

# Agriculture Exports Under One District One Product Policy (Madhya Pradesh)

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**Abstract**—The Agricultural and Processed Food Products Export Development Authority (APEDA), established by the Government of India through the Agricultural and Processed Food Products Export Development Authority Act in December 1985, is actively involved in enhancing exports. APEDA implements a range of developmental and promotional initiatives aimed at boosting the export of agricultural products. The authority focuses on market expansion, infrastructure enhancement, and quality improvement to advance the export of agricultural goods. To foster agro exports, APEDA operates the 'Agriculture Export Promotion Scheme,' which extends financial aid to registered exporters. This assistance is categorized into sub-components such as Market Development, Infrastructure Development, Quality Development, and Transport Assistance. The significance of agriculture exports under the "One District, One Product" (ODOP) initiative in India is multifaceted and plays a crucial role in the country's economic development. The ODOP scheme aims to promote specialization at the district level by identifying and promoting one unique product from each district, thereby harnessing local resources, skills, and expertise to boost production and exports.

## I. INTRODUCTION

Madhya Pradesh, endowed with abundant natural resources, a favorable climate, and fertile agro-climatic conditions, ranks as the second-largest state in India. Its bountiful resources serve as a captivating allure for potential investors seeking opportunities within the state. Madhya Pradesh offers an array of favorable factors, including project locations, infrastructure, incentives, and various amenities, making it an appealing choice for investment. Madhya Pradesh hosts a diverse range of crops, including rice, pulses, wheat, oilseeds, grams, soybean, and maize. The state holds a remarkable position in India's pulse

production, contributing a substantial 25% to the national total. This thriving agricultural sector has emerged as a primary driver of economic growth in Madhya Pradesh. Over the span of a decade, Madhya Pradesh's economy exhibited distinct growth patterns. Notably, the period from 2013-14 to 2022-23 witnessed an average growth rate of 9.10%, which slightly escalated to 7.31% between 2010 and 2015, both measured at constant prices. The composition of Madhya Pradesh's Gross State Domestic Product (GSDP) revealed a significant contribution from each sector, where services accounted for 42%, manufacturing for 21%, and agriculture for 37%. Employment distribution mirrored these contributions, as the agriculture sector engaged 62% of the state's population, followed by services at 33%, and manufacturing at 5%.

## II. LITERATURE REVIEW

Yadav, S. and Tripathi, R. (2022) stated that the sustainable economy represents an era where women are taking the lead as entrepreneurs, perceiving opportunities, organizing resources, and taking risks to achieve their goals in developing innovative ventures. This shift is particularly significant in the context of the COVID-19 pandemic, which prompted a global focus on the "One District One Product" (ODOP) initiative. Tripathi, A. P. and Agrawal, N. (2021) examine the One District One Product (ODOP) economic revitalization program, which was implemented in the state of Uttar Pradesh, India in 2018. The paper aims to discuss the program's role, analyze its strategy, and evaluate its impact on employment generation, export promotion, and economic growth in the state between 2018 and 2020.

In addition to reviewing relevant literature, the paper adopts a case study approach to facilitate the discussion. The arguments and facts presented are based on secondary data from various sources such as scholarly research, international organizations, government publications, websites, and news reports. This paper by Nair, R., & Pathak, P. (2021) examines the policy framework and institutional support for the One District One Product (ODOP) initiative in agricultural exports, focusing on the case of India. The ODOP program aims to promote regional specialization and enhance agricultural exports by identifying and supporting specific products from each district. This study investigates the policy interventions and institutional mechanisms implemented by the Indian government to facilitate the ODOP initiative and analyzes their impact on agricultural export performance.

### III. METHODOLOGY

**Objective:** To understand the agricultural exports in the state of Madhya Pradesh.

Secondary data refers to information that has previously been published and is harnessed by researchers to support their own investigations. Year-wise Statistical Abstract of Madhya Pradesh (Directorate of Economics and Statistics, Madhya Pradesh, Bhopal), Basic Agricultural Statistics of Madhya Pradesh (Directorate of Economics and Statistics, Madhya Pradesh, Bhopal), Vital Agricultural Statistics of Madhya Pradesh (Directorate of Economics and Statistics, Madhya Pradesh, Yojana Bhawan, Bhopal), and the Ministry of Agriculture and Farmers' Welfare, GoI, for the years 2013-14 to 2022-23, were used in this study.

