Research Article

A Study on Revitalizing Aspirational Districts Through the ODOP Initiative: Economic, Skill Development and Cultural Preservation in Shrawasti, U.P.

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ARTICLE INFO	ABSTRACT
	This research explores the impact of ODOP as a policy intervention in view of economic enabler and socio cultural sustainer in the context of Shrawasti which is one of the aspirational district of Uttar Pradesh, India. The study examines how Odop skill development and cultural diplomacy of the program help in the socio-economic transformation of the target groups. This shows how the ODOP enhances the craft business by coupling the conventional handicrafts with the contemporary vocational training, thereby promoting income generating activities whilst promoting the cultural heritage. Accordingly, the presented research findings prove that such an integrated approach complies with India's vision for a Viksit Bharat by 2047 because it combines the country's economic growth with the enhancement of the local culture. The study also shows that ODOP can enable local people to enhance their skills as well develop cultural values that support sustainable development in the long run. However the study recommends a closer look at the impact of infrastructure, access to hi-tech inputs and networks as they may offer other possibilities of economic enfranchisement. Therefore, the findings of this study stress the significance of the pursuit of intervention such as ODOP to advance India's developmental goals and indicate the significance of sustaining the investment in both the economic and cultural development of the country in realizing the vision of economical and autonomously developed India. **Keywords:** ODOP, livelihood, skills, culture, Viksit Bharat, socio-cultural respect, aspirational district, Shrawasti, Uttar Pradesh, sustainable development

INTRODUCTION

A.   *Historical Background of the one District One Product (ODOP) Policy*

ODOP is a futuristic policy formulated by the Government of India where the government endeavours to identify one key product for each of the districts of India to bring about focused development of the relevant products and their associated industries. Born from the tenets of artisanal development, ODOP aims to market local products domestically and internationally to create employment opportunities and promote sustainable income generation alongside sustaining ethnic artistry (Ministry of Commerce & Industry, 2021). Starting from Uttar Pradesh it has become a cult across India, with each district developing it according to the district's culture, produce or industry.

In this respect, ODOP is in synergy with India's general visions for economic development, synthesizing information from traditional and innovative sources and preparing a solid ground for sustainable

development. For instance, the districts that are associated with handloom weaving, pottery, or agro-products are given focused inputs in skill development, fund and market linkages. The initiative makes the local people take ownership of the economic development process which in turn brings about economic empowerment and minimizes regional inequity.

B.   Empowering aspiration districts for "Viksit Bharat@2047: The Call of the Hour".

The aspirational districts, as categorized by the NITI Aayog which need to focus more on its development, show poor index scores in nearly all the sectors related to education, health and work opportunities. These districts are a perfect representation of India's developmental dichotomy since a majority of them harbour unrealized possibilities amid hardship and underprivileged conditions. Shrawasti for instance, an aspirational District in Uttar Pradesh, exemplifies some of these challenges. By focusing on such districts, the government has agendas of equalization and development across the regions of the country (NITI Aayog, 2018).

The concept of "Viksit Bharat@2047" or the Developed India by the year of the centenary of independence highlights the goals of liberal development, innovation prospects, and sustainability. The key focus of such a vision is to empower aspirational districts, including the economy of Shrawasti that interconnects urban and rural regions.

The advancement of these districts is not a mere social and economic responsibility but is crucial for the development of a balanced national economy. Save in exceptional circumstances ODOP has been incorporated into India's developmental plan so that not a single district can be left out. To Shrawasti, the development of local products such as Banarsi sarees and terracotta art would help improve the district's socio-economic status, job creation, and cultural identity, and curb rural-urban drift.

C.   Introduction to Shrawasti and Its Socio-Economic Issues

Shrawasti, one of the ancient cities in India is situated in the northern state of Uttar Pradesh. Considered a major tourist spot for Buddhism and its crafts as well as farming produce, it has the potential to be a thriving area for tourists. Nevertheless, socioeconomic problems inspect themselves on Shrawasti's ground and interfere with achievable improvements.

