

Nai Udaan - Nai Pehchan of Uttar Pradesh



The One District One Product (ODOP) is a flagship scheme of the Yogi Adityanath government. Under ODOP scheme, the state government has identified 75 products in as many districts that are indigenous and have made their respective districts famous, from providing financial support to those actively engaged in making these products, to technical upgradation and marketing support, the state government is extending all possible help to promote these products. The world famous carpets of Bhadohi, brassware of Moradabad, locks of Aligarh, black pottery of Mirzapur, crockery of Khurja, leather goods and products of Agra and Kanpur are on the list of 75 products under the scheme. The scheme is part of the micro, small and medium enterprises (MSME) ministry of the state government. The government intends to generate employment at the local level and help to revive famous products and artifacts of the state with this scheme.

₹1,000 crore loan given to 11,755 artisans across UP

ONE DISTRICT, ONE PRODUCT SUMMIT:

With the help of the project, we will soon be able to give employment to 10 lakh people, says CM

The UP government distributed loans of over ₹1,000 crore to 11,755 artisans across the state at the One District, One Product (ODOP) summit dedicated to 'Chikan and Zari-Zardozi' last month at Lucknow.

Chief minister Yogi Adityanath handed over cheques and tool kits to 10 artisans at the event organised at Awadh Shilpgram Lucknow. Loans were distributed to other artisans in their respective districts through banks. "With the help of the

ODOP project, we have been able to give employment to 1.65 lakh people across UP," said Yogi Adityanath addressing the gathering. "Soon, we will be able to give employment to '10 lakh people'. The traders, selected under the ODOP project, doing brisk business on e-tailer, Amazon were also felicitated by the CM. Also speaking on the occasion, Satyadev Pachauri, minister for khadi and village industries, stated that the ODOP project played a major role in reviving the micro small and medium enterprises (MSME) sector in the state. Anup Chandra Pandey, chief secretary in the state government, stated Amazon had started providing training to artisans and industrialists in several districts. "Amazon has provided a platform to 150 industrialists. IKEA is associating itself with artisans of wood craft in Saharanpur and Bareilly".

Food products on the state ODOP list

The state government will promote food products of 11 UP districts, including dairy products of Hardoi, guavas of Allahabad and gooseberry of Pratapgarh, under its 'one district one product' (ODOP) scheme. Speaking at the ODOP summit (in August) at Lucknow, deputy chief minister Keshav Prasad Maurya said, "Being the largest producer of milk, food grain, potato, mango and sugar cane, UP has good potential for setting up associated processing industries. ODOP scheme will boost export from the state. Organisations like APEDA (Agricultural & Processed Food Products Export Development Authority) can help to promote local processed food items in national and international markets." "Why only mega food parks, we can set up even mini food parks. We can pick one famous food product from each district and help in setting up its processing industry. Jobs are limited, so local industry will create employment opportunities," he added.

Government signs MoU's with Amazon and others

The state government signed five memorandums of understanding (MoU's), including one with e-commerce giant Amazon India, to promote products selected under the One District, One Product (ODOP) scheme at the launch summit (in August). Besides Amazon, the state government signed MoUs with Wipro GE Healthcare, Bombay Stock Exchange, National Stock Exchange and the Quality Council of India (QCI). Representatives of all the companies/bodies were present to ink the MoU with the Uttar Pradesh government. Wipro GE Healthcare will set up a centre to impart skill development training to nearly 450 personnel in the state. This training is expected to be imparted at a medical college. On behalf of the Bombay Stock Exchange, its CEO signed the MoU with the state government which was represented by chief secretary, government of UP. The BSE and the NSE will launch education programmes to make the micro, small and medium industries aware of the procedure for listing on stock exchanges. Industrialists of the MSME sector have been demanding such education programmes so that they can list their products on stock exchanges and raise money from the market. Amazon will provide a platform to artisans selected under the one district one product scheme to showcase and sell their products through its website.



Branding essential for Uttar Pradesh trillion \$ economy: President

PRESIDENT SPEAKS about importance of MSME in economy

President Ram Nath Kovind said Uttar Pradesh has the potential of becoming a trillion dollar economy in the near future provided it not only gives a push to production but also does proper branding of its products. Inaugurating the 'One District, One Product' summit in August, the President said micro and small industries are the backbone of the country's economy and engine of inclusive growth, absorbing the largest workforce after the agriculture sector.

The speciality of micro and small industries is that this sector creates large scale job opportunities in rural and backward areas and has the potential for maximum utilization of demographic dividend. Such industries could play an important role in the development of Uttar Pradesh.

The UP government's 'One District, One Product' programme, said the President, would further strengthen the economy by generating a large number of job opportunities, thus controlling the migration of jobless youth from the state.

