

'Branding must to make UP trillion \$ economy'

PRESIDENT SPEAK Micro, small industries backbone of economy

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LUCKNOW: President Ram Nath Kovind on Friday 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.

In the 'Ground Breaking Ceremony' on July 29 in Lucknow, Prime Minister Narendra Modi had said UP will not take much time in becoming a one trillion dollar economy at the present speed of its progress.

Inaugurating the 'One District, One Product (ODOP)' summit here, the President said micro and small industries were the backbone of the country's economy and engine of inclusive growth, absorbing the largest workforce after the agriculture sector.

The specialty of micro and small industries, he said, was that they created job opportunities largely in rural and backward areas and had the potential for maximum utilization of demographic dividend. Such industries, he said, could play an important role in the development of Uttar Pradesh.

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

"UP, however, 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 Allahabad 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.

Remembering former prime minister Atal Bihari Vajpayee, Kovind said 'Atalji' often said UP was the best because it was full of talents and possibilities. "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," the President said. He said UP possessed all the tools of development and the need was for making use of those tools.

Kovind said progress of India was not possible without the



■ A weaver from Barabanki attending the exhibition at the ODOP Summit in Lucknow on Friday.

DEEPAK GUPTA/HT PHOTO



■ President Ram Nath Kovind looks at an exhibit while taking a round of the exhibition at ODOP Summit in Lucknow on Friday.

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progress of UP, "with only five countries having population bigger than that of the state."

Earlier, governor Ram Naik, in his address, said the UP government's 'One District, One Product' programme would not only check the flight of the jobless youth to other states, but would also open the gate for the homecoming of those who had left the state for lack of employment.

This programme, Naik said, was a revolutionary beginning which could make Uttar Pradesh a role model for other states. He said the ODOP programme would also help UP realize its potential and strength.

Exhibition of ODOP artefacts

LUCKNOW: President Ram Nath Kovind inaugurated a two-day exhibition at the ODOP summit at the Indira Gandhi Pratishthan here on Saturday. Artisans from all over the state have displayed their artefacts at 268 stalls set up in the exhibition.

President Kovind visited several stalls and enquired about products displayed there.

The exhibition will be open to public on Saturday. People can also buy products. Artisans from 75 districts have put up stalls at the IGP, displaying products selected under the one

district one product scheme of the Yogi government. The long list of products includes world famous carpets of Bhadohi, brassware of Moradabad, locks of Aligarh, famous black pottery of Mirzapur, crockery of Khurja, leather of Agra and Kanpur, chikan of Lucknow, wooden toys of Varanasi and flute of Pilibhit, among others. The Yogi government has also directed officials posted at the district headquarters to visit villages for promoting the ODOP scheme.

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SCREENED LIVE IN SANGAM CITY

ALLAHABAD: The live screening of 'One District One Product' (ODOP) event, which was inaugurated by President Ram Nath Kovind in Lucknow on Friday, was organised in Sangam auditorium here. The programme was attended by beneficiaries under the scheme along with Bharatiya Janata Party (BJP) MLAs, including Harshwardhan Bajpayee, Vikramaditya Maurya, Praveen Patel, Ajay Bharatiya and senior administrative officials, including district magistrate Suhas L Y, chief development officer Samuel Paul N, etc. An exhibition of articles made from 'Moonj' grass was also organised outside the auditorium wherein articles like baskets, paper weights, coasters, bags, etc were displayed.

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Aim to generate 25 lakh jobs in 5 years, says Yogi

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LUCKNOW: Holding previous governments responsible for the slow pace of development in Uttar Pradesh, chief minister Yogi Adityanath on Friday said 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 at Indira Gandhi Pratishthan here, Yogi 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. Despite the resources, UP's condition continued to worsen over the years."

"We all know what the condition of UP was when we came to power in March last year. But there is no need to talk much about it now," he said.

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. This will help in checking migration of young people to other states for jobs." Speaking about ODOP scheme, Yogi said he got the idea after his visits to Japan, Denmark and Bangkok.

"Work has begun in every village across the state under the scheme," he said.

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 artisans across the state.

The CM announced also his government's next ambitious project 'Vishwakarma Shram Samman' for artisans and spoke about the investors' summit organised in February this year in which the state government had signed MoUs worth Rs 4.68



■ A view of the venue.

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SHG MEMBER TALKS TO PREZ

VARANASI: Nusarat Jahan, a resident of Kotwa, Varanasi, who interacted with President Ram Nath Kovind through videoconferencing on Friday, said Mudra loan scheme had brought about a positive change in her life.

"I am quite happy after having an interaction with the President. It was a great opportunity for me. I spoke to him for about a minute."

She said 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.

Moreover, divisional commissioner Deepak Agarwal and district magistrate Surendra Singh distributed Mudra loans to 30 persons under one district one product scheme (ODOP). Tool kits were given to 30 women of PM Narendra Modi's fourth adopted village Domari.

Certificates for training in entrepreneurial development were given to 10 people. All administrative officials were present

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lakh crore. "Out of this, projects of Rs 60,000 crore have been implemented," Yogi said.

Attacking his opponents for not celebrating 'UP Diwas', he said: "From January 24, 1950, till date we never celebrated UP Diwas. 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."

Uttar Pradesh came into existence on January 24, 1950. Before this, the state was known

as United Province.

Earlier, UP minister for MSME, khadi and village industries Satyadev Pachauri welcomed President Ram Nath Kovind, who was the chief guest on the occasion.

Pachauri said ODOP scheme was the CM's brainchild.

Deputy chief minister Keshav Prasad Maurya was also present in the programme.

Chief secretary Anup Chandra Pandey proposed the vote of thanks.