

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

1. 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[1,2,3,4].

ODOP has four schemes to provide access to financial assistance from recognised banks, fair pricing, and training to improve technical skills to compete with marketers around the world. ODOP intends to focus on unique or traditional crafts manufacturing in each of Uttar Pradesh's districts. By focusing on unique or traditional crafts, the government would boost the local economy, revive traditional product production, and improve the quality of life for art producers. The Uttar Pradesh government has budgeted Rs.250 crore to implement the scheme in 2018-19[5, 6].

Kannauj Ittar, also known as Kannauj Perfume, is a traditional Indian perfume manufacturer. Kannauj, in the Indian state of Uttar Pradesh, is well-known for its perfume production. It is protected by the Geographical Indication (GI) provision of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). It is listed as "Kannauj Perfume" at item 157 of the Government of India's GI Act 1999, with registration confirmed by the Controller General of Patents, Designs, and Trademarks. Kannauj perfume has a long history, and the city has been trading in perfume for thousands of years. Kannauj is known as "the perfume capital of India" and "Kannauj is to India what Grasse is to France" due to its importance in perfume production[7].

The skill of making perfume was passed down from generation to generation. When asked about their family's involvement in the industry, a craftsman says, "My family has been working in this field for three centuries, and my son is the 30th generation." They make it out of flowers and natural materials. Musk, camphor, saffron, and other aromatic substances are also used in the manufacturing process. Summer varieties include white jasmine and vetiver, while monsoon varieties include Mitti attar, a speciality known for replicating petrichor, the loamy smell of the first rain. Winter attars include heena attar and musk attar. Except for a few productions, natural perfume is free of alcohol and chemicals. Rose attar has a stronger scent, whereas sandalwood attar has a longer lasting scent. Normally, it takes about 15 days to produce a small bottle of scent. Kannauj perfume has both domestic and international markets, with approximately 20 companies exporting to countries such as the United Kingdom, the United States, Australia, the United Arab Emirates, Saudi Arabia, Iran, Iraq, Singapore, France, Oman, and Qatar. Many years ago, Kannauj mastered the art of

capturing the delicate smell of fresh rain on dry soil into a perfume. Long before two Australian mineralogists, Isabel Joy Bear and Richard Grenfell Thomas, discovered the chemistry behind the pungent odour and named it "petrichor." It is known as 'mitti-attar' and is one of Kannauj's most sought-after perfumes. The researcher has gone through several reports and collected literature on the issues. Researcher found the condition very opaque [8,9,10,11]. 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'

2. 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. The studies related with ODOP before than represented other countries so they become irrelevant in this context. The researcher has tried to collect the studies related with different issues in One district one product (ODOP) form 2018-2023. Further the other key issue like administration and its role has been studied by many authors. The researcher has tried to collect relevant researches form 2014-2023. The third issue and the based for the study is Perfume industry in Kannauj district. It has been studied by the researchers for the scope of employment, sectoral development, and even a distinguished industry. In the present study research has taken reference of these from 2014-2023. Some noteworthy contributions are mentioned here [12].

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 [13,14].

Costantini, A., De Paola, F., Ceschi, A., Sartori, R., Meneghini, A. M., & Di Fabio, A. (2017) have investigated the extent to which employees in the public sector might be more engaged at work if their psychological capital as a personal resource were to increase. This study was designed to determine whether and to what degree interventions that aimed to increase work engagement through the development

of psychological capital were successful. Six dimensions - framing, attitudes, meaningfulness, identity, leading self, and yoked together - of a new resource-based intervention programme (FAMILY intervention) were improved in order to increase psychological capital. Yadav, S. K., Chaudhary, R. C., & Sahani, A. (2018) have suggested that geographical Indication (GI) of Goods and Services is a name or sign used to identify products that have a particular geographical origin and have characteristics or a reputation that are specific to that location. An indication that a product is made in a specific location is necessary for a sign to be considered a GI. In 2004, Darjeeling Tea became the first product to receive a GI tag after the GI went into effect. Since then, more than 289 GI tags for agricultural products have been issued in India, of which only 24 have been given to goods made in Uttar Pradesh. Realising that GI is a potent tool for preserving the right of ownership over natural resources. Sarman, M. (2019) discusses how to use the Village Funds as a trigger for productive economic activities in rural areas of Indonesia [15,16,20]. From the perspective of the collaboration concept, it takes the active role of various parties to work on this "project"; one model of village economic development is the OVOP (One Village One Product) model. Japan was the first country to successfully develop the OVOP model, followed by Thailand and other nations. This model is intended as a conceptual strategy for maximising all available resources in a village or sub-district. The role of the stakeholders, which includes the role of the government and the private sector in addition to the villagers themselves, greatly affects whether or not this model is successful. The OVOP model, which works in tandem with the growth of BUMDes (Village-Owned Enterprises), is predicated on the assumption that village funds and local resource potential can be capitalised as initial capital to develop village-featured products. This has actually been observed in a number of villages that have effectively invested village funds to maximise village potential [19]. However, it appears that there are still a number of challenges that the synergy must overcome in order to achieve the goal of rural economic development programmes. The analysis in this article broadens our understanding of the effects of a policy that only prioritises output while ignoring outcomes. The findings of this analysis have implications for creating future village development policies and for comprehending the differential impact of various resource potentials, which frequently varies in each Indonesian village. Muchima, E. J. (2020) found that in South East Asia and some regions of Africa, efforts have been made to find the best locally led development alternatives to encourage local economic development, particularly to improve rural livelihoods where top to bottom approaches have failed. In order to improve the livelihoods of an agrarian depopulation, this paper looks into the development of One Village One Product and/or One Village Two Products for Ikeleleng'i, a rural district in the North-Western Province of Zambia [17,18,21]. 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 the following issues:

- ODOP scheme is originated in Japan and have been implemented several parts of the world. Muchima, E. J. (2023) studied in Zambia, Ho, K. L. P., Adhikari, R., Bonney, L., Teo, D. D., & Miles, M. P. (2023) studied in Vietnam. These studies seemed to create a need of study on ODOP scheme in Indian context.
- Maevskaya, N. O., & Voronina, O. N. (2016) made a significant study on perfume industry, ODOP has significant role in the development and growth of this industry. The researcher has considered to execute research in Kannauj District.

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- There are several administrative theories that been worked in earlier business management. A study will be significant in the filed 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.

3. RESEARCH METHODOLOGY

3.1 Objective of the Research

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

- To study the role of Administration in the one district one product schemes
- 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.

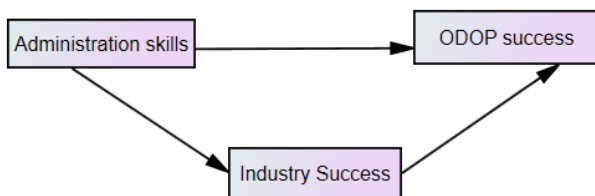


Figure 1: Conceptual Model for the study

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.

4. FINDINGS OF THE STUDY

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

Table 1: 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.

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

Table 2: 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.

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

Table 3: 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;

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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.

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

Table 4: 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.

4.5 Multiple correlation coefficient

Table 5: 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

The value of R² is 0.672, that supports the hypothesis testing.

4.6 The respondents have firm believe that ODOP scheme has helped our perfume business. A virtual session was organized to enable communication between the representatives of the MSME and export promotion department and the Indian embassy in Egypt in order to promote the 'itr' (perfume) of UP's Kannauj. The plan was to facilitate trade between Kannauj vendors and Egyptian importers. Ajit Gupte, the Indian ambassador to the Arab Republic of Egypt, was briefed by Navneet Sehgal, additional chief secretary, MSME, on the ODOP ecosystem in the state and the major ODOP products, including the Kannauj "itr." In order to further promote the work of Indian artisans, Sehgal thanked the embassy staff for attending the meeting and requested that they display ODOP products there.

4.7 Respondents believe that the business has been recognized outside the city due to ODOP program. A list of important commercial and promotional events in Egypt that UP-based companies can attend to increase their prospects should be made available by the Indian embassy. Ajit Gupte, the Indian ambassador to the Arab Republic of Egypt, gave a brief overview of bilateral trade between India and Egypt and pledged to support the UP government in any way possible in efforts to encourage business and investment between Egypt and Uttar Pradesh.

4.8 ODOP scheme has provided the opportunity to sell outside the country. The state government's department of micro, small, and medium enterprises (MSME) and export promotion organised a virtual buyer-seller meeting for the

Kannauj district of Uttar Pradesh's perfume producers and Egypt's perfume importers to explore new export opportunities. buyers and sellers of all state government assistance available. Additionally, he asked the Indian Embassy to provide a list of important commercial and business events in Egypt that companies based in Uttar Pradesh could attend to increase their commercial opportunities.

4.9 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.

4.10 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.

4.12 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.

4.13 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.

4.14 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.

4.15 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.

4.16 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.

5. 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

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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. Various products produced under the scheme of ODOP, were gifted to World leader in respective bilateral meetings and well praised by them. During G20 presidency by India, several handicrafts were distributed among world leaders to promote Indian handicrafts, intellectual, physical and spiritual capacities. Present study is an effort to explain the role of administration in the success of the scheme. The researcher has tried to make a significant contribution in the field of administration theories.

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