The economic activities in the district are mostly agricultural, and many of the inhabitants of the district depend on farming for their livelihood. Poverty, illiteracy and unemployment, particularly among youths, remain high and unrelenting in the region. Lack of industries, lack of proper infrastructure, and their rarity contribute to the problem as well. As per the NITI Aayog Aspirational Districts Programme, Shrawasti is deprived in the dimension of health, education, and skill development or any other facility (NITI Aayog, 2022).

In addition, it has inadequate exploitation of its traditional commodities such as handicrafts and agro-based products. The artisans and farmers never have easy access to modern technology and markets which are the main factors that determine the scalability of business activities. Most employees move to other counties seeking better job opportunities thus causing a blank on the local talents and resources.

The ODOP initiative provides a chance to overcome these issues by focusing on Shrawasti's specific products, raising entrepreneurship, and enhancing market connections. With strategic professional training, increased access to credit facilities, improved technological requirements within the offices, and usage of ICTs, the initiative will automatically have a multiplier effect on the functional economy of the district in the overall development of the economy.

RESEARCH OBJECTIVES AND SCOPE

The primary study objective of the present research is to elucidate how the ODOP initiative can enable the accursed inhabitants of Shrawasti in economic and social domains, thereby coherently responding to the clarion call of Viksit Bharat@2047. This study specifically focuses on the following objectives:

- To assess whether the economic opportunities generated by the ODOP initiative have any positive implications for the economic development of Shrawasti's community.
- To critically examine the implication of training and capacity-building programs on improving livelihood opportunities of the local artisans and businessmen.

- To determine the impact of culture tourism promotion on economic development and the enhancement of cultural value among the residents of the Shrawasti region.

The focus of this study includes analysing the economy, skills, and culture of the ODOP initiative in Shrawasti. These dimensions of the analysis shed light on the practical main findings for policy-makers, stakeholders and relevant local communities. The study adopts a cross-sectional survey research design with data being administered to artisans, small business operators, and other direct beneficiaries of the One District One Product intervention. Data descriptive studies such as correlation and regression analyses are used to determine the extent of a positive relationship between the economic opportunities, skill development, and cultural heritage promotion variables and the economic empowerment variable.

Therefore, this study seeks to elucidate by contextualizing the socio-economic problems of Shrawasti alongside the ODOP framework to add value to the ongoing discussion on regional development and growth with equity. This shows the need to have locally applicable solutions for the global problem, an implication that aspiration district initiatives like the ODOP can be implemented to enhance the capacities of all the aspirational districts in India.

LITERATURE REVIEW

A.   *Economic Roles and Empowerment*

Over time, economic enfranchisement has been associated with increased market access, access to financial instruments, and the generation of market opportunity. In the view of Prahalad (2006), it is possible to ensure that the rural poor are empowered and engage in markets to come from passive recipients of assistance to proactive contributors to the economy. Banerjee and Duflo's (2011) findings show that education is, basic markets and relevant financial resources go a long way in eradicating poverty and offering human beings economic means of sustaining themselves.

A powerful case for harnessing local products for domestic and export markets made from the experience of OVOP in Japan and modified and implemented in developing nations such as Thailand and Indonesia (Katayama, 2008). Likewise, the ODOP initiative in India is aimed at reviving districts' economic potential by focusing on specific products. Nonetheless, Kapoor and Goel (2022) argue that technical constraints such as inadequate infrastructure, low levels of digitalization, and ineffective marketing have hindered the desired outcome of ODOP in aspirational districts like Shrawasti. Bedolla Solano et al. (2024) said that Cities are interconnected systems addressing complex challenges with economic, ecological, and demographic conditions and changes, supported by urban planning processes, intelligent characteristics,

behaviors, models, urban design, and decision support

Considering the case of Shrawasti, efforts that help in the sales of specialities like terracotta art and exotic fabrics may contribute to improving the standard of living in the area. Nevertheless, this literature gap continues to persist when analysing the ODOP-specific initiatives for assessing the immediate relative causation of economic empowerment in aspirational districts.