Table 1: Agriculture Products Under ODOP

S. No.	District	ODOP
1	Agar Malwa	Orange / Citrus based Products
2	Alirajpur	Custard Apple based Products
3	Anuppur	Tomato based Products
4	Ashoknagar	Tomato based Products
5	Balaghat	Kodo-Kutk
6	Barwani	Ginger based Products
7	Betul	Mango based Products
8	Bhind	Bajra based Products
9	Chhatarpur	Betel vine based Products
10	Shahdol	Turmeric
11	Ujjain	Onion based Products
12	Sidhi	Mango based Products
13	Sehore	Guava based Products
14	Tikamgarh	Ginger based Products
15	Panna	Aonla based Products

### IV. RESULTS

A trend of fluctuations in M.P.'s agricultural exports during the one decade from 2013-14 to 2022-23 is observed. The base for the calculations has been taken from 2013-14, in this year the quantity of export of agricultural commodities was 534.82 MT in value of

Rs. 4.45 crores. Further a trend of decline in agricultural exports as percentage of total exports from M.P. during the corresponding period is indicated through the table and chart. The following table provides the details on M.P Export in Agriculture and Agro based Commodities.

Table 2: M.P Export in Agriculture and Agro based Commodities under Pre-Post ODOP

Pre ODOP	YEAR	QTY (MT)	% OF GROWTH	VALUE (IN RS. CRORE)	% OF GROWTH
	2013-14	12,962.69	232.7%	141.67	308%
	2014-15	15,633.08	20.6%	167	17.8%
	2015-16	7,158.88	-54.20%	79.71	-52.3%
	2016-17	18,751.11	161.92%	153.11	92.08%
	2017-18	16,194.99	-13.63%	90.04	-41.1%
Post ODOP	2018-19	41,260.86	154.7%	359.1	298.8%
	2019-20	75,007.18	81.7%	846.75	135.8%
	2020-21	71,795.12	-4.3%	664.64	-21.50
	2021-22	85,931.57	19.7%	596.97	-10.18%
	2022-23	32,632.03	-62.02%	231.57	-61.20%

Source: Director General of Commercial Intelligence and Statistics, Ministry of Commerce

CAGR=10.8% (Value)

CAGR= 12.97% (Quantity)

The table provides information on the agriculture exports from Madhya Pradesh (M.P) in terms of quantity, value, and growth percentage over various years. The data is categorized into two periods: Pre ODOP (before the implementation of the One District One Product scheme) and Post ODOP (after the implementation of the scheme). Agricultural commodities exports from M.P have shown a trend of increase in absolute terms during the first decade in the post reform era. Exports of Agricultural commodities in quantity rose from 12,962.69 MT in 2013-14 to 32,632.03 MT in 2022-23 in a period of ten years. The

data reveals that in 2018-19 it was increased from 41,260.86 MT to 75,007.18 MT in 2019-20 and again it was gone upto 85,931.57 MT in 2021-22. It was declined in comparison for the three years to 32,632.03 MT in 2022-23.

On the basis of this data the hypothesis is tested to examine the difference in rate of growth in percentage of pre ODOP five year (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23).

H<sub>01</sub>: There is no significant difference in the rate of growth (Quantity in million tonnes) in terms of M.P.'s Exports for Agriculture Commodities between pre ODOP five year period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23).

Table 3: Group Statistics on M.P Exports in Pre-Post ODOP (QTY)

Quantity (in million tonnes)	Group	N	Mean	Std. Deviation	Std. Error Mean
	Pre ODOP	5	14140.15	4411.25	1972.77
	Post ODOP	5	61325.35	23066.01	10315.43

The table talks about descriptive statistics which shows the values of mean & standard deviation. The agricultural M.P. exports have shown their agreement for quantity in million tonnes towards pre ODOP five

year period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23). The mean value was found good in post ODOP period compared to pre ODOP period of export performance.

Table 4: Paired Samples Correlations on M.P Exports Pre-Post ODOP (QTY)

		N	Correlation	Sig.
Pair 1	Pre & Post ODOP (Quantity)	5	.063	.920

Based on the provided information, there is little to no significant correlation between the "Pre & Post ODOP (Quantity)" variables. The weak positive correlation

and the high p-value suggest that any observed relationship is likely due to chance rather than a meaningful connection between the two variables.

Table 5: Paired Samples Test on M.P Exports Pre-Post ODOP (QTY)

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre-Post ODOP	-47185.20200	23211.46133	10380.48108	-76006.03788	18364.36612	-4.546	4	.010

The provided output represents the results of a Paired Samples Test conducted on the paired differences in "quantity" values before and after a treatment or event. The test indicates that there is a statistically significant difference between the means of these paired differences. The p-value of .010 suggests that this difference is unlikely to have occurred by random chance. It indicates that there is a significant difference in the rate of growth (Quantity in million tonnes) between pre five year period (2013-14 to 2017-18) and post five year period (2018-19 to 2022-23). Hence the

null hypothesis 'There is no significant difference in the rate of growth (Quantity in million tonnes) in terms of M.P.'s Exports for Agriculture Commodities between pre ODOP five year period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23)' stands rejected.

