



Event Report **on** **ODOP Regional Summit – Agra 2019**

Date: February 28, 2019

Venue: Agra Trade Centre, Agra, Uttar Pradesh

Background

Regional ODOP Summit Agra was organized by ODOP Cell with the aim of spreading awareness about the ODOP scheme, districts, and their products. Furthermore, artisans/ workers were felicitated by the Hon'ble Minister Shri. Satyadev Pachauri, Shri. Bhuvnesh Kumar, and Shri. K. Ravindra Naik for their excellence in the ODOP products. Additionally, toolkits and loans were



distributed to artisans/ workers under various self-employment schemes of the State and Central Government (dovetailed under the ODOP programme).

Theme & Participating Districts



Agra and Kanpur (Leather Products), Sambhal (Horn bone), Firozabad (Glassware), Jalaun (Handmade Paper Art), Lakhimpur Kheri and Shravasti (Tribal Craft), Banda (Shazar Stone Craft), Mahoba (Gaura Stone Craft), Kushinagar (Banana Fiber Products), Jhansi (Soft Toys), Deoria (Decorative Products), Hamirpur (Shoes), Kannauj (Perfume – Attar) and Fatehpur (Bedsheets)



Overall Participation

Over 1,500 people attended the Summit. Key participants in the summit were:

- ✓ **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
- ✓ **Shri Pooran Dabar**, Chairman, Dawar Footwear Industries
- ✓ **Shri Chowdhury Babulal**, Hon'ble Member of Parliament, Agra
- ✓ **Shri Bhakti Shukla**, Director, Fragrance and Flavour Development Institute
- ✓ **Shri Sanatan Sahu**, Director, Central Footwear Training Institute
- ✓ **Key Alliances of ODOP** such as Amazon, NSE (National Stock Exchange), and QCI (Quality Council of India)
- ✓ **Key Representatives** of Industry Associations
- ✓ **Exhibitors** – Stalls were displayed by ~65 exhibitors
- ✓ **Artisans/workers** - Over 400 artisans/workers across 15 districts – Agra, Kanpur Nagar, Sambhal, Banda, Firozabad, Hamirpur, Jalaun, Deoria, Kushinagar, Kannauj, Jhansi, Lakhimpur Kheri, Mahoba, Shravasti, and Sambhal

Key Components of the Summit

- ✓ **Inaugural Session** – Speech by Hon'ble Minister (Chief Guest), Key dignitaries such as Secretary, MSME & Export Promotion and Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh
- ✓ **Loan and Tool Kit distribution**
- ✓ **Success Stories**
- ✓ **Technical Sessions** by Central Footwear Training Institute, MSME Department, National Small Industries Corporation, Quality Council of India, National Stock Exchange, and Fragrance of Flowers Development Centre
- ✓ **Buyers-Sellers Meet**
- ✓ **ODOP Products Exhibition**
- ✓ **Knowledge & Experience Sharing by MoU Partners**
- ✓ **Unyoking of ODOP Product Catalogue**



Note: A detailed M2M programme schedule is provided as Annexure-1 to this report.

Inauguration of the Summit



Arrival of Hon'ble Minister "Shri Satyadev Pachauri" at the Trade Centre: The event started with the arrival of Chief Guest - Shri. Satyadev



Pachauri at the Agra Trade Centre. Shri. Pachauri inaugurated the event by the cutting the ribbon. He was accompanied with key dignitaries of ODOP Cell and MSME department, including Secretary, MSME & Export Promotion – Shri. Bhuvnesh Kumar and Commissioner & Director – Shri. K. Ravinder Naik. All dignitaries were welcomed by Mrs. Anju Rani – Joint Director Industries. After inauguration ceremony, Hon'ble Minister – Shri. Pachauri and all the key dignitaries visited the stalls of artisans/workers displaying the ODOP products. Shri. Pachauri interacted with many of the participating artisans/workers at these stalls understanding their key challenges and encouraging their work.

Hon'ble Minister - Shri. Satyadev Pachuri, Shri. Bhuvnesh Kumar, and Shri. K. Ravindra Naik interacting with artisans at stall

Opening Remarks



Shri. K. Ravindra Naik, Commissioner & Director – Shri. Naik in his opening speech welcomed all the chief guests & key dignitaries including Hon'ble Hon'ble Minister of MSME and Export Promotion, Khadi and Village Industries, Sericulture, Textile - Shri. Satyadev Pachauri, Secretary, MSME & Export Promotion – Shri. Bhuvnesh Kumar, Shri. Pooran Dabar, Chairman of Dawar Footwear Industries, and other key industry associations. He asserted on the need of such key events and their importance to further enhance visibility of the ODOP products. Furthermore, he said that ODOP Cell would organize such events near or inside the city to bring more participants. He also briefed about the schemes such as Margin money scheme under which a lot of artisans/workers have been granted loan benefits. Shri. Naik also talked about dovetailing more schemes in future and forming alliances with other departments that would enhance the effectivity of the ODOP scheme. He ended the speech by assuring the commitment of the team for continuation of betterment of ODOP scheme.

Knowledge & Experience Sharing by MoU Partners

Shri. Rakesh Khurana (NSE) - Shri Khurana presented the joint work done by the NSE and ODOP in last one year. He further 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.

Shri. Akshay Sharma (Amazon) - During his brief presentation, Shri. Sharma spoke of the several districts that benefited by the online access of Amazon for their several products. Furthermore, Amazon has conducted several workshops on educating artisans/workers about the benefits of online platforms such as for export, receiving market information, and account management.



