

# A Study of Perfume Industry in District Kannauj and the Success of One District One Product Scheme

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**ABSTRACT-** The government of Uttar Pradesh launched the One District One Product (ODOP) initiative to promote domestic production of various handicrafts, ready-to-wear garments, leather goods, etc. The state government wants to promote local and specialised products on a district-by-district basis. The UP government is assisting local workers to increase their income through product branding by assisting cottage and small industries. The programmes have increased employment opportunities for many artisans and improved Uttar Pradesh's economy. This programme has been put into effect by the Uttar Pradesh government in each of the state's 75 districts. The programme has received success and praise both domestically and internationally. Present study is an effort to study the perfume industry of District Kannauj in the light of ODOP scheme in Uttar Pradesh.

**KEYWORDS:** ODOP scheme. Perfume Industry, Administration, Management

## I. INTRODUCTION

Union Minister has called for the One District One Product (ODOP) initiative to be integrated with the Open Network for Digital Commerce (ONDC). ONDC would help to expand the ODOP frontiers by bringing buyers and sellers together on a democratic platform. It will help to bring prosperity to the country's most remote areas. The Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme employs the ODOP approach. It will provide a framework for the development of value chains as well as the alignment of the PMFME scheme's support infrastructure. In one district, there may be more than one cluster of ODOP products. A cluster of ODOP products in a State may consist of more than one adjacent district[1,3].

The states would identify food products for districts based on existing clusters and raw material availability. The ODOP could be a perishable produce, cereal, or food item that is widely produced in a given area. Mango, potato, pickle, millet-based products, fisheries, poultry, and so on are examples. Other traditional and innovative products, such as waste-to-wealth products, may be supported by the Scheme. Honey, for instance, minor woodland item in ancestral regions, and customary Indian home grown

palatable things like turmeric, amla, haldi, etc. The development of particular agriproducts in districts where they have a comparative advantage will be aided by employing a cluster strategy. It would ease the provision of common facilities and other support services[2].

To increase product international exposure, ODOP should participate in international exhibitions, events, meetings, and conferences. There is a need to simplify, streamline, and accelerate the GI tagging process. The ODOP vision ought to be in line with government flagship programs like Startup India, make in India, and districts as export hubs, among others. Students from prestigious institutions such as NIFT, NID, and IIFT should collaborate to find innovative ways to expand ODOP. The list of products with Geographical Indication (GI) tags needs to be expanded by simplifying, streamlining, and speeding up the GI tagging process[5].

The ODOP approach has been operationally merged with the 'Districts as Export Hub (DEH)' initiative. The Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme employs the ODOP approach. It will provide a framework for the development of value chains as well as the alignment of the PMFME scheme's support infrastructure. The ODOP could be a perishable produce, cereal, or food item that is widely produced in a given area. Mango, for example.

The use of a cluster approach will aid in the development of specific agriproducts in districts with a comparative advantage. It would ease the provision of common facilities and other support services. The ODOP Government e-Marketplace (GeM) Bazaar, with over 200 product categories, was launched in August 2022 to promote sales and procurement of ODOP products across the country. ODOP products have been featured at numerous international forums, including the World Economic Forum's Davos Summit, International Yoga Day (IYD), and others. The ODOP initiative has been nominated for the Prime Minister's Award for Excellence in Public Administration in Holistic Development[4].

Uttar Pradesh, the most populous state in the country and dominated by agrarian activities, remains backwards in both the national and intra-state contexts. According to Maurya and Kanaujiya (2020), "As per the Sustainable Development Goals, India Index 2019-2020 developed by NITI Aayog (2020), Uttar Pradesh (29th Rank) is at the bottom of 29 Indian states." India cannot progress unless

