

UPRADESH

Now, sale of ODOP items at Statue of Unity

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Lucknow: UP's art and handicrafts will now be sold at the Statue of Unity in Gujarat's Narmada district. This would help popularise the state's traditional products among the national and international tourists who visit the site in large numbers.

ODOP is a flagship scheme of Yogi government.

Principal secretary, MSME, Navneet Sehgal visited Gujarat recently to finalise the venture with its government. The sale of ODOP items at the Statue of Unity would automatically provide national as well as international platforms to state's art and handicrafts, Sehgal told TOI.

Sehgal said UP government has also entered into a similar agreement with IRCTC to market ODOP articles. These projects would soon be marketed through Tejas Express — the country's first private train. ODOP items are already on display at Lok Bhawan, the CM's office in Lucknow.

A spokesperson of IRCTC told TOI that initially brochures and publicity material on ODOP would be put up and in the next phase, if required, the products could be displayed on train.

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