

A STUDY OF THE ROLE OF ADMINISTRATION SKILLS IN THE SUCCESS OF ONE DISTRICT ONE PRODUCT SCHEME IN UTTAR PRADESH

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ABSTRACT

Unrecognised potential and unexplored resources will lead to poverty and failure of any government. ODOP has given an opportunity to businesses to grow and get worldwide recognition. Present research is an attempt to view the ODOP scheme with administration perspective. The research will try to explain that how administration can contribute to a government scheme and will help in the success of OPDP. on formal organisational structure and the basic management process pioneered a broader approach to organisation. This body of knowledge has been labelled as 'administrative management theory' by March and Simon. This is also referred to as the Mechanical theory, Classical theory, or Structural theory. Henri Fayol, Luther Gulick, L.F. Urwick, J.D. Mooney, A.C. Reiley, M.P. Follet, and R. Shelton were among the most prominent proponents of this theory. These authors contend that administration is administration regardless of the type of work done or the context in which it is done. The formulation of certain universal organisational principles is the theory's primary concern. The researcher has found that these years old administrative theories still hold the validity and significant in modern context.

Keywords: ODOP scheme, Perfume Industry, Planning, Organizing, Administration

INTRODUCTION

Development administration is a dynamic concept that affects socioeconomic and political changes in society. To achieve development, it strives for change, growth, progress, and overall development in all aspects of a country. Edward W. Weidner was the first to use it.

Development administration is defined as "an action-oriented, goal-oriented administrative system" by Edward Weidner. Furthermore, he observed that development administration is the process of guiding an organisation towards the achievement of progressive political, economic, and social goals that are authoritatively determined in some way.

Various authors have also shared different definitions of development administration, some of which are as follows:

Gont, G.F. "The focus of attention in development administration is on organising and administering public agencies in such a way as to stimulate and facilitate a defined programme of social and

economic progress." Its goal is to make change appealing and feasible to the general population." Montgomery, J.D. "Development administration entails carrying out planned changes in the economy (agriculture, industry, and capital) and, to a lesser extent, in state social services (education and health)."

- It is a process to move towards a higher position.
- It is a perpetual and a dynamic process.
- It is a joint effort for the achievement of determined goals.
- It is a work-oriented and goal-oriented administration.
- It is a significant instrument to solve the diverse problems of the third world

The Uttar Pradesh government has launched the "One District, One Product" programme to promote and revitalise aboriginal arts and crafts. The scheme would assist Micro, Small, and Medium Enterprises (MSME) in developing and

marketing products that are unique to Uttar Pradesh. The Government of Uttar Pradesh launched the One District One Product (ODOP) scheme in 2018 with a budget of Rs.25,000 crores to revitalise the indigenous art form by providing financial and marketing support. ODOP assists artists by expanding the industrial world to recreate the lost productive manufacturing and creative processes. The researcher has gone through several reports and collected literature on the issues. Researcher found the condition very opaque. No clear statement could be made based upon the available information. To understand the issue researcher has established the problem statement as, 'A STUDY OF THE ROLE OF ADMINISTRATION SKILLS IN THE SUCCESS OF ONE DISTRICT ONE PRODUCT SCHEME IN UTTAR PRADESH'

LITERATURE REVIEW

A literature review's objective is to gather current, pertinent research on the subject of your choice and to synthesise it into a comprehensive overview of the body of knowledge in the area. This then equips you to present your own argument or carry out original research on the subject. Researcher has tried to collect relevant studies related with the research problem. The One district one product (ODOP) started from 2018 in Uttar Pradesh. Sengupta, S., & Sen, A. (2015) have developed a social marketing strategy that is both efficient and based on the Environment-Technology-Society (ETS) model to re-invent this environmentally friendly product while also preserving the traditional craft of attar production and fostering the local cultural economy. Attar's lack of popularity can be attributed to a lack of an effective branding and marketing strategy. There are several psychological reasons why people are hesitant to switch to attar. They think that only a specific group of people use the product, and that their use is not wise. People are also unaware of attar's eco-friendliness.