Uttar Pradesh, the most populous, economically backward, socially and linguistically diverse state in the country, is included in the growth journey. The persistence of intra-state socioeconomic inequalities is also a major concern in Uttar Pradesh (Goli et al., 2015). Eastern, Western, Central, and Bundelkhand are the four administrative regions of the state. The Central and Western regions are far ahead of the Eastern and Bundelkhand regions in terms of economic development (Diwakar, 2009; Kundu et al., 2013; Kumar, 2019; Dubey and Tiwari, 2019). According to Dubey and Tiwari (2019), the Eastern region (least developed) has the highest poverty incidence, while the Western region (most developed) has the lowest. According to their estimates, income inequality (Gini Coefficient) was 52.8% for the entire state of Uttar Pradesh in 2011-12." The Eastern U.P., which consists of 28 districts, is officially designated as the most backward region, and each district faces development situational factors that are unique to it. Since the beginning of the planning era, socioeconomic developments in the eastern region have been related to backwardness. The state poses a serious development challenge not only for India but also for the global community because achieving India's Sustainable Development Goals will be difficult unless poverty in the state is significantly reduced. The Government of India launched the 'Transformation of Aspirational Districts' programme in January 2018. Based on a composite index of 49 parameters, 115 districts in India were classified as Aspirational. This aspirational programme is based on three core principles[7]. The goal of these aspirational districts is to promote districts based on their strengths and to initiate immediate improvements through attainable outcomes. As a result, the NITI Ayog's new nomenclature of backward to aspirational districts provides more hope and scope for changing the dynamics and definition of development, which includes indicators of human development as well[6].

Within the perfume industry, there may be a distinction between high-end scents and those created for the general public. The term "mass-market perfumes" refers to more affordable items that are sold in larger quantities and are more easily accessible, whereas the term "luxury fragrances" refers to pricey items targeted at a specific segment of the market known as a niche market.

Exclusive fragrance brands, which are frequently associated with the world of high fashion, are carried by exclusive retail establishments. These scents are created with high-quality ingredients and, after being bottled, are kept in sophisticated containers. On the other hand, department stores, drug stores, and other retail locations carry mass-market fragrances. They are produced with the use of artificial materials, and the price point at which they are sold is lower.

The chief minister of Uttar Pradesh, oversaw the state's economic development during the past 4.5 years despite many obstacles. The state has consistently made headlines for the wrong reasons, whether it be problems with law and order or scandals in the administration, but it has done a great job of giving locals opportunities and building a business-friendly environment in the state. In terms of the Ease of Doing Business (EODB), the claim can be supported by the fact.

With the help of Flipkart, the UP government was able to sell over 2 crore products, including leather goods from Agra, aluminium utensils from Kanpur, toys from Varanasi, wheat stalk crafts from Bahraich, and wood-carved crafts from Saharanpur, among many other products, and generate over 1000 crores.

The researcher has focused to measure the perfume industry only. Other ODOP products can be studied further. The respondents could include government official for better understanding of the administration skills role in the success of ODOP. The researcher has included the business aspects, the market aspects as an effect of ODP scheme can be explored. The researcher has found the role of administrative skills use in making the public administration and ODOP successful. Government is working to improve public administration and the present study can be a positive contribution in the purpose. Public administration can be helpful in the success of the program such as ODOP. The researcher can refer the statistical methods use in the study for future. The programme uses the One District One Product (ODOP) strategy to take advantage of scale in the areas of purchasing inputs, using shared services, and marketing products. The framework for value chain development and support infrastructure alignment will be provided by ODOP for the scheme. In a district, there might be more than one cluster of ODOP products. One or more adjacent districts in a State may form a cluster of ODOP products. In the event that your fragrance launch was a huge success, the following step is to persuade the general public to buy your product. Although developing a marketing strategy is difficult, it is worthwhile. These seven pointers, which could position your company for success, are taken directly from the marketing tactics of several influential figures in the perfume industry[12].

