



ONE DISTRICT ONE PRODUCT  
UTTAR PRADESH

*News Flash*

# COMMISSIONER'S MESSAGE



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It gives me immense pleasure to announce the launch of "ODOP News flash" which aims to apprise the readers of activities undertaken for promoting and implementing ODOP programme in the state. The newsletter will be a monthly publication which will keep the readers updated on ODOP events, schemes and success stories. Additionally, we aim to introduce the readers to ODOP products, sequentially, through focused articles.

Along with events, activities and updates related to ODOP programme; April issue of the newsletter will reintroduce the readers to leather products of Uttar Pradesh which are primarily produced in the districts of Agra and Kanpur Nagar.

I hope you will find this newsletter useful and enriching. We will continue to bring more such updates in future editions.

**K. RAVINDRA NAIK**



# INTRODUCTION

The State of Uttar Pradesh launched “One District, One Product” programme on 24<sup>th</sup> January 2018 with an aim to provide new impetus to the state's economy by making growth process decentralised and employment intensive. Through the programme, the state intends to leverage already established products and strong traditional skill of communities, spread across each district of Uttar Pradesh. Key support areas of the programme include access to technology, raw material, design, better packaging, market, finance and skills among others.

Within a year of its launch, ODOP has touched many hearts and changed many lives. Thousands of people are trained and equipped with improvised tool kits. Additionally, new avenues of support/assistance are opened through Margin Money Scheme, Marketing Development Assistance Scheme and Common Facility Centre Scheme. Further, similar schemes of other departments are being dovetailed with ODOP schemes to create better enabling environment for the artisans/ workers.



# COVER STORY

## Leather Products of Uttar Pradesh



Uttar Pradesh is one of the major production centre of leather goods in India, and Agra and Kanpur are main hubs. While Agra is famous for its end products like Shoes, Bags, Belts etc., Kanpur is prominently known for its raw leather and saddlery. Leather industry is thriving in both the districts due to well established eco-system in the districts, along with government support in the form of training and testing institute, financial assistance schemes and quality improvement programmes.

Agra imports raw leather from Kanpur, Kolkata, Chennai, Taiwan and China and exports the finished leather goods like footwear garments, saddlery and harness amongst others. The labour intensive industrial setup in Agra is replacing other forms of work characteristic of erstwhile industrial, manufacturing-based societies. The dispersed and flexible nature of production in Agra has actually changed the way cities function with a wide range of employment opportunities. The export of the leather footwear industry from Agra was Rs. 4,000 crores in the year 2017-2018 as per Agra Footwear Manufacturing and Exporters Council (AFMEC). With about 7000 units including 175 exporting units which are engaged in the production of different variety of products and have been exporting to the major world markets in USA, Europe, etc.

A natural demand for leather in Kanpur developed during British period. In earlier days, the local demand for leather products was met by the village craftsman working in cottage industries producing harness, saddlers and pots which later led to big industrial establishments here.

Kanpur city contributes over 20 per cent of the total leather and leather goods export of India with the cluster producing a value of **INR 12,000 crore** of exports including **INR 7,000 crore** worth of exports to the Gulf, Europe, China, Iran etc. providing direct and indirect livelihood to almost a million people.

# SUCCESS STORIES

ODOP has changed lives of many people either through inculcating entrepreneurship or providing the right platform to expand the small businesses. There are many heart touching success stories, but in this edition we bring to you some of them that might inspire you to either get connected to ODOP or at least disseminate information for the ones in the search of the right support to their dreams.



**M/s. Illayan Overseas,  
Agra**

Mr. Kamal Kumar Kardam, in his struggle days landed up at other enterprises working for petty wages until he made his final stop at the DIEPC office, Agra wherein he received a loan of INR 20 lac under the Prime Minister's self-employment scheme through the Union Bank.

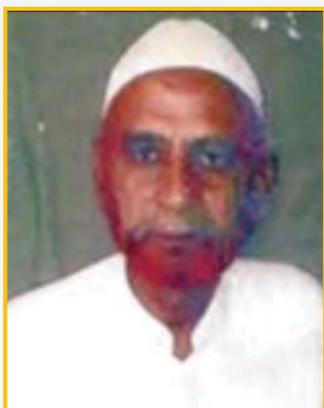
Mr. Kardam was informed by the officers of DIEPC office that the leather from Agra is identified and marked under the ODOP scheme and many companies have register in the e-commerce site-Amazon.

Mr. Kardam got in touch with such companies and started supplying the leather goods. Mr. Kardam's turnover has increased significantly and he is providing employment to 18 people.