Training and development are vital processes that are used to enhance the skill level and capacity of the employees of an organization. The training and development initiatives create increased capacity to spur local economic development, especially in rural areas. Lall & Teubal (1998) argued that training and skill development initiatives work towards enhancing human capital and boosting innovation as well as labour productivity. The vocational training and certification procedures employed under government schemes such as Skill India Mission and PMKVY have been shown effective in training aspiring youths for employment (Mitra, 2020).

Thus, the skill development of artisans and entrepreneurs forms a very significant aspect of any ODOP strategy. Various skill development programmes and other capacity-building exercises that were undertaken as a part of implementing ODOP in Uttar Pradesh as revealed in the study by Gupta et al. (2021) helped in improving the quality and the competitiveness of the products. Nonetheless, studies by Kumar et al. (2023) have established that there is a low level of SS program uptake that is beneficial to the Aspirational Districts due to the exclusion of vulnerable groups.

Though prior research offers some knowledge of the effectiveness of skill development programs, there is a lack of information on how such programs are tailored for aspirational districts like Shrawasti. This gap

therefore calls for more studies aimed at developing interventions relevant to geographic, threatening contexts such as low literacy rates and restricted access to technologies.

B.   *Cultural Heritage Promotion*

Culture and development are two wheels that depict the growth of a particular area, and the growth of the socio-economy is an essential factor in preserving culture. According to UNESCO (2013), cultural heritage should be managed in a manner that becomes a major stimulus for economic development. Not only do local arts & crafts and cultural activities enhance the identity of the region but they equally become viable economic resources.

In contexts such as the Indian one, there have been efforts towards incorporating culture in development strategies – through such approaches as the One District, One Product (ODOP). For instance, the introduction of Chikankari embroidery under One District One Product in Lucknow has helped increase the income of local artisans (Sharma & Khan, 2022). However, Sharma et al. (2023) noted some of the problems associated with cultural heritage promotion; these include; inadequate financial support, market accessibility and competition with machine-fabricated substitutes.

Thus, cultural tourism resources such as terracotta crafts, and traditional textiles are regarded to be promising in Shrawasti. Even though other authors have discussed the potential economic consequences of postcard cultural promotion in similar settings, research on Shrawasti's cultural economy is scarce.

RESEARCH GAP

While the ODOP initiative has indicated its potential to provide that boost to regional development, its application in aspirational districts like Shrawasti remains uncharted. Research in the past has primarily concentrated on economically developed or moderately developed states, notably little is known about the prospects of schemes such as the ODOP for deprived communities in districts that bear considerable socio-economic distress. For example, though Kapoor GD and Goel SK (2022) and Gupta SD, Srivastava S and Kaur J (2021) discuss the positive effects of ODOP, the research does not reveal how aspiring districts are hindered from attaining infrastructure and knowledge, and how vulnerable populations are locked out. Further, there is a dearth of literature related to the discovery of the cultural facet of ODOP that is actively involved in the development of multiple skills.

Filling these gaps calls for a multi-sectoral intervention that would take into consideration the socio-economic factors that govern aspirational districts including Shrawasti. To address these gaps this research attempts to analyze the interaction between economic opportunities, skill development and cultural heritage promotion in the context of the ODOP model as well as its consequent impact on the economic empowerment of women in Shrawasti.

RESEARCH METHODOLOGY

As a cross-sectional survey-based study it assesses the degree of economic empowerment of Shrawasti through ODOP. This research adopted a stratified sampling technique wherein the respondents were chosen according to their age, gender and occupation. The Likert scale responses from the structured questionnaire were collected and analyzed using SPSS with the help of correlation and regression analytical tools. Shrawasti is an aspirational district with significant socio-economic issues; therefore, it was selected as the study district to understand the impact of ODOP on developing related skills, market linkages, and promoting the district's cultural heritage.

