubs. Additionally, Kashmir and Jammu are well-known for their silk carpets, which are mostly produced in Srinagar.

There are hundreds of micro and small businesses in this industry, and close to 2.5 lakh people are employed in the production of the goods. Bareilly is particularly well known for its bamboo and zari-zardozi crafts in Uttar Pradesh. Numerous purses, coats, saris, and scarves are available. There are 70000 craftsmen and about one lakh looms operating in the district, and there are 510 export units. Bhadohi is the brand of carpets, and this district is well-known for its renowned carpets. This carpet is

recognized for its knotted and tufted carpet on a global scale. Bhadohi carpets were surveyed in the field for the following image.

Methodology and data analysis in research

The current study is descriptive, and the stratified random sample approach was used to collect data without altering the surrounding environment. The study is being conducted with a focus on the 100 craftsmen of the Banda and Prayagraj region who make handicrafts. The sample locations include Sonbhadra, Bhadohi, Banda, and Prayagraj in Uttar Pradesh.

Result

The aforementioned discussion has made it clear that women agricultural entrepreneurs in the handicraft industry (ODOP) can address issues such as the income gap between rural and urban residents of Uttar Pradesh, the generational divide in migration, the employment gap in India, and the diverse effects of COVID 19, which will help to strengthen the Indian economy. With one of the oldest craft traditions in the nation, Prayagraj, Sultanpur, BandaGorakhpur, Azamgarh black ceramic handicraft, and Bhadohi district have a strong market potential thanks to the employment of several craft-related families. These training program need to be designed in accordance with market demands so that they may put the training to use right away. When more employees from this sector are employed in it and money is made to raise the GDP of the nation, the Indian economy would flourish.

Conclusion

Even though the pandemic situation has caused more problems for people around the world and migrant workers have lost their jobs and returned home, the global economy is still slowing down, but in this situation, ODOP and the handicrafts sector have the potential to fill jobs, create and upgrade workers' skills, and launch businesses at the local level to create more jobs and address the issue. However, ODOP has been hampered by pandemics and its lack of organisation, as well as by other obstacles including illiteracy, a lack of funding, inadequate exposure to new technology, a lack of market information, and a weak institutional framework.