Mrs. Renu Dubey of Kanpur Nagar in the year 2010 received a loan of INR 25 lac under the Prime Minister Self-employment scheme and started her own leather goods producing company by the name of M/s. R.G. AXIM. The company has crossed a turnover of INR10 lakh and presently provides employment to 121 people. The profits from her company helped her loan repayment and she is moving ahead with increased turnover.



**M/s. R.G. AXIM, KANPUR NAGAR**



Mr. Mohammad Hanif from Agra created his livelihood through production of leather goods since the age of 16. Owing to the lack of marketing opportunities his business couldn't cater the demands of the market, although this changed after the launch of ODOP scheme through which he exhibited his products at various trade fairs and expos within and outside the state which increased his visibility in the market and thus boosting his sales.

**Marketing Changed The Life of Mohammad Hanif**

# EVENT UPDATES

## Regional ODOP Summit Agra (28<sup>th</sup> February, 2019)

The regional ODOP summit, Agra (**based on the theme leather, handicrafts, glassware, handmade paper, tribal craft, shazar stone craft, gaura stone craft, banana fibre products, soft toys, decorative products, shoes, perfume and bed sheets**) was held on the 28th of February 2019 at Agra Trade Center, gained a huge traction amongst various stakeholders and showcased many of the finest products from Uttar Pradesh.

The event inaugurated by Shri. Satyadev Pachauri (**Hon'ble Minister for MSME, Khadi, Village Industries, Sericulture, Textile, Uttar Pradesh**) attracted around 1500 people comprising of visitors, artisans, representatives of industrial association, MoU partners Amazon, National Stock Exchange and exhibitors.



## Amongst important participants were:

- ▶ Shri Chowdhury Babulal- Hon'ble Member of Parliament, Agra
- ▶ Shri K. Ravindra Naik - Commissioner & Director, Directorate of Industries, GoUP
- ▶ Shri Pooran Dabar- Chairman, Dawar Footwear Industries
- ▶ Shri Bhakti Shukla- Director, Fragrance and Flavour Development Institute
- ▶ Shri Sanatan Sahu - Director, Central Footwear Training Institute

### KEY HIGHLIGHTS OF AGRA SUMMIT

1500 Participants

91 exhibitors from 15 districts

242 toolkits distributed

ODOP loans worth INR 690.66 crore disbursed

91 exhibitors from 15 districts namely **Agra** and **Kanpur** for leather products, handicrafts from **Sambhal**, glassware from **Firozabad**, handmade paper art from **Jalaun**, tribal craft from **Lakhimpur Kheri** and **Shravasti**, shazar stone craft from **Banda**, gaura stone craft from **Mahoba**, banana fiber products from **Kushinagar**, soft toys from **Jhansi**, decorative products from **Deoria**, shoes from **Hamirpur**, perfume – Attar from **Kannauj** and bedsheets from **Fatehpur** exhibited their products .

The event also witnessed distribution of 34 toolkits totalling to 242 throughout the state and disbursement of ODOP loans worth INR 690.66 crore to beneficiaries by Shri Satyadev Pachauri and Shri Bhuvnesh Kumar (PrinicipalSecretary, MSME & Export Promotion, GoUP).



## Regional ODOP Summit Meerut (2<sup>nd</sup> March, 2019)

The success of Agra summit had its spill overs at Meerut as well. The summit at Meerut on the 2nd of March (**based on the theme sports goods, home furnishing, handloom, block printing, patchwork, readymade garments, wood craft , flute, musical instruments, tarkashi art, furniture, wooden toys ) was held at Chaudhary Charan Singh University, Meerut, UP** attracting a footfall of around 2000 people within and outside the state comprising artisans and exhibitors from 16 districts.



The regional summit showcased indigenous products of Uttar Pradesh such as sports goods from **Meerut**, home furnishing from **Baghpat** and **Hapur**, handloom from **Hardoi**, block printing products from **Farrukhabad**, patch work from **Rampur**, readymade garments from **Gautam Budh Nagar**, wood craft from **Bijnor**, **Basti** and **Raebareli**, flute from **Pilibhit**, musical instruments from **Amroha**, tarkashi art from **Mainpuri**, furniture from **Maharajganj** and wooden toys from **Chitrakoot**.



### The dignitaries present in the summit were:

- ▶ **Shri Satyadev Pachauri** - Hon'ble Minister, MSME & Export Promotion, Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh (Chief Guest).
- ▶ **Shri Rajendra Aggarwal** - Hon'ble Member of Parliament, Meerut.
- ▶ **Shri K.Ravindra Naik** - Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh.
- ▶ **Shri Anil Dhingra** - District Magistrate, Meerut.