Analysis & Interpretations

Table 1: Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error

Economic Opportunities	410	25.00	50.00	40.4463	4.81880	-.456	.121	-.235	.240
Skill Development	410	21.00	50.00	41.0244	5.11476	-.812	.121	.586	.240
Cultural Heritage Promotion	410	43.00	74.00	63.1024	6.28105	-.738	.121	-.013	.240
Economic Empowerment	410	14.00	29.00	22.4683	2.88919	-.319	.121	-.069	.240
Valid N (listwise)	410								

In examining the impact of the ODOP initiative, the descriptive statistics include the following aspects. The mean for Economic Opportunities (EO) was 40.45 (SD = 4.82), this showed that the participants had favourable perceptions towards employment opportunities, income growth and market access since the skewness was slightly negative (-0.456) suggesting 'positive' orientation among the participants. Thus, the mean score obtained for Skill Development and Capacity Building (SD) was 41.02 (SD = 5.11) indicating enhanced skills, confidence and flexibility towards ODOP training programs and has a negative skewness of -0.812, supporting the argument.

Cultural Heritage Promotion (CHP) had the highest mean of 63.10 (SD=6.28), showing enhanced recognition of ODOP's function in the protection of cultural identity, instilling community pride and appealing to the younger generation, with the negative skewness of -0.738. Economic Empowerment (EE) had a mean score of 22.47 (SD = 2.89) showing that there was consistent compliance with the objective of financial autonomy, enhanced saving, and a better standard of living. In conclusion, it can be said that ODOP has had a very positive impact on socio-economic development in the district of Shrawasti.

H1: Economic Opportunities, Skill Development, and Cultural Heritage Promotion contribute largely towards Economic Empowerment in Shrawasti.

Table 2: Correlations					
		Economic Empowerment	Economic Opportunities	Skill Development	Cultural Heritage
Economic Empowerment	Pearson Correlation	1	.410**	.415**	.410**
	Sig. (2-tailed)		.000	.000	.000
	N	410	410	410	410
Economic Opportunities	Pearson Correlation	.410**	1	.494**	1.000**
	Sig. (2-tailed)	.000		.000	0.000
	N	410	410	410	410
Skill Development	Pearson Correlation	.415**	.494**	1	.494**

	Sig. (2-tailed)	.000	.000		.000
	N	410	410	410	410
Cultural Heritage	Pearson Correlation	.410**	1.000**	.494**	1
	Sig. (2-tailed)	.000	0.000	.000	
	N	410	410	410	410
**. Correlation is significant at the 0.01 level (2-tailed).					

The results of the correlation analysis suggest a positive correlation between the variables at 0.01 level of significance. EE is moderately related to EO with a positive correlation coefficient of .410 tending at $p < .01$, which reveals that improved opportunities have made a positive contribution in the aspect of financial en-franchisement and rectified economic decisions. Similarly, EE has a positive relationship with Skill Development (SD), ($r = .415$, $p < .01$) which emphasizes on training activities to enhance financial literacy. Likewise, EE has a positive significant relationship with CHP which reveals the importance of culture in warding economic marginalization ($r = .410$, $p < .01$). Evidently, CHP has a high positive association with EO; thus, where businesses are increasingly expanding, so is the cultural identity. Also, EO has a moderate positive relationship with SD where $r = .494$, $p < .01$ showing that 'skill development goes hand in hand with market acquisition'.

H2: Economic opportunities, Skill Development, and cultural heritage promotion impact on economic empowerment under the ODOP initiative.

