

# 2,600 entrepreneurs got ₹82cr aid in 3 yrs

## ODOP Scheme Makes Impact Across World

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**Lucknow:** To boost economic activities in the state and promote indigenous products, the Uttar Pradesh government gave a financial aid of Rs 82 crore to as many as 2,600 entrepreneurs under the ambitious One District One Product (ODOP) scheme.

A government spokesperson said the scheme has already made its footprints in the international markets as the specialized products of all 75 districts of the state have found takers in the country as well as globally.

According to government records, more than 11,000 ODOP products are available on e-commerce platforms like Amazon and over 50,000 products worth Rs 24 crore have

already been sold. In 2018-19, the MSME department gave an assistance of Rs 31.34 crore to 916 enterprisers under ODOP scheme, which generated 10,733 employment opportunities. In 2018-19, the export of ODOP products surged by 28 percent to Rs 1.10 lakh crore.

Similarly, during 2019-20, as many as 1,442 entrepreneurs were given an aid of over Rs 43.53 crore and 15,253 peo-

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ple got employment. In the current financial year till August, 236 entrepreneurs got a monetary help of Rs 8 crore and 2,114 people were employed.

Additional chief secretary, MSME, Navneet Sehgal said the problems of ODOP entrepreneurs are being addressed on priority. "They are also being provided with upgraded machines, training and financial assistance to make them technically efficient," he said.

The state government said the situation in the industrial

sector in UP has undergone a significant change after 2017. Former secretary of western UP chamber and commerce, RK Jain, said the dedication of the state government towards the traditional industries is laudable. "The government is also addressing the problems of the entrepreneurs and this has increased the production of the traditional industries district-wise," he said.

The government said it was providing training to the old wood carving industry of Saharanpur. This will not only improve the products, but will also cut down the production time. Experts said the state had a distinct identity in the industries in the 60s and 70s and the maximum growth rate of industries was in Kanpur, Muzaffarnagar and other districts. However, with the changing times, industries started shutting down due to the neglect of the previous governments and the situation worsened for the traditional industries.