The event ran smooth with organized technical sessions on raising IPO through National Stock Exchange and improving manufacturing processes by ascertained standards of QCI. An exhibition of ODOP products from 16 districts was displayed through 48 stalls.



The day further sailed smooth with distribution of 617 toolkits and ODOP loans worth INR 1247.87 crores some at the event and others through DIEPC offices across the participating districts. Success stories of entrepreneurs were cherished with few being awarded.



## Seminar on Food Processing (6<sup>th</sup> March 2019)

An interactive seminar on food processing was held on the **6<sup>th</sup> of March, 2019 at Expo Mart, Niryat Bhavan**, with the aim of dissemination of information on government schemes and financial aid/loans for food processing

The event was inaugurated by **Shri Sudhir Garg**, Principal Secretary, (Horticulture & Food Processing, Sports & Youth Welfare and DG, Youth Welfare & Prantiya Rakshak, GoUP) and progressed with his starting remarks and State's vision for boosting entrepreneurship and further knowledge sharing on Margin Money Scheme, Marketing Development Assistance Scheme and Common Facility Centre Scheme was done by **Shri K. Ravindra Naik**, Commissioner & Director, Directorate of Industries, GoUP.

One to one interaction with bureaucrats and entrepreneurs from nine districts, university, banks, was held sharing their experiences and identifying opportunities of business expansion.

### KEY TAKE AWAYS

Stakeholder conversation with food processing entrepreneurs from 9 districts, bankers and bureaucrats was held.

Light was shed on availing benefits of State's Food Processing policy 2017 that offers grant-in-aid of up to 35% including Government of India's grant-in-aid of 10%.

Inputs on reviving and boosting the entrepreneurial eco system was brain stormed.

Producers of desi ghee from **Auraiya**, pulses from **Balrampur & Gonda**, Jaggery from **Ayodhya & Muzafarnagar**, banana products from **Kaushambhi**, Kala Namak Rice indigenous product of **Siddharth Nagar**, aamla from **Pratapgarh** and Hing from **Haathras** presented their products through presentations ; discussing the need of government intervention were covered in seminar.



# STAKEHOLDERS LIST

Shri Sudhir Garg, Principal Secretary, Horticulture & Food Processing, Sports & Youth Welfare and DG, Youth Welfare & Prantiya Rakshak, Government of Uttar Pradesh (GoUP).

Shri K. Ravindra Naik, Commissioner & Director, Directorate of Industries, GoUP

Shri R.K. Singh, Additional Commissioner

Shri Dr. R P Singh, Director, Horticulture & Food Processing Department

Shri V. P. Singh, Additional Director, Agriculture

Shri Ramakant Pandey, Additional Director, Mandi Samiti

Dr. Atul Kumar, Joint Director, Horticulture and Food Processing Department, GoUP

Dr. Vijay Yadav, Deputy Director, Horticulture & Food Processing department, GoUP

Dr. Shiv Nayak Singh, Director, IISR

Dr. S K Chouhan, Director, R-FRAC

Shri Vageesh Kumar, AVP, Delhi Branch, Yes Bank

Shri K R Singh, General Manager, NABARD

Dr Shabnam Chopra, General Manager - Quality, Parag Dairy

Shri Krishan Mathur, SLBC

Shri N K Sinha, Chief Manager, Bank of Baroda

Entrepreneurs from nine ODOP districts working in food processing sector

## RECOGNITION AND AWARDS

### ACHIEVING MILESTONES IN STRENGTHENING MSME SECTOR



12th April 2019, Kanpur: A thriving MSME sector is the hallmark of a robust economy and Kanpur has accomplished a new level of excellence within a short duration, under the dynamic leadership of Shri K. Ravindra Naik, Commissioner and Director, Directorate of Industries, Uttar Pradesh-Kanpur.

A national workshop was organized by the National Institute for Micro, Small and Medium Enterprises (NIMSME) under the aegis of Government of India (GoI) on 12th April 2019 at Delhi on the topic of settlement of delayed payments. The facilitation council of NIMSME has recognized the efforts of the department which

stood second at national level for settlement of delayed payments. Shri K. Ravindra Naik received the prize by Shri Radhe Mohan Mishra, Add. Secretary, E,MSME, GoI

## BUILDING A SUSTAINABLE MSME ECOSYSTEM

One of the leading MSME organization India SME Forum conducted a survey in their study to establish flourishing MSME ecosystems based on ease of doing business of MSMEs in which Uttar Pradesh stood 3rd amongst other states in India. The survey conducted on three parameters namely:

- ▶ Infrastructure and Ecosystem
- ▶ Policies and Schemes for MSMEs
- ▶ Opportunities and Export support for MSMEs

The best practices and policies of top performing states like Uttar Pradesh got emulated in a big forum amongst other states. Uttar Pradesh is sharing such experiences that could help other state governments and eventually all entrepreneurs.

