

Govt to open ODOP showrooms at Statue of Unity, airports, big cities

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Lucknow: The premises of Statue of Unity in Gujarat's Narmada district will soon have an outlet showcasing the unique handicrafts from Uttar Pradesh promoted under the One District One Product scheme as the state government is planning to open UP OPOP showrooms in various cities across the country, besides at airports and railway stations.

The proposal aims to revamp the state-owned Gangotri showrooms in important cities, starting with Delhi.

The other cities in the plan include Mumbai, Kolkata, Ahmedabad, and Narmada district in Gujarat.

Insiders said that a consultant has already been engaged for the purpose.

"The world of retail has changed dramatically over the past few years, especially after the pandemic. As a result, offline centres and showrooms must adapt to needs like enhanced choice, price transparency, and match elements like convenience offered by online shopping to increase consumer footfall and sales," said an official.

The diverse basket of choice in fabrics, handicrafts, decorative products, the narrative of local to global being enshrined under the ODOP scheme and the prominent location of the Gangotri showrooms provides a business opportunity that will boost handicraft sales and benefit the artisans.

While on one hand, display will be the focus of the re-designed area, convenience of the shoppers will be the guiding principle that will determine the internal layout so that the visitors are compelled to slow down and spend some time in the showroom. A small coffee shop has also been proposed on the lines of Fab India's Fab Café.

Additional chief secretary, MSME and export promotion department, Navneet Sehgal said that the government has ample land in Delhi (4,000 square feet), Ahmedabad (3,000 square feet) and Navi Mumbai (1,000 square feet) for the purpose. The plan also includes opening ODOP stores at airports and important railway stations, he added.

"The idea is to create a bond between the buyer and products they pick besides mesmerizing them with the richness of the state's handicrafts and skill so that they return to the store again and again," he said.