Rhodes, R. A. (2016) has found that the public sector reform has rarely fallen off the political agenda of Western governments, but the traditional public administration's old trade skills continue to be of utmost significance. The trend

towards the cutting-edge reforms connected to New Public Management and the New Public Governance has swung too far. It needs to turn back towards bureaucracy and the traditional administrative abilities of bureaucrats as a tool of governance. The competencies of counselling, stewardship, practical wisdom, probity, judgement, diplomacy, and political acumen are covered in this article. The article focuses on the usefulness of these skills in Australia, Britain, Canada, and New Zealand, despite the fact that their application is widespread. The next round of reforms, it is concluded, must focus on regaining the traditional craft skills. It's not even a question. Singh, A. P., & Murari, K. (2016) in their book tried to provide a conceptual and comparative framework of governance using examples from developed nations, Governance: Issues and Challenges provides a detailed summary of the insights into the policy and governance processes over the last seven decades in India, places governance imperatives in South Asia, and finally gives centrality to the issues and challenges of governance in India. This is also a novel attempt to address the requirement for a governance textbook in line with the curricula of Indian universities. The topic of governance, which has gained popularity since 2014, is covered in depth and breadth in this book.

Maevskaia, N. O., & Voronina, O. N. (2016) aimed to conduct research on the theoretical and practical facets of modern perfumery and cosmetic companies' use of social management. Targeting management systems on social values is currently one of the top priorities of contemporary perfume and cosmetics businesses. Important issues surrounding the management of social features in domestic cosmetic and fragrance businesses are so complex, current, and wide-open that they call for further research and the development of solutions in the context of Ukraine's socially oriented economy.

Manoharan, A. P., & McQuiston, J. (2016) aimed to determine which of these skills are taught in graduate programmes. Recent studies look at the implications of such a gap for implementing and participating in e-government initiatives. Recent studies examine the perceived gap between theory and practise, which has been a major focus

of public administration literature over the last 50 years. However, one must first prove that such a gap exists in order to find solutions. This qualitative study examines the information technology (IT) competencies that are stressed in 57 Master of Public Administration and Master of Public Policy (MPA/MPP) programmes' curricula.

Shafritz, J. M., & Hyde, A. C. (2016) introduced students to the fundamentals of public administration through the most significant scholarly writings on the subject in this newly expanded eighth edition of CLASSICS OF PUBLIC ADMINISTRATION. This book is clear and educational, starting with Confucius in ancient China and ending with contemporary political scientists. The key areas of public administration, including bureaucracy, organisation theory, human resource management, the budgetary process, public policy, implementation, and evaluation, intergovernmental relations, and public service ethics, are covered in this edition, which also includes 17 new readings.

Shava, E., & Hofisi, C. (2017) have found that almost everything we come into contact with on a daily basis is impacted by public administration, which is the practice of creating and carrying out government policy by bureaucrats, politicians, managers, and other officials. The number of hours we work, the air we breathe, how easily we can visit the doctor, and the condition of the roads we drive and walk on are all - at least in part - the result of public administrators' decisions. Despite the general applicability of public administration, there are regional differences in the relative level of governmental influence on society. This important new introduction looks at the structures, procedures, and accomplishments of public administration as well as the actions and goals of the administrators themselves. Pratama, T. G. W. (2017) has used a sociological approach method combined with a judicial-empirical research method is used in the study of hand-rolled kretek as a handicraft product of geographic indication of the Kudus District. In order to determine whether Hand-Rolled Kretek

is in compliance with product law provisions that can be a Geographical Indication Product of Handicraft or not and what implications that may have, the primary data used in this study were data obtained from related people or institutions with the aid of relevant literature, documents, and comparison to similar regulation from other countries. The study's findings demonstrate that hand-rolled kretek can be a product of geographic indication because its historical, distinctive, and economic potential are sufficient, and it complies with the established standards of morality, religion, and public opinion.

The application of a sophisticated tri-phased mixed methods design based on methodological pragmatism. The researcher has mentioned studies related with the key issue. The researcher has found that there are several administrative theories that been worked in earlier business management. A study will be significant in the field of public administration that could establish the significance of administration in present world. Based upon a primary literature review researcher has found that a significant study upon the one district one product it will be helpful to conduct a new study focusing the Administration aspect of one district one product scheme.

Research Methodology

Objective of the Research

With the discussion of the problem and related aspects the researcher has developed following objectives.

1. To study the role of Administration in the one district one product schemes
2. To study the different aspect that are related with administration impacting the ODOP scheme

The researcher has found that administration has significant role in the success of any organization. Luther Gulick, Henry Fayol, and many other thinkers have given theories of administration. Researcher has hypothesized that effective administration in government bodies will be helpful in the success of one district one product scheme. The researcher has conceptualized the model.