The size of the global perfume market is anticipated to reach \$52.4 billion by 2025, according to a Grand View Research study. In recent years, the perfume industry has grown at an exponential rate. The rising demand for perfumes has directly led to an increase in the number of perfume businesses across the globe. But a question like "Is it lucrative to be in the perfume industry?" continues to preoccupy the minds of many business owners. The profitability of the perfume industry will be the focus of this article through a look at the perfume industry in all of its forms. Additionally, we'll give you a clear picture. it is important to have an understanding of what the perfume industry entails. The three main activities that make up the perfume industry are scent production, scent distribution, and scent retail sales. In today's market, consumers have a variety of scent options to choose from, including perfumes, colognes, body sprays, and other types of scents[11].

## II. LITERATURE REVIEW

The literature review is an important part of every research Mehrotra, M. S. et al (2018). Ryu, S., & Christensen, R. K. (2019) have examined the effect of administrative intensity on student achievement in tumultuous environments using school performance during Hurricane Rita in 2005 as a natural experiment. The workforce's capacity for bureaucracy is determined by administrative intensity, which we quantify as the ratio

of noncore to core employees. Researchers have argued over the potential effects of administrative intensity on organisational performance and policy outcomes, focusing either on how it might increase organisational flexibility or improve human capital reserves. They investigated the moderating role of administrative intensity in the otherwise negative relationship between environmental turbulence and organisational performance to explore a curvilinear alternative to this debate. We use student achievement as a proxy for organisational performance because school districts are the focus of this study. We find that administrative intensity contributes to poor performance in less turbulent environments but increases performance in more turbulent environments along a curvilinear continuum. Hassan, B., Bhattacharjee, D. M., & Wani, D. S. (2020) suggested that the horticulture industry requires a lot of input. To increase the sector's productivity and output, farmers must have the right information, access to sufficient input supplies at the right times, and better credit facilities. The development of Farmer Producer Organisations and the skilling of farmers are essential for the cluster development of the sector in the former states of Jammu and Kashmir, Uttarakhand, and Himachal Pradesh[8].

This includes utilising technology and offering these FPOs low-cost credit to open up growth opportunities. Another important factor in the area that should be taken into account is productivity. Focusing on technological advancement, utilising smart technology, and using inputs properly at the farm level are equally crucial for the sector's sustainable development in the area. Misra, R. (2021) suggested that it is my most enjoyable duty to express my sincere gratitude to the ICSSR, New Delhi, for providing us with the opportunity to carry out this project. We also want to thank our department's head and other employees for helping us out with this endeavour. The pandemic crisis brought to light the inconsistencies in public policy regarding immigration [15]. First, there is a need for a state-level dynamic monitoring system for migrant workers. Second, the country's high rate of circular, rural-to-urban migration should be taken into consideration when drafting the immigration policy. Circular migration typically has no plans for permanent settlement and is income-related, which emphasises the need for adaptable, affordable, and less burdensome housing, facilities that can be rented, portable healthcare, and a paradigm shift away from the usual approach of formalising contracts. Additionally, the children of migrant workers ought to be taken into account when developing policy. A "patchwork approach" to government intervention in the form of relief packages seems to exist only in the realm of rhetoric[16]. Due to state-specific application differences for PDS and a circular migratory pattern where some family members move while others stay put, benefits like the PDS-subsidized ration remain inaccessible. One-time cash transfers and the universalization of PDS are suggested by economists as long- and short-term solutions, respectively, in this area. Yadav, U. S., Tripathi, D. R., & Tripathi, M. A. (2022) aimed to understand the performance of ODOP[9,10].