Shri. Rohit Varshay (QCI) - During his presentation, Shri Varshay spoke about the benefits of quality approvals for the ODOP products. He informed about the key advantages of quality certification assures that as assurance of authenticity for consumer and ease for the entrepreneur in sale and loan procurement. He also explained how a business entity can easily enrol for Quality Certification.

Address by Chief Guest “Hon’ble Minister – Shri Satyadev Pachauri”

Shri. Satyadev Pachauri, Hon’ble Minister of MSME and Export Promotion, Khadi and Village Industries, Sericulture, Textile, GoUP – Shri Pachauri in his speech expressed his views on the key developments of ODOP in the last one year, since the inception of ODOP Cell. He shared the CM’s vision of ODOP and the state government’s commitment to empower artisans at the grass root level. Instead of focussing on creation of employment through large industries, he insisted on fostering entrepreneurship at MSME level. Moreover, he focussed on improving livelihood of people and achieving the mission of PM Narendra Modi – “Sabka Saath, Sabka Vikas” (inclusive growth). He highlighted the State Government’s commitment to ease processes of doing business, so that all beneficiaries could avail the benefits of the schemes. He also talked of innovative alliances with BSE and NSE for raising funds, as well as Amazon that has provided online access to several artisans. He also mentioned of Pt. Deendayal Upadhyay’s vision of empowering poor people and fulfilling their dreams. He said that the ODOP scheme has benefited all the UP products under ODOP scheme by increasing their visibility, as earlier only a few products such as Chikankari, Zari-Zardosi, and Banarsee Silk were well-known. He expressed his desire for UP ODOP’s products to be able to compete at international markets such as with France and Italy.

For this, he emphasised on achieving global quality and providing marketing platforms for the access of ODOP products. He also mentioned CFC scheme that would have facility for training, procurement of raw material, marketing, and other areas. He ended the note by stressing the UP state government’s commitment to ensure ODOP scheme is a success and that all the artisans receive benefits and that none of the small or large entrepreneurs is to face any challenges.

Closing Remarks



Shri. Bhuvnesh Kumar, Secretary, MSME & Export Promotion – In the end, Shri. Kumar gave closing speech thanked Shri. K. Ravindra Naik for meticulously working on ODOP scheme and achieving great success. With him, he also thanked other key government officers for organizing the Agra Summit. This included Joint Commissioners of Agra & Kanpur, Deputy Commissioners of Mathura, Firozabad, and others, and all other organizers. He also thanked the beneficiaries and artisans who participated in the event. He specifically thanked, Chairman of Dawar Footwear - Shri. Pooran Dabar and other exporters and industrials, who participated in the event. He also thanked Shri. RK Kapur, Shri. Sanatan Sahuji, and Shri. Bhakti Vinay Shukla. Apart from this, Shri. Bhuvnesh Kumar also thanked key alliances of ODOP, NSE's Shri. Rakesh Khurana, Amazon's Shri. Akshay Sharma, and QCI's Shri. Rohit Varshay. Finally, he also extended his gratitude towards Press and Media for their coverage of the event.



Loan & Toolkit Distribution

- ✓ Loans worth Rs 4,500 crore were distributed by Shri. Satyadev Pachauri, Shri. Bhuvnesh Kumar, and Shri. K. Ravindra Naik to numerous beneficiaries across 15 districts
- ✓ About 34 toolkits were distributed by Shri Satyadev Pachauri, Shri Bhuvnesh Kumar and Shri K. Ravindra Naik bringing the total number of distributed toolkits to 242 across the 15 districts



ODOP Products Exhibition

The event included an exhibition of ~65 stalls where artisans and sellers from around 15 districts





exhibited their products. The objective of this exhibition was to increase the visibility of the products of the districts. Some of the products on display were leathers products, glassware, handmade paper art, tribal craft, Shazar stone craft, Gaura stone craft, banana fibre products and soft toys.

Key Outcomes of the Summit

The event achieved the following outcomes:

- ✓ Brought about awareness among key stakeholders like artisans/workers, entrepreneurs, and consumers
- ✓ 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 34 recipients totalling up to 242 throughout the 15 districts
- ✓ Loan Disbursal of Rs 4,500 crore was made during the summit

Annexure - 1

Time	Description
12:00 pm	Arrival of Hon'ble Minister – Shri Satyadev Pachauri
12 pm to 12 :15 pm	Minister's visit to exhibition area and stalls
12:15 pm to 12:19 pm	Lighting of Pious Flame
12:19 pm to 12:20 pm	Vande Matram
12:20 pm to 12:30 pm	Felicitation of Hon'ble Minister & Key Dignitaries
12:30 pm to 12:40 pm	Opening Speech by Commissioner & Department - Industries



12:40 pm to 12:45 pm	NSE presentation
12:45 pm to 12:50 pm	Amazon presentation
12:50 pm to 12:55 pm	QCI presentation
12:55 pm to 1:05 pm	Unyoking of ODOP Product Catalogue
1:05 pm to 1:10 pm	Film on ODOP Scheme
1:10 pm to 1:20 pm	Speech of MSME & Export Promotion Minister
1:20 pm to 1:45 pm	Disbursement of Loan Cheques and Handover of Toolkits to beneficiaries
1:45 pm to 1:59 pm	Secretary, MSME & Export Promotion Speech
1:59 pm to 2:00 pm	National Anthem
2:00 pm	Departure of Hon'ble Minister