

‘ODOP goods now form 80% of our exports’

TNN | Dec 22, 2021, 04.26 AM IST

Lucknow: Crediting Chief Minister Yogi Adityanath for the state's One District, One Product (ODOP) Scheme, a programme which the central government has asked the other states to replicate, additional chief secretary (MSME) Navneet Sehgal said ODOP products now account for 80% of UP's total exports.

Speaking at the 'Destination Uttar Pradesh Conclave' organised by the Times Group on Monday, Sehgal explained why the state required a scheme like ODOP and elaborated on the hard and soft interventions made under it to promote traditional handicraft across the state.

"We have seen that wherever the MSME industry has come up, it has grown in clusters which gives benefits of turnover and economy of scale. There are several products across the state which are being made for centuries. While normal MSME activity was going on, thought was never given to how these traditional crafts could be encouraged. ODOP was an experiment to promote already existing clusters," he said.

Sehgal said a diagnostic study was done on one product from each district, to identify their strength, weakness, opportunity and threat.

"On the basis of the study, the government looked at how to help small industries which had the basis but not the scale, by improving availability of raw material, technology, financial help, skill, packaging and marketing. Common facility centres are also being set up across districts, with disbursement of margin money to small artisans, training for skill improvement and market assistance scheme," he said.

Giving the example of animal bone buttons being made in Sambhal, Sehgal said the product was sent to China for finishing. "The diagnostic study found that if workers had access to suitable machines, they would be able to complete product finishing in Sambhal directly and export the product," he added.

"The government arranged for machines worth Rs 13 crore from Italy for finishing the product," he said.