India was one of the most affected nations when emigrants returned to their home countries and lost their jobs. In response, women, particularly those from rural

and semi-urban areas and tribal groups, emerged as new business owners in all sectors, but particularly in the microbusiness sector. In order to achieve their goals in creating new, innovative ventures for measuring new horizons in time of pandemic when the entire world was facing a significant problem of covid 19, women are now playing an increasingly important role as entrepreneurs. Ho, K. L. P., Adhikari, R., Bonney, L., Teo, D. D., & Miles, M. P. (2023) investigated the effectiveness of Vietnam's One Commune, One Product (OCOP) programme as a community development initiative[13,14]. Rural businesses that participated in the OCOP programme saw an increase in three types of community capital: (1) human capital through training and workshop participation; (2) social capital through networking at OCOP workshops, training events, and trade fairs; and (3) financial capital as a result of improved livelihoods from domestic and international sales of OCOP-branded goods. The OCOP-enabled opportunities for participants to develop their business and entrepreneurial skills, access resources to build better livelihoods, develop their portfolio of community capital, and improve their rural social and economic entrepreneurial ecosystem are what lead to these social and economic outcomes[11,12].

### III. RESEARCH METHODOLOGY

#### A. Objective of the Research

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

- To study District Kannauj in the purview of OPDP scheme
- To study the measures to increase effectiveness of ODOP scheme in Kannauj

#### B. Method

Sampling will be based upon the convenience sampling method. Researcher will select the respondent from Kannauj district. According to C. R. Kothari, deliberate sampling is also known as purposive or non-probability sampling. This sampling method entails the purposeful or deliberate selection of specific units from the universe to form a sample that represents the universe. Convenience sampling occurs when population elements are chosen for inclusion in the sample based on their ease of access. If a researcher wants to collect data from petrol buyers, for example, he can visit a set number of petrol stations and conduct interviews there. This is an example of a convenience sample of petrol purchasers. When the population is not homogeneous, such a procedure may produce very biased results. In contrast, in judgement sampling, the researcher's judgement is used to select items that he believes are representative of the population. For example, a sample of college students' opinions on a new teaching method could be collected. In qualitative research, where the goal is to develop hypotheses rather than generalize to larger populations, judgement sampling is frequently used.

#### C. Population

The population of the study can be considered all those stakeholders of perfume industry of Kannauj district. The people who are involved in the business of perfume i.e.,

business owners, managers, staff etc. are the prospects for collecting data.

**D. Sample size**

A 'universe' or 'population' is made up of all the items under consideration in any field of study. A census inquiry is a complete enumeration of all the items in the 'population'. It can be assumed that when all of the items are covered, no element of chance remains and the highest accuracy is obtained. In practise, however, this may not be the case. Even the smallest element of bias in such an investigation will grow larger and larger as the number of observations grows. Furthermore, there is no way to check the element of bias or its extent without conducting a resurvey or using sample checks. However, the complexity and difficulty of calculating sample size and power require broad statistical knowledge, there is a

shortage of personnel with programming skills, and commercial programs are often too expensive to use in practice. Any research needs to generalize the findings of the study so they need to use adequate sampling data for the. First step of the sampling is for questionnaire development. The researcher has used a questionnaire with 33 items it is expected that the KMO value with a sample survey of 300-350 respondents. Next sampling limitation is for the collated data. A data must be suitable with the types of tests applied to it. A researcher cannot implement a non-parametric data to a parametric test. To find the suitability there are several tests that can be done in the modern scenario. G\*power is a software that suggests that sample size suitable for specific test. In the standard conditions for this research the calculated size will be 129 respondents.

