

Event Report **on** **ODOP Regional Summit – Varanasi 2018**

Date: 29th December 2018

Venue: Deendayal Hastakala Sankul (Trade Facilitation Centre & Crafts Museum), Varanasi, Uttar Pradesh

Government of Uttar Pradesh organized regional summits for promoting the ambitious 'One District, One Product' program. The purpose of the regional summits was to create the awareness of the ODOP program & products, along with felicitation of artisans/workers operating in ODOP product space. Additionally, toolkits and loans were provided to artisans/workers under various state and central government schemes (by dovetailing them with ODOP programme).

Theme

Silk Fabrics/Yarn/Clothes/Carpet products

Participating Districts

Varanasi (Banarasi silk sarees), Bhadohi (Carpets), Jaunpur (Dari & carpets), Mirzapur (Carpets), Sitapur (Dari & carpets), Sonbhadra (Carpets), Ambedkarnagar (Textiles product), Mau (Power loom textile), Barabanki (Textiles product), Etawah (Textiles product), Gazipur (Wall Hangings-Jute).

Overall Participation

The summit saw footfalls of more than 5000 people. Key participants in the summit were:

- Honourable Prime Minister, Sri Narendra Modi
- Honourable Governor, Sri Ram Naik
- Honourable Chief Minister-Uttar Pradesh, Sri Yogi Adityanath
- Sri Manoj Sinha, Minister of communications (Independent charge) and Minister of State (MoS), Railways, Government of India
- Sri Satyadev Pachauri, Minister of Khadi, Village Industries, Sericulture, Textile, Micro, Small & Medium Enterprises and Export Promotion in the Government of Uttar Pradesh

- Dr. Mahendra Nath Pandey, Member of Lok Sabha
- Artisans/ workers from 11 participating districts namely Varanasi, Bhadohi, Jaunpur, Mirzapur, Sitapur, Sonbhadra, Ambedkarnagar, Mau, Barabanki, Etawah, Gazipur

Key Components of the Summit

- A. Inaugural session- Speech of Honourable Prime Minister and Honourable Chief Minister
- B. Technical sessions
- C. Loan and tool kit distribution
- D. ODOP Products Exhibition

A. Inaugural session: Salient features from the speech of Honourable Prime Minister, Sri Narendra Modi:

Honourable Prime Minister praised Chief Minister Sri Yogi Adityanath, Government of Uttar Pradesh and ODOP team for its relentless efforts to make ODOP as a successful intervention for making the lives of common people better and to promote ease of doing business. He said the emphasis in this scheme is to provide a holistic solution for the makers of the products.

He described the Uttar Pradesh Government's "One District, One Product" programme as an extension of "Make in India." The Prime Minister said that in the State of Uttar Pradesh, the small and medium sector enterprises have been a part of traditions. In this context, he mentioned the carpet industry of Bhadohi, the sports goods industry of Meerut, and the silk industry of Varanasi, among others. He described Varanasi and *Poorvanchal* as a hub of handicrafts, and art.

The Prime Minister said 10 products of Varanasi and nearby regions, have received Geographical Indication tags. He said the One District, One Product scheme will convert these expressions of art, into profitable business, by ensuring good machines, training and marketing support. He said that loans worth more than Rs. 2000 crore are to be disbursed during this event. Honourable Prime Minister also launched “**One District, One Product**” catalogue.

Salient features from the speech of Honourable Chief Minister, Sri Yogi

Adityanath:

Honourable Chief Minister, Sri Yogi Adityanath appreciated the work done by department. He informed the audience that this ambitious scheme was launched with an aim of providing major push to traditional industries across 75 districts of Uttar Pradesh.

B. Technical sessions:

Four technical sessions were organised during the event:

- **Fund Raising through Stock Exchanges:** Shri Rakesh Khurana (NSE) - Shri Khurana presented the joint work done by the NSE and ODOP in last one year. He further added on the benefits of NSE for entrepreneurs and how the business entities can raise funds through NSE.
- **Improving Quality of Manufacturing Processes:** Shri Rohit Varshay (QCI) - During his presentation, Shri Varsha spoke benefits of quality approvals for the ODOP products. The products with quality certification assure authenticity which would assist in other benefits such as sale and loan procurement. He also explained how a business entity can easily enrol for Quality Certification.
- **Rejuvenation of Training Cells and Upgrading Skills:** Dr (Prof) Shashi Sharma (Principal of DAV (Post Graduate) College, Muzaffarnagar) – Dr Sharma is focussing on developing her institution into a hub of professional education and graduate employability in Western U.P. She has rejuvenated the Training and Placement Cell of her college and is striving to build strong linkages between academia and industry in west UP region. She explained how the youth by enhancing their skill and can be self-employed and in turn generate employment for others.
- **Amazon:** The representative of Amazon (E- commerce marketplace) described the benefits of enrolling on their platform. The representative also described the process of enrolling on the amazon platform, payment mechanism among others.

C. Loan and tool kit distribution:

- Honourable Prime Minister provided cheque of Rs. 48 Lakh to Shanshah kamaal of Varanasi, cheque of Rs. 52 lakhs to Anita Maurya of Bhadohi and cheque of Rs. 2 crores to Chhavi Gupta of Varanasi. Loans worth Rs 2105.04 crores were

distributed in the event (some at the main event in Varanasi and others at smaller events in participating districts).

- Honourable Prime Minister provided toolkit to Umesh Kumar from Etawah, Mohammad Mohsin Ansari & Mohammad Sujawal from Sitapur and Estiyak Ahmad from Mau. Total 85 beneficiaries were provided toolkits.

D. ODOP product exhibition:

An exhibition of 28 stalls was organised during the Varanasi regional summit. The stalls had silk products of Varanasi, Jute-wall hanging of Gazipur, woollen mat from Jaunpur, carpet of Sonbhadra and Bhadohi, clothes of Mau and Ambedkarnagar, Handicraft products of Barabanki, mat from Sitapur and clothes of Etawah among others.

Key Outcomes of the Event

The event achieved the desired outcomes:

- Brought about awareness among all stakeholders like different government departments, artisans and entrepreneurs among others
- Strengthened the branding of ODOP initiative through the discussion and exhibitions
- Loan Disbursal of Rs 2105.04 crores to eligible beneficiaries
- Toolkits were distributed to 85 recipients during the event
