

UP: ODOP products to get another online platform

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LUCKNOW: Products under the state government's flagship scheme One District One Product are set to get another online platform. A Singapore-based business-to-business platform Buy2SELL has written to the government, expressing its intent to sell ODOP products online.

Additional chief secretary, MSME and export promotion, Navneet Sehgal, told TOI that the company which has B2B network in most of the countries in Asia and Europe, has mailed to the department seeking the entire list of the ODOP articles.

Firm seeks details of products, their range and prices

The company has shown keen interest in selling them through its platform globally. "Being a distribution service in South Asia, your brand (ODOP) has caught our attention. Being a B2B platform in Singapore, and sales and network with local, wholesale/retail in the high-end market, we hope to have an association with you," the company has said.

"This is a major achievement for the MSME department, after the chief minister had inaugurated a virtual exhibition and fare of the ODOP products last month and invited world players to participate," Sehgal said.

With an aim to cash in on the festive season, the MSME department had staged a global virtual exhibition involving over 35 countries last month. "This fare not only gave a new way of selling traditional products virtually but also highlighted the potential of the ODOP programme at world stage," Sehgal claimed.

He, along with MSME minister Siddharth Nath Singh , has aggressively marketed UP's potential in different sectors by holding virtual interactions with the ambassadors of over two dozen countries and a good number of those had proposed to invest in the state also.

An official in the MSME department said the company has emailed them, saying it has been receiving a lot of queries regarding ODOP products, which are attracting a lot of interest internationally.

The official said the company has sought details of products, their range and prices so that it can explore the possibility of entering the market with ODOP items. The ODOP scheme was launched by chief minister Yogi Adityanath in January 2018. Its success in promoting regional products and handicrafts even on an international platform has earned the state praise from the Centre, which has asked other states to implement the scheme.