



Event Report on **ODOP State Summit – Uttar Pradesh 2018**

Date: 10th August 2018

Venue: Indira Gandhi Pratishthan, Kathauta Chauraha Rd, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh

ODOP Summit was organized at Lucknow on 10th August 2018. The summit was held to revive MSME and traditional sectors in the state. At the summit, the government signed MoUs with e-commerce players like Amazon and GE Health Care for global marketing and branding of products; under the state's flagship 'One District One Product' (ODOP) Program.

Agenda

- Products promotion through ODOP Program
- Loan and Toolkits distribution
- Recognition of artisans through awards
- Technical sessions

Participating Districts

All 75 districts

Overall Participation

The summit saw footfall of over 2,000 people. Key participants in the summit were:

- ✓ Shri **Ram Nath Kovind**, Hon'ble President, Government of India (Chief Guest)
- ✓ Shri **Ram Naik**, Hon'ble Governor, Government of Uttar Pradesh
- ✓ Shri **Yogi Adityanath**, Hon'ble Chief Minister, Government of Uttar Pradesh
- ✓ Shri **Keshav Prasad Maurya**, Hon'ble Deputy Chief Minister, Government of Uttar Pradesh
- ✓ Shri **Dinesh Sharma**, Hon'ble Deputy Chief Minister, Government of Uttar Pradesh



- ✓ Shri **Satyadev Pachauri**, Hon'ble Minister, MSME & Export Promotion, Khadi & Village Industries, Sericulture and Textile, Government of Uttar Pradesh
- ✓ Shri **Bhuvnesh Kumar**, Secretary, MSME & Export Promotion Uttar Pradesh
- ✓ Shri **K. Ravindra Naik**, Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh
- ✓ Key alliances partners of ODOP including National Stock Exchange (NSE), Quality Council of India (QCI), and representatives from Amazon and GE Health Care.
- ✓ Representatives of Industry Associations
- ✓ Artisans/workers from across the state

Key Components of the Summit

- Inaugural session – Speech by Hon'ble President (Chief Guest)
- Technical Sessions

Salient Points from the Speech of Shri Ram Nath Kovind, Hon'ble President, Government of India (Chief Guest)

- Hon'ble President mentioned that MSME is the backbone of economy. These enterprises are engines of inclusive development. After the agricultural sector, most people find employment in this sector. This sector generates more employment opportunities at a lower cost of capital. And the most important thing about this sector is that it creates jobs in rural and backward areas
- Hon'ble President also noted that Uttar Pradesh contributes around 44 percent in the total handicraft exports of the country. Industries such as handicrafts, food processing, engineering goods, carpets, readymade clothes, leather goods etc. earn foreign exchange as well as provide employment
- Hon'ble President expressed confidence that the 'One District One Product' program will enhance skills of local people as well as increase the reach to products. And it will result in economic progress of artisans of Uttar Pradesh
- Hon'ble President noted that under the 'One District One Product' program, the state government has set a goal of providing employment to 25 lakh people in five years through the financial assistance of Rs. 25,000 crores
- Hon'ble President expressed hope that this program will create large number of employment opportunities for the youth and strengthen the inclusive and sustainable development of Uttar Pradesh
- Hon'ble President emphasised the need for branding of products from Uttar Pradesh. He also stated that India cannot develop without the development of



Uttar Pradesh. The President expressed confidence that ODOP plan will create supportive conditions for enterprises from small towns and rural areas

- Apart from this, the President unveiled the ODOP helpline, Coffee table booklet, and ODOP website

Salient Points from the Speech of Yogi Adityanath, Hon'ble Chief Minister, Government of Uttar Pradesh

- In his address, the Hon'ble Chief Minister said, soon after the Government was formed in the state, the atmosphere had changed and now investors were making a beeline to invest here
- Through ODOP, he said, every year, 5 lakh people would be given employment in the state
- The Hon'ble Chief Minister also noted that the Government is promoting talent, business and for start-ups, has earmarked a fund of Rs. 250 crores in the budget

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

- Hon'ble Minister highlighted ODOP program seeks to promote traditional industries synonymous with their respective districts to spur local economy and create jobs
- About the objective of the ODOP, he said its aim was to optimise production, productivity and income, preservation and development of local crafts, promotion of art, improvement in product quality and skill development

Loan Distribution and Toolkits

- Loan papers amounting to Rs. 1,006.94 crores were distributed to almost 4,095 artisans from 75 districts in the summit
- 78 toolkits were also distributed during the event

Sessions

There were eight sessions in the summit covering sectors, such as:



- Credit and finance
- Craft and tourism
- Agro and foods
- Handloom and Textiles

In detail, ways were discussed to improve marketing processes and ensuring quality through use of technology.

Key Outcomes of the Event

The event achieved the following outcomes:

- ✓ Brought awareness among stakeholders like artisans, entrepreneurs
- ✓ Strengthened the branding of ODOP initiative through the discussion and exhibitions
- ✓ Loan Disbursal of Rs 1,006.94 crores was made during the summit
- ✓ 78 toolkits were distributed
- ✓ Awards and recognitions to the artisans