Table 3: Model Summaryb									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.477a	.228	.224	4.90286	.228	60.076	2	407	.000
a. Predictors: (Constant), Cultural Heritage, Skill Development									
b. Dependent Variable: Economic Empowerment									

The model summary of the current study shows that both Skill Development and Cultural Heritage account for 42.8% of Economic Empowerment ($R^2 = 0.428$). The Adjusted R Square (0.424) value ratifies the accuracy of the model after minimizing it from the number of predictors proposed and implies that the model fits the data very well. The F Change of 60.076, $P < 0.001$ strengthens the confidence in the validity of the predictors towards the determination of Economic Empowerment.

Table 4: ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2888.211	2	1444.105	60.076	.000b
	Residual	9783.470	407	24.038		
	Total	12671.680	409			
a. Dependent Variable: EconomicEmpowerment						
b. Predictors: (Constant), CulturalHeritage, SkillDevelopment						

The ANOVA table tests the significance of the regression model for Economic Empowerment as affected by Cultural Heritage and Skill Development.

Regression Sum of Squares (2888.211): This value shows how much of Economic Empowerment is explained by Cultural Heritage and Skill Development.

Residual Sum of Squares (9783.470): This shows the level of Economic Empowerment not predicted by the variables inserted in the model.

Total Sum of Squares (12671.680): This is the total variation for Economic Empowerment.

Mean Square for Regression (1444.105): The amount by which the averages of the outcome variable differ due to the predictors.

Mean Square for Residuals (24.038): The degree of dispersion of the average of each purchase order from the line average, on average.

F-Statistic (60.076): Its purpose is to show the general importance of the regression model. A large F-value indicates a comparatively good relationship between the predictors with Economic Empowerment.

Significance Level (p = .000): The analysis of the coefficients also showed that out of all the potential explanatory variables, Cultural Heritage has an independent positive and significant impact on Economic Empowerment at 1% level, and the same can be said for the impact of Skill Development also at 1% level. This goes to support the hypothesis that all these factors independently determine Economic Empowerment.

Table 5: Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.968	1.539		9.075	.000
SkillDevelopment	.194	.035	.281	5.616	.000
CulturalHeritage	.255	.047	.271	5.410	.000
a. Dependent Variable: EconomicEmpowerment					

The coefficients table affords a finer and more sophisticated understanding of the relationship between; Skill Development and Cultural Heritage to Economic Empowerment.

Constant (13.968)

This is the intercept of the Economic Empowerment when neither the predictor Skill Development nor Cultural Heritage are present. In addition, the result is also significant at t = 9.075 and p < .001.

Skill Development

Unstandardized Coefficient (B = 0.194): Holding Skill Development constant, Economic Empowerment is found to rise by 0.194 when Skill Development is increased by 1 unit.

Standardized Coefficient (Beta = 0.281): It comes out that Skill Development has a moderately strong connection with Economic Empowerment.

Cultural Heritage

Unstandardized Coefficient (B = 0.255): The result implies that the Economic Empowerment rises 0.255 units each the unit rise in Cultural Heritage while other predictors retain a constant value.

Standardized Coefficient (Beta = 0.271): Cultural Heritage similarly to Skill Development has a moderate impact on Economic Empowerment.

Table 6: Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.4292	41.2754	30.5829	2.65737	410
Std. Predicted Value	-4.197	4.024	.000	1.000	410

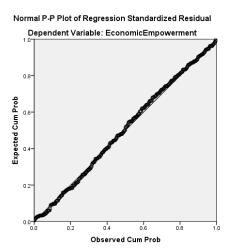|					
Standard Error of Predicted Value	.243	1.049	.389	.158	410
Adjusted Predicted Value	19.8813	41.1994	30.5794	2.62704	410
Residual	-12.42100	13.75418	.00000	4.89086	410
Std. Residual	-2.533	2.805	.000	.998	410
Stud. Residual	-2.543	2.817	.000	1.002	410
Deleted Residual	-12.51961	13.87190	.00352	4.93873	410
Stud. Deleted Residual	-2.561	2.842	.000	1.004	410
Mahal. Distance	.008	17.716	1.995	3.126	410
Cook's Distance	.000	.062	.003	.008	410
Centered Leverage Value	.000	.043	.005	.008	410
a. Dependent Variable: EconomicEmpowerment					

