



Event Report **on** **ODOP Regional Summit – Lucknow 2018**

Date: 28th October, 2018

Venue: Avadh Shilpgram Luckow, Uttar Pradesh

Regional ODOP Summit was organized at Lucknow on 28th October 2018. The summit was aimed at creating awareness about the ODOP programme and products, along with felicitating artisans/ workers operating in ODOP products space. Additionally, toolkits and loans were distributed to artisans/ workers under various schemes of the State and Central Government (by dovetailing them with ODOP programme).

Theme

Chikankari, Zari- Zardozi Products and Zari Silk Sarees.

Participating Districts

Lucknow (Chikankari and Zari Zardozi); Chandauli (Zari Zardozi); Bareilly (Zari Zardozi); Budaun (Zari Zardozi); Shahjahanpur (Zari Zardozi); Unnao (Zari Zardozi); Kasganj (Zari Zardozi); Lalitpur (Zari Silk Sarees).

Overall Participation

The summit saw footfalls of over 3500 people. Key participants in the summit were:

- ✓ **Shri Yogi Adityanath**, Hon'ble Chief Minister, Uttar Pradesh (Chief Guest)
- ✓ **Shri Satyadev Pachauri**, Hon'ble Minister, MSME & Export Promotion, Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh
- ✓ **K. Ravindra Naik**, Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh
- ✓ Key alliances partners of ODOP including NSE (National Stock Exchange), QCI (Quality Council of India) and Amazon
- ✓ Representatives of Industry Associations



- ✓ Artisans/ workers from 8 participating districts – Lucknow, Chandauli, Bareilly, Budaun, Shahjahanpur, Unnao, Kasganj and Lalitpur.

Key Components of the Summit

- Inaugural session – Speech by Hon'ble Chief Minister (Chief Guest) and Hon'ble Minister, MSME & Export Promotion Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh; Loan and Tool Kit distribution
- Release of 'Zari-Zardozi' catalogue by Hon'ble Chief Minister
- Technical sessions
- Buyers-Sellers meet
- ODOP Products Exhibition

Salient Points from the Speech of Shri Yogi Adityanath, Hon'ble Chief Minister, Uttar Pradesh (Chief Guest)

- Hon'ble Chief Minister stated that the BJP government has kept its word about launching schemes for development and upliftment of traditional handicraft and cottage industries
- Hon'ble Chief Minister mentioned that so far, 11,755 artisans in different crafts have been provided loans of over 1000 crores, and over 1.65 lakh people have been provided employment in the MSME sector under ODOP
- Hon'ble Chief Minister emphasised on the importance of MSME sector, owing to its fast pace growth and labour-intensive opportunities
- Hon'ble Chief Minister was particularly impressed with the fact that ODOP had brought investment and employment in the state, and that other states, after witnessing the programme's success, have started to follow and implement the same model

Salient Points from the Speech of Shri Satyadev Pachauri, Hon'ble Minister, MSME & Export Promotion, Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh

- Shri Pachauri said that ever since its launch, the ODOP scheme has been steadily surging ahead, with emphasis on capacity and skill enhancement of the entrepreneurs with the ultimate objective of adding to their income



- He also stated that beside training, modern tools have also been provided to a large number of entrepreneurs across the 75 districts
- He added that the Zari-Zardozi summit had been organised for the benefit of craftsmen from the 8 districts and since buyers and designers were also participating in the summit, it would lead to better marketing of the traditional garments produced by the Chikan and Zardozi industry

Loan & Toolkit Distribution

- Loans worth Rs 1010.64 crores were distributed in the event to 11755 entrepreneurs
- Around 10 toolkits were distributed by Shri Yogi Adityanath. However, a total of 121 toolkits were distributed to different entrepreneurs from 8 districts

Technical Sessions

Three technical sessions were organised during the event:

- **Fund Raising through Stock Exchanges:** The joint work done by the NSE and ODOP in last one year was presented. Further, the benefits of NSE for entrepreneurs and how the business entities can raise funds through NSE, was discussed
- **Improving Quality of Manufacturing Processes:** - During the presentation, benefits of quality approvals for the ODOP products were highlighted. The products with quality certification would assure authenticity, which would assist in other benefits such as sale and loan procurement. The process for easy enrolment for Quality Certification was also discussed
- **Rejuvenation of Training Cells and Upgrading Skills:** – A session was on how the youth, by enhancing their skill, can be self-employed, and in turn, can generate employment for others was taken

ODOP Products Exhibition

An exhibition of approximately 80 stalls was organised during the Lucknow summit. These stalls displayed products from the 8 participating districts of Uttar Pradesh.

Key Outcomes of the Event



The event achieved the following outcomes:

- ✓ Brought about awareness among stakeholders like artisans, entrepreneurs
- ✓ Strengthened the branding of ODOP initiative through the discussion and exhibitions
- ✓ Loan Disbursal of Rs 1010.64 crores was made during the summit
- ✓ Toolkits were distributed to at least 121 recipient entrepreneurs form 8 districts