## TOOLKIT DISTRIBUTION UNDER VISHWAKARMA SHRAM SAMMAN YOJNA (DOVETAILED WITH ODOP SCHEME)

A highly eventful event was organized on **February 23, 2019** wherein many essential toolkits and certificates were distributed under **Vishwakarma Samman Yojna** at various **DIEPC** offices.



Beneficiaries from 34 districts received toolkits at various District Industrial and Enterprise Promotion Centres offices; through multiple programs organized by departmental officers at **Prayagraj, Azamgarh, Basti, Chitrakoot, Devipatan, Ayodhya, Gorakpur, Mirzapur** and **Varanasi**.

S.No.	Anchor District	Beneficiaries from other Districts
1	Prayagraj	Prayagraj, Fatehpur, Pratapgarh, Kaushambi
2	Ajamgarh	Azamgarh, Baliya, Mau
3	Basti	Basti, Kabir Nagar, Siddharth Nagar
4	Chitrakoot	Chitrakoot, Banda, Hamirpur, Mahoba
5	Devipatan	Gonda, Bahraich, Shravasti, Balrampur
6	Ayodhya	Ayodhya, Sultanpur, Barabanki, Ambedkar Nagar, Amethi
7	Gorakpur	Gorakpur, Kushinagar, Devaria, Maharajganj
8	Mirzapur	Mirzapur, Sonbhadra, Badohi
9	Varanasi	Varanasi, Gazipur, Jaunpur, Chandoli

## TOOLKIT DISTRIBUTION UNDER VISHWAKARMA SHRAM SAMMAN YOJNA

On February 16, 2019, toolkit distribution workshops were held at nine anchor districts namely Agra, Aligarh, Bareilly, Jhansi, Kanpur, Lucknow, Meerut, Moradabad and Saharanpur wherein toolkits were distributed under the ODOP scheme equipping numerous artisans from 40 districts with essential tools for enhancing their livelihood. Likewise many beneficiaries received toolkits and certificates under Vishwakarma Samman Yojna at district Varanasi as well



S.No.	Anchor District	Beneficiaries from other Districts
1	<b>Agra</b>	Agra, Mathura, Mainpuri, Firozabad
2	<b>Aligarh</b>	Aligarh, Kasganj, Etah, Hathras
3	<b>Bareilly</b>	Bareilly, Budaun, Pilibhit, Shahjahanpur
4	<b>Jhansi</b>	Jhansi, Lalitpur, Jalaun
5	<b>Kanpur</b>	Kanpur Nagar, Kanpur Dehat, Etawah, Auraiya, Farukhabad, Kannauj
6	<b>Lucknow</b>	Lucknow, Rae Bareilly, Unnao, Hardoi, Sitapur, Lakhimpur Kheri
7	<b>Meerut</b>	Meerut, Bagpat, Ghaziabad, Bulandshahar, Gautambudh Nagar, Hapur
8	<b>Moradabad</b>	Moradabad, Rampur, Bijnor, Amroha, Shamli
9	<b>Saharanpur</b>	Saharanpur, Muzaffarnagar



### **Existing Government Schemes for potential beneficiaries:**

- ▶ Credit Linked Capital Subsidy Scheme for Technology Upgradation (CLCSs)
- ▶ Market Development Assistance Scheme for Micro/ Small manufacturing enterprises/ Small & Micro exporters (SSI-MDA)
- ▶ Micro & Small Enterprises—Cluster Development Programme (MSE-CDP)
- ▶ Integrated Development of Leather Sector Sub Scheme (IDLSS)
- ▶ Technology and Quality Upgradation Support to MSMEs (TEQUP)
- ▶ Design Clinic for Design Expertise to MSMEs
- ▶ Financial Support to MSMEs in ZED Certification Scheme
- ▶ Market Assistance Scheme (MAS)

### **DID YOU KNOW?**

Uttar Pradesh ranks top in attracting the highest domestic tourist of about 71 million per annum. Tourist come here not only to enjoy the sunsets at ghats of Varnasi but also take a dip in the serenity of Sangam. If you think Agra is only famous for Taj Mahal; you will surely be amazed with the leather crafts here. The 75 districts of Uttar Pradesh have more to offer than just its breath taking beauty. For more information please visit our website- <http://odopup.in/> where you will find every district of Uttar Pradesh produces a unique product which completes your household needs.



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