

# ODOP items to be exported via Amazon

TIMES NEWS NETWORK

**Lucknow:** Uttar Pradesh is looking to make its 'one district-one product' programme global. Having tied up with Amazon India to market signature craft from nine districts, the government now wants to go a step further and promote these on Amazon's international website.

"The government had signed MoUs with Amazon for both ODOP products and khadi. We are trying to work out another MoU through which we can export goods, especially ODOP products. We are trying to get exporters on board as well," said MSME principal secretary Navneet Sehgal.

Since ODOP products were provided a window on the e-commerce website last year, they have recorded sales of over Rs 1.2 crore. Similarly, after promotion of khadi, over 30% of rural artisans associated have experienced online sales for the first time.

Pranav Bhasin, director for seller experience at Amazon India, said that UP has more than 50,000 sellers or 10% of Amazon's seller base in India.

Products from UP that are most popular on the e-commerce website are chikankari dress material, Banarasi silk fabric, brass work and leather products from Kanpur.