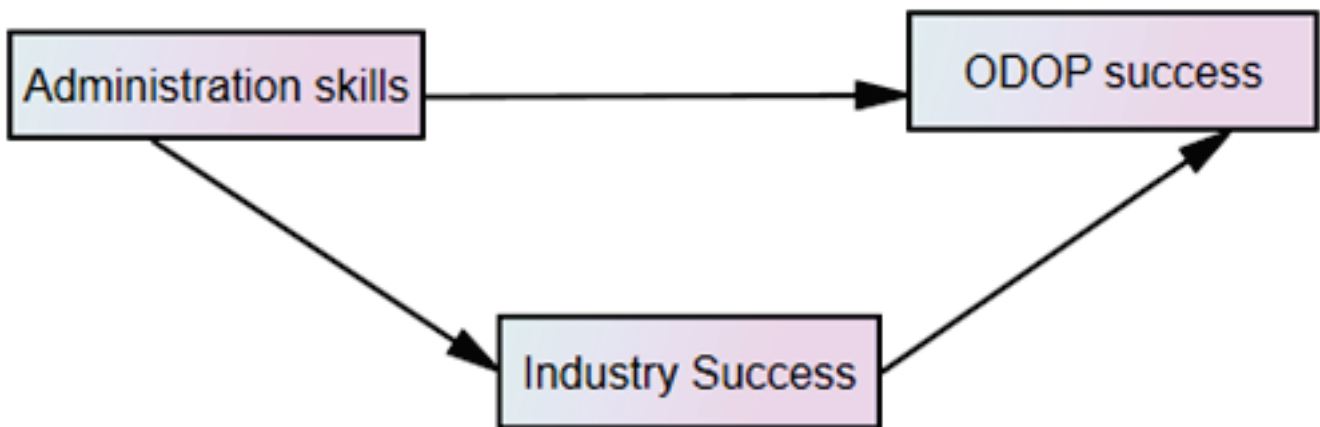


Fig 3.1: Conceptual Model for the study

Based upon the findings of the factor analysis the researcher has developed the following hypothesis:

H₀1: There is no significant impact of planning in the success of ODOP scheme of Uttar Pradesh.

H₀2: There is no significant impact of organizing in the success of ODOP scheme of Uttar Pradesh.

H₀3: There is no significant impact of evaluation by government officials in the success of ODOP

scheme of Uttar Pradesh.

H₀4: There is no significant impact of brand image building of the district in the success of ODOP scheme of Uttar Pradesh.

Findings of the study

H₀1: There is no significant impact of planning in the success of ODOP scheme of Uttar Pradesh

Correlations			
		Planning	Success of ODOP
Planning	Pearson Correlation	1	.735**
	Sig. (2-tailed)		.000
	N	500	500
Success of ODOP	Pearson Correlation	.735**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.735. This correlation value is positive and high. It can be said that planning has strong correlation with the success of ODOP program. It has to consider the fact that respondents have not only asked for the

planning at their business, but the planning part in the implementation of ODOP scheme.

Planning provides the framework for effectively assessing and evaluating our accomplishments. Because of the future directions, objectives, and processes, planning is essential to management. As a result, it may help managers and leadership succeed in their objectives. Leaders must set objectives, which are declarations of what they must accomplish.

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Planning provides the framework for effectively assessing and evaluating our accomplishments. Because of the future directions, objectives, and processes, planning is essential to management. As a result, it may help managers and leadership succeed in their objectives. Leaders must set objectives, which are declarations of what they must accomplish.

2. H₀₂: There is no significant impact of organizing in the success of ODOP scheme of Uttar Pradesh.

Correlations			
		Organizing	Success of ODOP
Organizing	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	500	500
Success of ODOP	Pearson Correlation	.611**	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is 0.611. The correlation value is high it suggested that one of the key skills of the administration. The organizing helps the success of any business. ODOP scheme has provided opportunity to organize the resources in every district. When it comes to realising the full potential of each and every district in the state, Uttar Pradesh's

innovative ODOP initiative has proven to be a game-changer. It has promoted economic expansion, created jobs locally, and raised the standard of living for small business owners and artisans. The programme uses the One District One Product (ODOP) strategy to take advantage of scale in terms of input procurement, use of shared services, and product marketing. The framework for value chain development and support infrastructure alignment will be provided by ODOP for the scheme.

