



Event Report **on** **ODOP Regional Summit – Meerut 2019**

Date: 2nd March, 2019

Venue: Netaji Subhash Chandra Bose Sabhagar, Chaudhary Charan Singh University, Meerut, Uttar Pradesh

Regional ODOP Summit was organized at Meerut on 2nd March 2019. The summit was aimed at creating awareness about the ODOP programme and products, along with felicitating artisans/ workers operating in ODOP products space. Additionally, toolkits and loans were distributed to artisans/ workers under various schemes of the State and Central Government (by dovetailing them with ODOP programme).

Theme

Sports Products, Home Furnishing, Handloom, Block Printing, Patch Work and Readymade Garments, Wood Craft, Flute and Musical Instruments, Tarkashi Art, Furniture and Wooden Toys.

Participating Districts

Meerut (Sports Products); Baghpat and Hapur (Home Furnishing); Hardoi (Handloom); Farrukhabad (Block Printing); Rampur (Patch Work); Gautam Budh Nagar (Readymade Garments); Bijnor, Basti and Raebareli (Wood Crafts); Pilibhit (Flute); Amroha (Musical Instruments); Mainpuri (Tarkashi Art); Maharajganj (Furniture) and Chitrakoot (Wooden Toys).

Overall Participation

The summit saw footfalls of over 2,000 people. Key participants 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
- ✓ Key alliances partners of ODOP including NSE (National Stock Exchange) and QCI (Quality Council of India)
- ✓ Representatives of Industry Associations
- ✓ Representatives of Banks including Syndicate Bank, Bank of Baroda and Central Bank of India
- ✓ Artisans/ workers from 16 participating districts – Meerut, Baghpat, Hapur, Hardoi, Farrukhabad, Shaharanpur, Rampur, Gautam Budh Nagar, Bijnor, Basti, Raebareli, Pilibhit, Amroha, Mainpuri, Maharajganj and Chitrakoot

Key Components of the Summit

- Inaugural session – Speech by Hon'ble Minister (Chief Guest) and Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh; Loan and Tool Kit distribution; Success Stories
- Technical sessions
- Buyers-Sellers meet
- ODOP Products Exhibition

Note: A detailed M2M programme schedule is provided as Annexure-1 to this report.

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 (Chief Guest)

- Hon'ble Minister expressed satisfaction on the way ODOP programme is being implemented. He was especially glad on the progress made in the last six months.
- He emphasised the employment potential of MSME industries and self-employment.
- He highlighted the State Government's commitment to "Ease of Doing Business" aimed at making life easier for entrepreneurs through easing approvals and incentives availing process.
- He asked local youth to capitalize on schemes like ODOP and become self-employed.



Salient Points from the Speech of Shri K. Ravindra Naik, Commissioner & Director, Directorate of Industries, Government of Uttar Pradesh

- Shri Naik highlighted the importance of ODOP awareness events like regional summit of Meerut and role they play in enhancing visibility of ODOP programme and products.
- He emphasised the role ODOP programme can play in generating employment in rural areas of the State and making local artisans/ workers financially stable.
- He also added that the ODOP programme would help in mitigating most of the supply chain related gaps in the ODOP products value chain.
- He also briefed the audience about ODOP schemes including Margin Money Scheme, Marketing Development Assistance Scheme and CFC Scheme.



Loan & Toolkit Distribution

- Loans worth Rs 6,292 crores were distributed in the event (some at the main event in Meerut and others at smaller events in participating districts).
- Around 69 toolkits were distributed by Shri Satyadev Pachauri and Shri K. Ravindra Naik in the summit. However, a total of 617 toolkits were distributed throughout 16 districts.

Success Stories Highlighted at the Event

- **Shri Naveen Dagar** from Meerut has successfully set up his own sports goods manufacturing unit. He has received a loan amount of Rs 2 crore through various schemes of the ODOP programme.
- **Shrimati Nilofer Khan** from Saharanpur, has set up her own successful venture of wood crafting with a loan amount of Rs 10 lakh from various schemes of the ODOP programme. She currently provides employment to 12 artisans.
- **Shri Asif Chauhan** from Meerut has recently invented an eco-friendly cooling system which has been patented recently. Hon'ble Minister, Shri Pachauri lauded his efforts and cited his example to hundreds of artisans who look



forward to enhance their manufacturing and selling process with the help of the ODOP schemes.

Technical Sessions

Three 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 assures 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.

ODOP Products Exhibition

An exhibition of 48 stalls was organised during the Meerut summit. These stalls displayed 16 products from 16 participating districts of Uttar Pradesh.



Key Outcomes of the Event

The event achieved the following outcomes:

- ✓ Brought about awareness among stakeholders like artisans, entrepreneurs
- ✓ Strengthened the branding of ODOP initiative through the discussion and exhibitions
- ✓ Loan Disbursal of Rs 6292 crores was made during the summit
- ✓ Toolkits were distributed to at least 69 recipients totalling up to 617 throughout the 15 districts