



# Event Report on ODOP Regional Summit – Moradabad 2019

Venue: Circuit House  
Date: December- 15 & 16



Regional ODOP Summit Agra was aimed at creating awareness about the ODOP programme and products, along with felicitating artisans/ workers doing good work in the ODOP products space. Additionally, toolkits and loans were distributed to artisans/ workers under various self-employment schemes of the State and Central Government (dovetailing them with ODOP programme).

## **Theme**

Metal Craft

## **Participating Districts**

Moradabad (Metal Craft), Aligarh (Lock and Hardware), Mathura (Sanitary fittings), Etah (Ghungroo Ghanti/Brass bell), Ghaziabad (Engineering goods), Kanpur Dehat (Utensils), Shamli (Rim and Axle), SantKabeer Nagar (Brassware Craft).



## Overall Participation

Key participants in the summit were:

- ✓ **Sri Bhupendra Chaudhri** - Hon'ble Minister PanchayatiRaj and Public work Department Uttar Pradesh
- ✓ **Shri Satyadev Pachauri** – Hon'ble Minister of MSME and Export Promotion, Khadi and Village Industries, Sericulture, Textile, GoUP (Chief Guest)
- ✓ **Shri Bhuvnesh Kumar** - Secretary, MSME & Export Promotion, GoUP
- ✓ **Shri K. Ravindra Naik** - Commissioner & Director, Directorate of Industries, GoUP
- ✓ **Dr. Jal Pal Singh** - Member of the Uttar Pradesh Legislative council
- ✓ **Shri Ritesh Kumar Gupta** – MLA from Moradabad Nagar
- ✓ **Shri Vinod Aggrawal**- Mayor Moradabad
- ✓ **Shri Vishesh Gupta** – Chairperson U.P. State Commission for Protection of Child Rights
- ✓ **Gopal Anjan** – Vice-President, Khadi and Village Industries Board
- ✓ **Sri Anil Rajkumar** -Commissioner Moradabad
- ✓ **Sri Rakesh Kumar Singh** – DM Moradabad
- ✓ **Sri Mridul Chaowdhary** – CDO Moradabad

## Key Components of the Summit

- Inaugural session – Speech by Hon'ble Minister MSME & Export Promotion, Khadi & Village Industries (Chief Guest), Secretary, MSME & Export Promotion and Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh; Loan and Tool Kit distribution; Success Stories
- Technical sessions
- Buyers-Sellers meet
- ODOP Products Exhibition
- Unveiling of Catalogue
- Screening of 7-minute movie based on Metal Craft



### **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 (Chief Guest)**

- He said that ODOP is very important scheme and Uttar Pradesh is the first state where it is implemented.
- He explained that ODOP Scheme is based on "Sabka Saath Sabka Vikaas".
- He reiterated fostering Marketing and Branding of ODOP products.
- He specially focused on Entrepreneur and encouraged for industrial loan.
- He praised the event and its organizer and wished-for success of such upcoming events.

### **Salient Points from the speech of Sri Bhupendra Chaudhry -Hon'ble Minister Panchayat Raj and Public Work Department Uttar Pradesh**

- He said Moradabad is having a special position in Handicraft across world.
- He further explained that Moradabad having almost 1500 small and big Export house and almost 3 lakhs people working under this.
- He highlighted that Moradabad exports almost 7 thousand crore worth product every year to America, Europe and Arab countries.

### **Buyers -Seller Meet**

40 sellers from 8 district Moradabad, Aligarh, Mathura, Etah, Ghaziabad, Kanpur Dehat (Utensils, Shamli, SantKabir Nagar and 20 Buyers from Delhi, Noida, Moradabad and few other districts participated.

### **Loan & Toolkit Distribution**

- Loan Disbursal of Rs. 1230.217 crore was made during the summit to 7377 Beneficiaries across 08 districts.
- 67 toolkits were distributed to 8 district candidates



## Technical Session

The event included several technical sessions with the objective of dissemination of information to various stakeholders such as the artisans and entrepreneurs.

The topics of the technical sessions were:

- **Fund Raising through Stock Exchanges:** Shri Rakesh Khurana (NSE) - Shri Khurana explained various procedures of collaboration with NSE and its benefits to entrepreneurs. He also discussed on how the business entities can raise funds through NSE.
- **GeM Portal:** Sri Praveen Vadhvani explained how can buyers registered themselves on GeM portal.
- **MSME Related Schemes:** Shri P.R. Joshi – Technical development centre Agra briefed all the schemes under MSME GOI.
- **Gas based Bhatti** – Sri P.C. Joshi Technical development centre Agra gave a lecture on Gas based Bhatti- Unnati.
- **Importance of P.N.G Gas** - Sri Sharad Goyal, Manager Marketing Citi energy Ltd. Moradabad explained the importance of P.N.G Gas and improve the supply chain of P.N.G for Metal handicraft industry.

## ODOP Products Exhibition

The event included an exhibition where artisans and sellers from 8 districts- Moradabad, Aligarh, Kanpur Dehat, Etah, Ghaziabad, Mathura, Shamli and Sant Kabir Nagar exhibited their products. The objective of this exhibition was to increase the visibility of the products of the districts.

Main attractions were:

1. Live Demo of Gas-Bhatti by Sainik School of Metallurgy
2. Exhibition of 60 Kg lock by Aligarh District



## 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
- ✓ Dissemination of technical information related to schemes, financial assistances to artisans and entrepreneurs
- ✓ Toolkits were distributed to at least 67 recipients
- ✓ Loan Disbursal of Rs. 1230.217 crore was made during the summit to 7377 Beneficiaries.