

# Nine more products added to ODOP for nat'l, global branding

Neha.Lalchandani  
@timesgroup.com

Lucknow: Nine more products have been added to the One-District-One-Product (ODOP) list which will now be systematically promoted and developed by the government.

The scheme was launched by chief minister Yogi Adityanath in 2018 to promote district-specific handicrafts and goods. One product from each of the 75 districts was identified and has since been part of a plan to market and brand them nationally and globally.

“Earlier, 66 products from 75 districts were being developed while providing training

## Postmen should provide life cert in villages: CM

After allowing pensioners to submit their life certificates online, chief minister Yogi Adityanath asked for a further simplification of the process and said that in rural parts of the state, the certificates could be made by postmen who are providing doorstep banking services. **P5**

and financial assistance to workers. Later, we found some districts had more than one product with equal economic and employment potential and decided to include two or more products in ODOP list. Varanasi, for instance, has several GI products and like silk, these too could be developed,” said Navneet Sehgal, additional chief secretary (MSME).

The new products include metal from Mirzapur, mentha from Rampur, food items and school dresses from Lalitpur, leather from Unnao, zari work from Farrukhabad, agarbattis from Kannauj, pink meenakari and toys from Varanasi and readymade garments from Gorakhpur.

► **Improve quality, P 5**