Fig 1: Regression Standardised Residual P-Plot-

Source: SPSS 21.0

The results of the residuals enable a complete evaluation of the regression model for Economic Empowerment. The fit prediction estimates vary between 19.43 to 41.28 with an average of 30.58 and standard error of 2.657. This shows that variability of the Economic Empowerment levels amongst the respondents is as well rightly captured by the model as it forecasts a reasonable spread. The residuals, which give the difference between the observed values and the model predictions, range from -12.42 to 13.75 with a mean of zero. This goes further to show that the model is fairly accurate in its predictions as these are due and differ from the actual by equal measures. From the table above, the standard deviation of residuals is 4.891, which is relatively moderate and proves the presence of a certain level of prediction errors, which are inherent in real-life data.

The values of the Standardized Residuals are between - 2.533 to 2.805 while the values of the Studentized Deleted Residuals are between - 2.561 to 2.842 which implies that both the models satisfy the Cook's Distance value test to a greater extent since the acceptable value should not exceed ±3. This reassures us that there are no influential observations skewing the regression model. Finally, the Mahalanobis Distance value ranges from 0 to 17 with a mean of 1.995 which indicates that none of the observations dominates the model. The values of Cooks Distance which arrived at a maximum of .062 do not indicate that any particular observation greatly impacts the outcomes of the model. In sum, the above residuals statistics have proved that the regression model developed is reliable.

DISCUSSIONS

The findings of this study based on descriptive statistics, correlation, and regression give important insights into how the promotion of skills training and cultural heritage enhances economic uplift. The quantitative analysis of the results showed that the measured indexes in the framework of the ODOP initiative were characterized by high indicators, including the level of economic opportunities, improvements in knowledge and skills, and cultural heritage. The mean scores of these variables reflecting opportunities for economic advancement with a mean score of 40.45, skill development with a mean score of 41.02 and cultural heritage promotion with a mean score of 63.10 further endorse the effectiveness of the program in the enhancement of socio-economic status of the local population. The values for these variables were comparatively low in terms of their standard deviations, which shows that participants' views of the program were quite similar, and positive, further confirming the claim that the ODOP initiative has been largely successful. Moreover, the observed negative skewness points to the fact that most of the participants had positive change and only a few had less positive change.

The correlation analysis supports the findings of the research by establishing desirable positive correlations between the independent variables which are economic opportunities, skill development, and the promotion of cultural heritage and the overarching dependent variable of economic empowerment. Specifically, the Pearson correlation coefficients between economic empowerment and the independent variables were as follows: Economic Opportunities mean score coefficient was 0.410, SD of 0.07, p< 0.01, Skill Development mean score coefficient was 0.415, SD of 0.07, p< 0.01 and Cultural Heritage Promotion mean score coefficient was 0.410, SD of 0.07 p<0.01. Such conclusions coincide with the existing evidence that revealed the dual focus on economic advancement and skill development as major enablers of economic agency (ILO, 2018; UNESCO, 2021). This combined positive relationship between skills and economic advancement, especially women's economic independence supports the numerous scholarly research on how education and training bear the immense potential for economic growth (OECD, 2019). The regression analysis results also support the hypothesis that skill development and cultural heritage improve economic empowerment.

The model summary further showed that the predictors, namely skill development and cultural heritage promotion accounted for 42.8% of the variance in economic empowerment; $R^2 = 0.428$ indicating the two variables' essential role in boosting participant's economic status. Moreover, the F Change value of 60.076 (p < 0.001) affirms the statistical emergency of the model proposing that these two factor jointly play a big role in economic empowerment. With regard to the determinants of the model, estimates for skill development (B = 0.194, p < 0.001) and cultural heritage promotion (B = 0.255, p < 0.001) highlight their positive effects on economic returns. These findings support earlier study associating vocational training and cultural conservation with economic sustainability (UNDP, 2020). However, a low standard error of the estimation of the model (4.90286) signals viability of the model for future investigations, although subsequent research should look into other unexplored influential elements of economic empowerments.

