

UP products under ODOP displayed at 23 nat'l exhibitions

TIMES NEWS NETWORK

Lucknow: Between March 2020 and March 2021, Uttar Pradesh's 'one district-one product' goods were showcased at 23 national level exhibitions.

"ODOP items from UP were a major attraction at the Handloom Fair in Hong Kong and the Textile Expo in Istanbul, Turkey. Earlier, ODOP products made their mark at the Cairo Fashion Week held in the Egyptian capital in September last year. International level exhibitions were organised in around 19 countries including the US, the UK, Hong Kong, Turkey, Egypt and

Germany among others," said a government spokesperson.

He said that ODOP's success can be gauged from the fact that 20 tonnes of kala namak rice was exported from Siddharthanagar to Singapore recently. More than 50,000 products worth more than Rs 24 crore have been sold through Amazon till December 2020. At the 'Hunar Haat' held in Lucknow, ODOP stalls sold goods worth over Rs 3.5 crore in 14 days. Similarly, sales of Rs 25 lakh were recorded at the KGI Products Expo 2021 held at Pandit Deendayal Upadhyay Handicrafts Complex in Varanasi's Baralalpur.