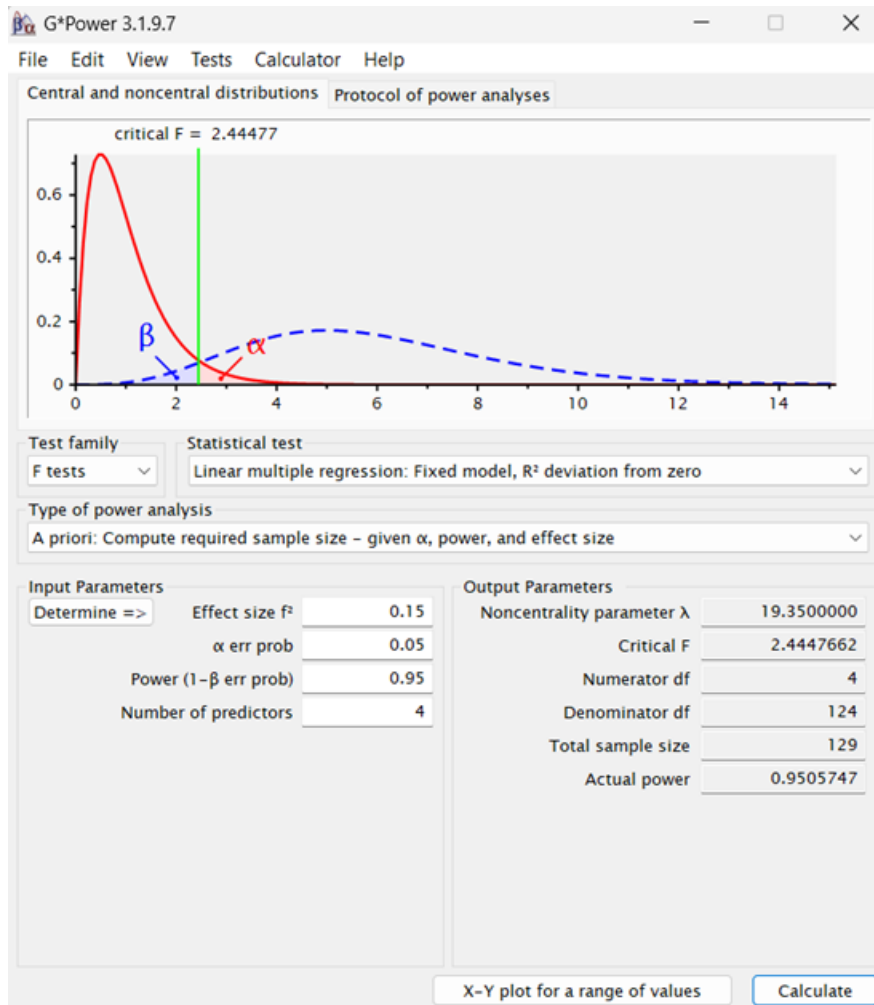


Figure 1: G-Power calculation of sample size

Further for research with the infinite population size, sample size can be calculated with the help of proportion formula. Sampling size based on confidence interval for statistics is used to decide sampling size.

Standard deviation of Population is unknown so we will use proportion formula.

$$\begin{aligned}
 n &= p(1-p) \left(\frac{Z}{E}\right)^2 \\
 n &= 0.50(1-0.50) \left(\frac{1.96}{0.05}\right)^2 \\
 &= 0.50(0.50)(39.2)^2 \\
 &= 0.50(0.50)(1536.64) \\
 &= 384.16
 \end{aligned}$$

As researcher cannot take a part of sample, so updating to nearest integer, minimum sample size will be 385.

The respondents count 385, also surpasses the G\*power sample size of 129 for the F test family tests. There may be some incomplete responses, so for the present study the final data has been collected from 500 respondents (after eliminating the incomplete responses).

**E. Hypothesis**

**H<sub>01</sub>:** There is no significant impact of increase in profit in the success of ODOP scheme of Uttar Pradesh.

**H<sub>02</sub>:** There is no significant impact of financial assistance to the business in the success of ODOP scheme of Uttar Pradesh.

**IV. FINDINGS AND SUGGESTIONS**

1) **H<sub>01</sub>:** There is no significant impact of increase in profit in the success of ODOP scheme of Uttar Pradesh.

		Profit	Success of ODOP
Profit	Pearson Correlation	1	.567**
	Sig. (2-tailed)		.000
	N	500	500
Success of ODOP	Pearson Correlation	.567**	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. The correlation among the variables is 0.567. So, it can be said that there is a significant impact of increase in profit in the success of ODOP scheme of Uttar Pradesh.

2) **H<sub>02</sub>:** There is no significant impact of financial assistance to the business in the success of ODOP scheme of Uttar Pradesh.

