

ODOP SCHEME IS SET TO HIGHLIGHT SIGNATURE INDUSTRIES OF UTTAR PRADESH

Uttar Pradesh is known for its wide array of exclusive products, including wheat-stalk craft, renowned chikankari and zari-zardozi work on clothes, fancy glassware, etc. Such products are manufactured in the villages of UP that are not known to the general public. The ODOP scheme is to help these local and specialized products and handicrafts get the limelight to showcase the state's rich cultural heritage. The scheme aims to promote each district's signature industry or specialised product.

THE YOGI Adityanath government's flagship 'One District One Product (ODOP)' scheme will go a long way in repositioning Uttar Pradesh as the land for preferred investment destination, as the state boasts large land reserves, good connectivity and huge manpower for any industrial setup. In a state as vast as Uttar Pradesh, it won't be wrong to say that it is the heart of MSME sector in India, given its huge and diverse population engaged in various commercial and traditional industries. According to estimates, "UP is home to nine million MSMEs with the sector forming the industrial

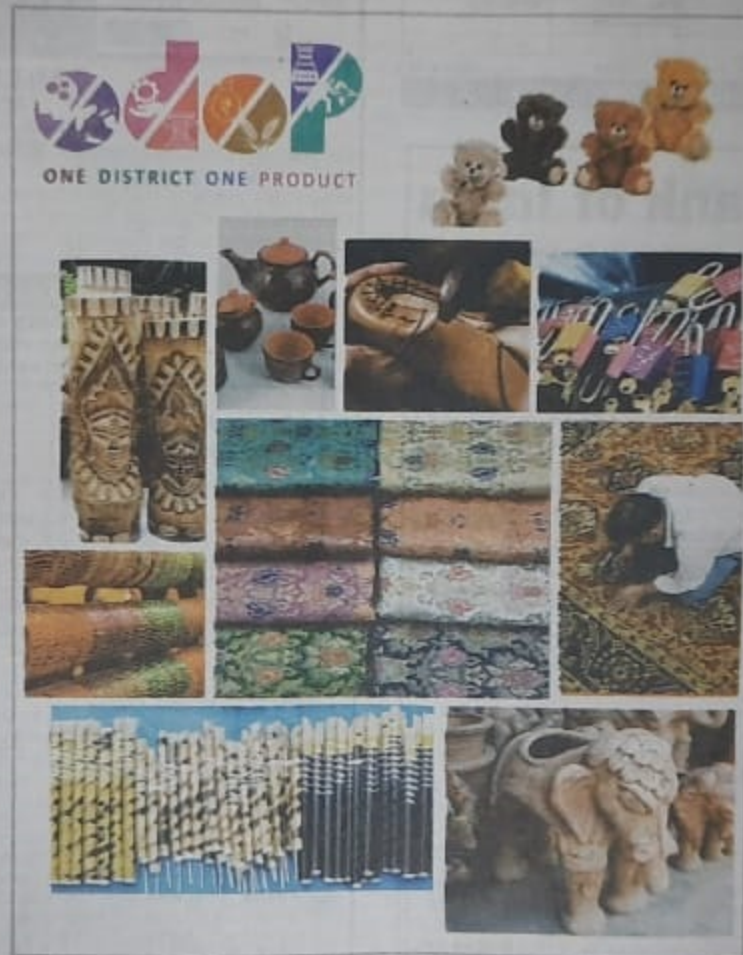
backbone of the state. It contributes 60 per cent to UP's annual industrial output and directly employs 50 million people."

To provide a boost to such signature industries in the state, One District One Product (ODOP) is the flagship scheme of the Yogi Adityanath government, launched in 2018, to promote the traditional and indigenous industries and handicrafts by facilitating state support in terms of setting up of new enterprises, bank credit and marketing. This innovative scheme was basically launched to promote the MSME sector in Uttar Pradesh.

In fact, Uttar Pradesh is known for its wide array of exclusive products, including wheat-stalk craft, renowned chikankari and zari-zardozi work on clothes, fancy glassware, etc. Such products are manufactured in the villages of UP that are not known to the general public. The ODOP scheme is to help these local and specialized products and handicrafts get the limelight to showcase the state's rich cultural heritage. The scheme aims to promote each district's signature industry or specialised product.

UP Government firmly believes that the ODOP Scheme will play an important role in turning the state into a USD 1 trillion economy by 2024. Districts devoid of any signature industry were suggested to project their agriculture or agricultural product to boost their economy and, ultimately, gain recognition via that product. For instance, "the gurbh (jaggery) of Muzaffarnagar made it to the ODOP list. Today, there are 118 varieties of gurbh being made there, and a festival dedicated to 'gurbh' called 'Gurbh Mahotsava' is also held."

India is likely to benefit in a big way due to the ongoing China-India conflict and PM Modi's clarion call for



Atmanirbhar Bharat. In this regard, the State Government is looking to tap the lucrative global textile supply chain by providing a competitive avenue to international buyers, who are currently procuring textile and fabrics from China. The idea is to provide an

alternative vendors base in UP to international buyers sourcing goods from China. Later on, buyers' suggestions can be incorporated in the new export promotion policy to make it more contemporary and competitive.

Raw material bank and general processing center to be started soon in Lucknow under Common Facility Center (CFC) Scheme. Work of artisans will become easier after the CFC get operative.

To promote ODOP products, ODOP Cell has made tie up with e-Bay, Amazon and Flipkart to provide global market for artisans.

To counter the economic impacts of COVID-19, the UP government will host e-exhibitions during the current FY 2020-21. The Yogi government has also offered to help exporters participating in e-exhibitions under the flagship Market Development Assistance (MDA) Scheme. The UP Export Promotion Council will also organise e-exhibitions for the state exporting firms, for which a blueprint is being charted out.

Despite the current economic challenges induced by COVID-19, the Yogi government has decided to double the exports of MSMEs in the coming three years to touch Rs 2.40 trillion. During FYs 2018-19 and 2019-20, the MSME exports from UP stood at nearly Rs 1.14 trillion and Rs 1.20 trillion respectively.

Yogi Adityanath had recently "directed officials to expedite the action plan to leverage the loan

component of Rs 15,000 crore for the domestic MSME sector in the federal economic package of more than Rs 20 trillion announced by the Centre to overcome the challenges of COVID-19 pandemic and lockdown."

The Union Ministry of Commerce and Industry is preparing an institutional mechanism to promote the One District One Product (ODOP) scheme, first started by the Uttar Pradesh government, at the national level to tap the rural economic potential of the country and identify one product per district. In this regard, The ministry has scheduled a video-conference meeting with the Industry Ministers of all states and Union Territories later this month to discuss how the movement could be taken further. According to Principal Secretary (MSME and Export Promotion) Navneet Sehgal, the movement was a "great success" as it helped the state increase its exports by around 30 per cent. It is proposed to drive the movement on a mission mode with specific targets set to be achieved by 2022 when the country would be celebrating the 75th year of independence.

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