

ODOP push fetches SHG 1st order from the US for its Moonj products

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Prayagraj: The success of the state government's One District One Product (ODOP) scheme is being hailed across the nation and has now started showing good results in Prayagraj as well. Among the handicraft products of the district that are gaining recognition worldwide are items made from Moonj (dry grass) that have given the local women associated with self-help groups (SHGs) from trans-Yamuna acclaim. The Moonj products made by an SHG managed by Biwi Fatima of Mahewa village in the district have generated interest and demand from abroad and have received an order from the US.

"A woman, Neeta Pawar, who is principal of a school and owns a shop in the US, saw our products online and asked me to send specimens of all the products we make here at our SHG. She wants to put these products on display at her shop. I will send the items which her customers demand," said Fatima.

"We have around 200 women members in our group. We make mats, bags, , and other decorative and utility items. This is for the first time that we have received an overseas order," she added.

"The fact that we have our first international order, and that too from Virginia, US, has really thrilled all the members", she added.

Moonj products made in the Mahewa area of Naini, Prayagraj, are in great demand across the country.

Besides the traditional items, the artisans have started making articles matching with the tastes and demand of the new generation and now craft tulips, wall hangings, skirts, jewellery, etc. The Moonj products are generating demand from many states, and most orders come from Goa, Gujarat, Maharashtra. We get online orders as well, said Fatima.

On demand from local customers, we started using colours in our Moonj products, but in the order from the US, we have been asked not to use colours at all, she added.

The ODOP scheme has transformed the lives of over 200 women workers making Moonj products. The handicraft items now fetch good prices and the SHG members are getting good returns for their artistic abilities and hard work.