

Guj, MP among five states keen on replicating UP govt's ODOP model

Min Offers To Share Expertise

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Lucknow: With the Centre keen on all states adopting UP's flagship programme of 'One District-One Product' (ODOP), MSME minister Sidharth Nath Singh offered to share expertise with those interested in replicating the Uttar Pradesh model.

In an open session chaired by Union commerce minister Piyush Goyal on Thursday, states such as Gujarat, Jharkhand, Madhya Pradesh, Manipur and Telangana have expressed interest in taking up the programme.

Sharing the experience of implementing ODOP, Singh said it has helped UP increase its exports by 28% in 2019-19.

"The broad objective of the programme is to develop local art, craft and traditional skills, thus preventing migration from the state... ODOP has helped create employment opportunities at the rural level," he said.

Goyal discussed how ODOP could play a crucial role in building an 'Amantrbhar Bharat' in line with Prime Minister Narendra Modi's vision, and contribute to the 'Make in India' initiative. He said ODOP could act as a national movement.



"It will help us achieve the target of being a USD 5 trillion economy and become a global player in areas where we have significant traditional strength," Goyal said.

He asked states to make industrial development their top priority and choose one unique product from each district for which they should make interventions like designing, packaging, marketing and branding to create recognition for them at a global level,

like the carpets of Bhadohi and textiles of Surat.

Goyal said India should learn from experience of the US and Japan and focus on R&D along with innovation to meet domestic and global needs. The minister also spoke about the Investment Clearance Cell, the largest single window system comprising central departments and all states on one platform. He said the ministry is planning to make it operational in the next six months.

Additional chief secretary (MSME) Navneet Sehgal spoke about the ODOP Cell that has been created to run the programme. The department shared its methodology of first identifying a product from each district and creating an eco-system for their growth. A diagnostic study was carried out to determine what efforts were needed to boost the industry, secure loans and funding for the industries and then the government tied up with companies to design and market the products on e-commerce websites.

Ficci to help boost eco-tourism in UP

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Lucknow: UP's initiative of 'One District, One Destination' (ODOD) for eco-tourism is set to get a boost, with Ficci getting involved as a facilitator between the government and industry.

Concurrent with 'One District, One Product' (ODOP) scheme, ODOD aims to identify one destination in every district that could be branded as an eco-tourism spot to attract nature enthusiasts.

Sanjay Singh, secretary forest department, said ODOD concept will have each district nominate an area or dedicate an event that attracts people not only from outside but also locally.

International Bird Festival, which started in 2015, has already made Chambal sanctuary an important eco-tourism spot.

The first virtual interaction between the stakeholders on promoting eco-tourism in UP was held on Tuesday. Ficci UP State Council head, Amit Gupta, said, "The idea was to convey to the government what the market and industry expects and giving the two parties involved a common platform."

It is for the last two years that the forest department has been working on ODOD concept.

UP has several eco-tourism spots, of which prominent ones are tiger reserves, wildlife sanctuaries and wetlands. Other destinations need to be identified and developed to woo tourists. Chairman, Association of Tour Operators, Uttar Pradesh and Uttarakhand, Prateek Hira, said the traveller sentiment is badly hurt.