3. H₀₃: There is no significant impact of evaluation by government officials in the success of ODOP scheme of Uttar Pradesh.

Correlations			
		Evaluation	Success of ODOP
Evaluation	Pearson Correlation	1	.531 ^{**}
	Sig. (2-tailed)		.000
	N	500	500
Success of ODOP	Pearson Correlation	.531 ^{**}	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative. The correlation among the variables is

0.531. It can be said that there is a significant impact of evaluation by government officials in the success of ODOP scheme of Uttar Pradesh.

1. H₀4: There is no significant impact of brand image building of the district in the success of ODOP scheme of Uttar Pradesh.

Correlations			
		Brand image	Success of ODOP
Brand image	Pearson Correlation	1	.608 ^{**}
	Sig. (2-tailed)		.000
	N	500	500
Success of ODOP	Pearson Correlation	.608 ^{**}	1
	Sig. (2-tailed)	.000	
	N	500	500
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other increases it is negative.

The correlation among the variables is 0.608. So it can be said that There is a significant impact of brand image building of the district in the success of ODOP scheme of Uttar Pradesh.

5. Multiple correlation coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.676	.617	.31516
a. Predictors: (Constant), Planning, Organizing, Brand image, Evaluation				

6. The respondents have firm believe that ODOP scheme has helped our perfume business.
7. Respondents believe that the business has been recognized outside the city due to ODOP program.
8. ODOP scheme has provided the opportunity to sell outside the country.
9. ODOP program has given new dimension to the perfume business in Kannauj. A year after introducing the product line in New York in a first-of-its-kind effort, an Indian essence and wellness products company from the nation's perfumery capital Kannauj is launching its global brand of perfumes and attars in India. The signature Made in India perfume was introduced in New York on February 14 of last year and was inspired by Indian spices and traditional scents. Zighrana is an Indian essence and wellness products company.
10. Global recognition of our perfume and financial assistance from ODOP scheme is a positive initiative. It is regrettable that Kannauj has not succeeded in becoming a popular tourist destination like Grasse, the French town dubbed the "perfume capital of the world," despite the fact that Kannauj Perfumes received the Geographical Indication label in 2014 and that its fragrances are exported to many nations. A well-planned drive/walk that includes flower nurseries, manufacturing facilities, and emporiums, as well as a few locals being trained to serve as guides, can go a long way towards preserving a "made in India" venture that was started here long before the phrase was coined.
11. The ODOP scheme seems well planned as the eligibility and subsidy are according to need. When it comes to realising the full potential of each and every district in the state, Uttar Pradesh's innovative ODOP initiative has proven to be a game-changer. It has promoted economic expansion, created jobs locally, and raised the standard of living for small business owners and artisans.
12. The transition from a local business to export capable business needs planning. Under the Local for Global initiative, the Uttar Pradesh

government will host virtual buyer-seller meetings with businesspeople and companies from various nations and entrepreneurs involved in the export of ODOP articles. Under the new government programme "Local for Global," native products from 75 districts that were chosen under the state government's "one district, one product" (ODOP) scheme will now be exposed to the global market.

13. Administration of government official helps in implementation of planning. The initiative aims to choose, brand, and market at least one product from each district in the nation (one district - one product) in order to facilitate comprehensive socioeconomic growth throughout the entire country.
14. The government officials help in operational activities in business. No policy can be made successful without the support of stake holder. The ODOP scheme has been supported by quality public admiration officials of Uttar Pradesh.
15. ODOP scheme is best example of resource utilization. The One District One Product (ODOP) is an initiative to boost economic growth at the district level.

CONCLUSION

One District One Product (ODOP) is an initiative by the Government of Uttar Pradesh to encourage state's domestic production of various handicrafts, readymade clothes, leather products etc. The aim of state government is to encourage indigenous and specialized products district wise. By helping cottage and small industries, UP government is helping local workers to increase their income through branding of their products. The schemes have helped many handicrafts workers to get employment and boost the economy of Uttar Pradesh. The Government of Uttar Pradesh has implemented this programme in all 75 districts of Uttar Pradesh. The programme is praised not domestically but also at international level and got success. The researcher has tried to make a significant contribution in the field of administration theories.

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