The results of the study hold significant for policymakers and practiotioners involved in the implementation of initiatives in development such as ODOP. Thus, skill acquisition and cultural sensitivity in the task implementation mean that local governments will be able to foster greater economic enfranchisement in less developed parts of the country. As an enabling strategy, skill development alongside cultural self-reasurance is also known to deliver long term economic performance as observed by the World Bank, 2020. This integrated approach assists many communities in generating income generating activities, thereby reducing poverty levels and promoting employment. However, the findings have a few limitations that may deserve consideration: It might be beneficial for future researchers to investigate other related aspects that might assist or hinder economic empowering such as infrastructure, access to technology or social networks. This approach could be done in longitudinal designs to gain more detailed knowledge on the long-term impact of such efforts, and analyzing the connection between the community and individual enfranchisement would lead to an improved understanding of that connection.

Consequently, the overall emphasis on skill development and cultural preservation through the ODOP initiative helps advance its overall economic empowerment, which articulates India's developmental vision. Thus, India can advance towards enhancing national well being and enhancing stability of livelihoods in vulnerable groups by maintaining such practices

RECOMMENDATIONS

Expand Vocational Training Programs: For permanent economic enfranchisement, local government actors should, therefore, focus on increasing the coverage of vocation training that aligns with market demands. Particular attention should be paid to the development of the demands of sectors including renewable energy, information technology, and healthcare as they might provide stable types of employment (World Economic Forum, 2020). It should also include venture capitalist training so that people can also look for employment as well as employment opportunities.

Promote Cultural Heritage as an Economic Asset: In fact, the preservation processes must be harmonized with general economic development undertakings. Promoting cultural entrepreneurship in crafts, art and tradition could assist the communities to capture tourism value chain and earn an income (UNESCO, 2021). Governments should establish good outlooks for selling cultural products such as through online selling centers and tourism.

Enhance Infrastructure and Technological Access: Granting equal access to modern infrastructure and technology will enable the communities, especially the rural ones, to address the issue of market access and acquire certain skills. As seen, there are much higher levels of awareness, literacy as well as overall engagement with broadband internet and mobile technology, and digital literacy programmes will be instrumental in narrowing this digital gap (OECD, 2020).

Foster Public-Private Partnerships: State ought to coordinate with firms and NGOs to experience arising aptitude and start-ups. Employment support programmes can be supported by public–private partnerships who offer funding, training, and transitional employment opportunities for people involved in such schemes (World Bank, 2019). Such an approach will also make programs sustainable in the long run.

Increase Community Involvement in Program Design: Community participation at different levels is important for the planning and implementation of economic empowerment initiatives cannot be overemphasized. Community involvement ensures that the activities supported are relevant to community needs and will likely be effective (UNDP, 2018).

CONCLUSION

This study emphasizes the skills enhancement and cultural fraternity as core agendas that lead to employment advancement. As indicated from the above coefficients, which shows the positive relationship of 'social capital' and 'identity,' both are central in shaping future development of the economically deprived areas to transform the economic prospects for the better. It will therefore be policy measures targeting both the economics and culture that will need to be fundamental in fulfilling the broader vision of national development.

The implication drawn from the analysis is that there should be mainstreaming solutions that will dual as approaches to capacity building and cultural conservation. This strategy reflects India's agenda of making the nation 'aatmanirbhar' and encouraging groups and communities to contribute to a nation's progress (UNDP, 2020). If India persists in investing in other schemes of such integrated framework, then India is good to go in meeting poverty and inequality challenges and creates a sustainable economy for the needy and deprived part of the society.

In conclusion, this research supports the general aim aimed at enhancing community development programs that offer a chance to improve the economic status of communities without compromising their culture and values (World Bank, 2020).

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