

PREZ TO INAUGURATE ODOP SUMMIT

# Govt to give Rs 500 cr loan to craftsmen of 75 districts

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**LUCKNOW:** In its biggest-ever exercise to facilitate loans to artisans, the UP government will give Rs 500 crore loan to craftsmen of 75 districts at the One District, One Product (ODOP) summit.

The three-day summit will be inaugurated by President Ram Nath Kovind at the Indira Gandhi Pradhasthan (IGP) on August 10. Governor Ram Niskant and chief minister Yogi Adityanath will also be present at the event.

On day one of the summit, eight technical sessions will be organised on handloom and textile, craft and tourism, agro and food processing, credit and finance.

The President will also inaugurate an exhibition, wherein 268 stalls will display artefacts of 75 districts selected under the ODOP scheme.

On the remaining two days of the summit, the exhibition will be open for the public and they can purchase articles.

"It is for the first time in the country that a summit on ODOP is being organised. The government will distribute Rs 500 crore loans to artisans of 75 districts selected under the One District, One Product Scheme," said Satyadev Pachauri, khadi and village industries minister, UP govern-

## MoU WITH AMAZON SOON FOR SELLING ODOP ARTEFACTS

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**LUCKNOW:** The state government will sign an MoU with e-retailer Amazon on August 10 for promoting products selected under the ODOP scheme.

The e-tailer will market artefacts of nine districts on its own expense.

For this promotional exercise, the state government has selected Gorakhpur, Agra, Varanasi, Moradabad, Meerut, Kanpur, Aligarh, Bhadohi and Faizabad.

The website [www.Amazon.in](http://www.Amazon.in) will have a special sec-

Talks are going on with Alibaba, Flipkart and Snapdeal to market products identified under the ODOP scheme

**BHUVNESH KUMAR**, secy, dept of MSME and export promotion

tion for displaying products selected under the ODOP scheme. By clicking on the ODOP link on the website, the user will be navigated to a dedicated section.

"We will sign an MoU with

Amazon on August 10 for promoting products selected under the ODOP scheme," said Satyadev Pachauri, khadi and village industries minister, UP government.

The government is also exploring possibilities of tying up with three other prominent e-tailers, Alibaba, Flipkart and Snapdeal, for promoting artefacts selected under the ODOP scheme.

"Talks are going on with Alibaba, Flipkart and Snapdeal to market products identified under the ODOP scheme," said Bhuvnesh Kumar, secretary, department of MSME and export promotion.

ment.

"At the summit, Rs 100-crore loans will be given to artisans at the event in Lucknow while Rs 400-crore loans will be extended to artisans in their respective districts the same day," said Pachauri.

Around 3,000 artisans from across UP will attend the summit and 1,000 delegates have also been invited.

The state government has also decided to provide technical, marketing and financial assistance to artisans.

In a bid to promote products selected under the ODOP scheme, the government has decided to organise exhibitions on regular basis across the state. Stalls displaying such products will also be set up at prominent railway and bus stations.

On the long list of 75 products are the world famous carpets of Bhadohi, brassware of Moradabad, locks of Aligarh, famous black pottery of Mirzapur, crockery of Khurja, leather of Agra and Kanpur and chikan of Lucknow among other products.

The ODOP scheme of the state government would also play a major role in promoting the micro, small and medium enterprises. The MSME sector is the backbone of the state's industrial landscape. It contributes 60% to UP's industrial output and employs nearly 40 lakh people.

The government has identified 75 indigenous products in as many districts. Through this summit, the state will promote these 75 products at the national and international level.