Uttar Pradesh needs to properly brand its products to attract national and international consumers to them," he said. He suggested holding of exhibitions of products in cities and at the forthcoming Kumbh in Prayagraj next year. He said many products could be made of use for the

international market by encouraging local skills with 'think global, act global' approach. "The state has the Taj Mahal and several rivers, besides boasting of having the country's largest rail network, which can help it become the country's biggest economy," said the President.

**₹1006 CRORE
LOAN DISBURSED
TO 4095 FAMILIES**

25 lakh jobs in 5 years -Yogi Adityanath

Chief Minister Yogi Adityanath has said that the One District, One Product (ODOP) scheme would help in generating 25 lakh jobs in the next five years. Addressing the inaugural session of ODOP Summit (in August), the chief minister said, "When my team got down to implement the ODOP scheme, I came to know about the immense wealth of resources available in the state". Promising to change UP's image across the country, the CM said, "We will generate five lakh jobs in one year with the help of ODOP scheme. This means 25 lakh jobs in the state in next five years which will help in checking migration of young people to other states for

jobs". Speaking about ODOP scheme, the chief minister said, "Work has begun in every village across the state under the scheme." Common facility centres, testing labs and design studios will come up across the state to help artisans in improving their products. Under ODOP, the government has also given Rs 1,006.94 crore loans to 4,095 families across the state. The CM also announced his government's next ambitious project 'Vishwakarma Shram Samman' for artisan. It was on January 24 this year that we celebrated UP Diwas for the first time. ODOP scheme also came into existence the same day".

ODOP- CHANGES FATE OF PEOPLE FOR GOOD

Navi Sher- a local resident of block Saffipur had a job earlier. Later under the government policy of "one district one product" scheme he was provided financial aid by the government through the local district industry centre which came forward and lent a helping hand by offering him a loan. This helped to set up his own small town business. He says the government policy helped him to become an entrepreneur and wishes to reach the height of success with their constant help.



Madhu- hails from Darogabad mohalla Unnao. where she lives with her husband and kids. As her husband does not have a regular work and kids are school going it was very difficult for her to make the both ends meet. Her embroidery skill came handy after she received financial help under the "one district one product" scheme. This timely help encouraged her to set up her own zari workshop at her home itself. She has started getting demands for her products and is confident of taking it to much bigger level.



Urmila- was a daily wage worker at an embroidery shop, she is very good in her skills, but her wages were not good enough to give her a good life, she received a loan from district industrial centre under the "one district one product" scheme with which she has started her own set up. She is happy as she is getting good returns for her efforts and experience which she gained working previously, she thanks the government for help and making her realize, her life dream of being her own boss.



SHG member talks to the President

Nusarat Jahan, a resident of Kotwa, Varanasi, while interacting with the President Ram Nath Kovind through video conferencing, said Mudra loan scheme had brought about a positive change in her life and expressed happiness after having an interaction with the President. She took Mudra loan and created a self help group (SHG) to which she added several local women. The women now work together in a group. She links women of weaving community with the SHGs. The divisional commissioner and district magistrate of the area also distributed Mudra loans to 30 persons under the scheme (one district one product). Tool kits were given to 30 women of PM Narendra Modi's fourth adopted village Domari. Certificates for training in entrepreneurship were also given to 10 people. The "one district one product" (MSME) has also started a toll free helpline number 1800-1800-888 to promote the scheme

Islamuddin received loan under the Pradhan Mantri Mudra loan scheme of Rs. 50,000 and started his own business. He has also availed a subsidy of Rs. 10,000 under the scheme. Thanks to the government support he is now self reliant. As there is good demand of clothes woven by him like loin cloth, gamcha, shirts etc. He got the help of local district magistrate to set up a small shop near the collectorate where other weavers also put self produce clothes for sale. Recalling his old days Islamuddin says that local money lender used to charge hefty interest which poor people like him were not able to afford and thanks the government for its focussed effort under the "one district one product" scheme. He now lives and earns respectfully.



Mohammad Ilyas- is one of the artisans to receive benefit of the "one district one product" scheme. Before taking benefits of this government scheme he could earn only to feed his family, but now he can fulfill his dreams with the help provided to him by the government. After taking loan he has established his cloth making set up and is now a known name of his area.



Jia-Ui-Haq resident of Hardoi and a handloom worker says that he dropped his plan to migrate to a bigger city in search of livelihood when he got a loan to work ahead in his artcraft industry, he was unable to work due to lack of funds and opportunity but "one district one product" scheme has brought a ray of hope in his life. Jia is now happy and earns good money after selling his artifacts.