H<sub>02</sub>: There is no significant difference in the rate of growth (Value in Crores) in terms of M.P.'s Exports for Agriculture Commodities between pre ODOP five year period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23).

Table 6: Group Statistics on M.P. Exports in Pre-Post ODOP (Value)

Value (in Crores)	Group	N	Mean	Std. Deviation	Std. Error Mean
	Pre ODOP	5	126.30	39.04	17.45
	Post ODOP	5	539.80	245.32	109.71

The table talks about descriptive statistics which shows the values of mean & standard deviation. The agricultural M.P. exports have shown their agreement for value in Crores Rs. towards pre ODOP five year

period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23). The mean value of post ODOP five year period was 539.80 is higher than the mean value of pre ODOP five year period i.e. 126.30.

Table 7: Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Pre & Post ODOP (Value in crores)	5	.434	.466

The p-value associated with the correlation coefficient is 0.466. This relatively high p-value suggests that the observed correlation could plausibly have occurred

due to random chance. Consequently, there isn't enough evidence to conclude that the observed correlation is statistically significant.

Table 8: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	pre – Post (value)	-413.5000	231.0899	103.3465	-700.4360	-126.5639	-4.00	4	.016

The provided output represents the results of a Paired Samples Test conducted on the paired differences in "value" values before and after a treatment or event.

The test indicates that there is a statistically significant difference between the means of these paired differences. The p-value of .010 suggests that this

difference is unlikely to have occurred by random chance. It indicates that there is a significant difference in the rate of growth (value in crores) between pre ODOP five year period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23). Hence the null hypothesis 'There is no significant difference in the rate of growth (Value in Crores) in terms of M.P.'s Exports for Agriculture Commodities between pre ODOP five year period (2013-14 to 2017-18) and post ODOP five year period (2018-19 to 2022-23)' stands rejected.

The findings disclosed that comprehending the dynamics of agricultural exports in the state of Madhya Pradesh is crucial for a comprehensive understanding of the region's economic landscape. As one of India's leading agricultural states, Madhya Pradesh's export activities play a pivotal role in shaping its economy and contributing to the nation's food security. By examining the various facets of agricultural exports, including the types of products, destinations, market trends, and challenges, policymakers, researchers, and stakeholders can better strategize for sustainable agricultural growth and international trade partnerships. An in-depth analysis of Madhya Pradesh's agricultural exports not only sheds light on the state's economic potential but also underscores the importance of leveraging these exports to support rural livelihoods and enhance the overall development of the region. Understanding the intricacies of agricultural exports in Madhya Pradesh is, therefore, essential for informed decision-making and fostering a thriving agricultural sector in the state.

#### V. CONCLUSION

Madhya Pradesh has emerged as a pioneering state in the production of certified seeds, particularly focusing on certified Soybean seeds. These high-quality seeds are not only meeting local demands but are also being exported to Gujarat, Maharashtra, Chhattisgarh, and Rajasthan. The state has witnessed an impressive five-fold increase in the production of certified seeds over the past decade. In parallel, there has been a notable 2.7-fold increase in the utilization of fertilizers. To ensure a timely supply of fertilizers to farmers, the government initiated a forward storage scheme in 2012. This scheme involves reimbursing expenses and loans related to advance storage by MARKFED and

cooperative societies. Madhya Pradesh holds a prominent position in organic farming, leading to the implementation of a dedicated organic farming policy. This policy places special emphasis on tribal regions where organic farming has been a traditional practice. To support organic certification, an independent institution has been established by the government for certifying organic products, a recognition granted by the Union Government. Incentives are provided to farmers in the form of up to a 50 percent subsidy on certification fees to promote organic certification. The state government diligently collects certified agricultural data, utilizing this information to formulate development schemes. Aiming to ensure agricultural growth, the availability of power is a top priority. The feeder separation project has been introduced to provide uninterrupted power supply to farmers, contributing to their development.

#### VI. FUTURE RESEARCH SCOPE

Future research on the study of revitalizing Indian agricultural exports through the One District One Product (ODOP) policy, with special reference to the state of Madhya Pradesh districts, holds immense potential. As the ODOP policy gains momentum across the country, there is a need to delve deeper into its impact, challenges, and opportunities in the context of agricultural exports. Research can focus on assessing the effectiveness of ODOP in promoting specific agricultural products in Madhya Pradesh districts, analyzing the policy's influence on income growth, employment generation, and export volume. Furthermore, examining the factors hindering or facilitating the successful implementation of ODOP in different districts, and proposing strategies for overcoming these barriers, will be crucial. Additionally, future research can explore the sustainability and scalability of ODOP initiatives, while considering global market dynamics and identifying innovative marketing and value-addition strategies.

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