		Financial Assistance	Success of ODOP
Financial Assistance	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
	N	500	500
Success of ODOP	Pearson Correlation	.643**	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 0.643. So it can be said that there is a significant impact of financial assistance to the business in the success of ODOP scheme of Uttar Pradesh.

- 3) ODOP scheme has helped in the brand building of the Kannauj Scent
- 4) ODOP scheme has helped to identify new markets
- 5) ODOP scheme is synonymous to a marketing campaign for our business

- 6) Kannauj scent brand image has enhanced after the ODOP scheme
- 7) Businesses image has improved among young people as the number of perfume manufacturers have grown in recent years have increased
- 8) Branding of Kannauj Scent in one of the vital benefits of ODOP scheme.
- 9) The ODOP scheme has increased the profitability of the perfume business
- 10) New market places, trade fare and promotion events increase the profit in business
- 11) Demand of allied essential oils besides the traditional perfume have also increased
- 12) ODOP scheme has helped new businesses to develop more
- 13) Number of raw material suppliers have increase over last few years
- 14) Perfume business become of choice among the young people
- 15) Perfume business has financial security. Possessing a perfume business can be extremely lucrative. The industry, location, and other factors will all have an impact on how profitable a perfume company is. There are, however, a few things you can do to raise the likelihood that your perfume company will be profitable.
- 16) Number of allied businesses have increase over the last few years
- 17) ODOP has helped the Not only individual businesses to grow but the whole perfume industry has grown

**V. CONCLUSION**

The researcher has tried to provide few suggestions for improving the perfume industry in Uttar Pradesh. Is the perfume industry successful? Everyone is familiar with Chanel Coco, a French fashion icon. She was the creator of the House of Chanel and the inspiration behind the creation of Chanel No5, one of the most well-known fragrances in the world. She only received 10% of the profits, but this perfume alone made her a multi-billion-dollar fortune. Given this, you might be considering whether starting a business in the fragrance industry is a wise move.

The market for perfumes worldwide was estimated to be worth 31.4 billion USD in 2018. This industry is anticipated to grow between 2019 and 2025 at a compound annual growth rate of 3.9%, according to a recent market analysis. Those in the perfume industry are almost certain to reap enormous profits as good grooming becomes a lifestyle and drives up demand for exotic and luxury fragrances. Additionally, consumer spending has increased globally. In general, more people work to raise their standard of living. Even better, the global market is currently driven by their higher income levels. The cosmetics and personal care industry includes perfumes, which have undergone significant evolution. As a result, producers offer more product options, and even discerning customers can find a fragrance.

With a market share of 65% in 2018, expensive perfumes won the day. This demonstrates that more consumers are determined to purchase premium fragrances rather than mass-produced, typically lower-quality fragrances. People can create a unique and personalised scent using

high-end perfumes. Unique, exotic, and handcrafted fragrances are anticipated to grow at a compound annual growth rate of 3.9% between 2019 and 2025. The popularity of mass-produced fragrance products has drastically decreased, according to trends in the fragrance industry. As a result, producers are now concentrating on high-end goods, which is driving the explosive growth of the global perfume market.

Starting a successful perfume business requires some business savvy as well as creative self-expression. Usually, all it takes to ensure respectable profit margins is a proper approach to the business idea. Contrary to popular belief, making great scents doesn't require you to be a chemistry or science nerd. It suffices to be passionate about trying out various scents. Once you identify the mixtures that work wonders, you can start your perfume line by contacting wholesale suppliers of essential oils. Here are some of the top advantages of entering the perfume industry.

- The demand for distinctively scented perfumes is very high worldwide.
- Supplying scents is low-cost, yet the profit margins are high
- Once you get to brand your perfume line correctly, you can set the prices as you please

Have you created a fragrance that stands out from the competition? Success might be right around the corner if you have. Finding a market for your product and having a quality product are the keys to starting a successful fragrance business. You can give your business the best chance of succeeding by applying a little entrepreneurial knowledge and focus.

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