

# ODOP gifts to world leaders brought recognition for UP: Yogi

►Continued from P 1

Mentioning how the International Trade Show held in Noida exhibited UP's potential, Yogi described the International Carpet Fair as another valuable opportunity to showcase the



state's assets. "This fair is a campaign to give a new height to Prime Minister Narendra Modi's Make in India and Vocal for Local, Local for Global vision", said Yogi. He said UP craftsmen possess abundant skills but their potential could not be tapped earlier due to lack of technology and good

## Two women artisans honoured

CM Yogi Adityanath felicitated the two women weavers — Madhuri Devi and Mahajabeen. Madhuri Devi has earned recognition for her significant contribution to the creation of the handmade carpet used in the newly constructed Parliament House. On the other hand, Mahajabeen has been instrumental in empowering around 400 women through self-help groups, fostering self-reliance among them. TNN

platforms. With the government's intervention, UP artisans got a global platform to showcase their talent, as is evident from participation of over 450 buyers from 68 countries in the fair, he added.

PM gifting ODOP products to world leaders during G20 events as well as his foreign visits has brought global recognition to UP, Yogi said. "This elevated the prestige of the state's skilled artisans", he said. Earlier, Yogi had a look at the carpets on display and also launched a new carpet label. The CM also distributed cheques among the beneficiaries of various government schemes, toolkits to two individuals enrolled in the ODOP programme and ODOP Margin Money Scheme cheques amounting to Rs 2 crore each to two beneficiaries.

Two beneficiaries of each of the PM Employment Generation Program and CM Youth Self-Employment Scheme received cheques worth Rs 10 lakh. The CM also gave cheques to beneficiaries of government schemes including International Marketing Assistance Scheme and ODOP Marketing Assistance Scheme.