



Uttar Pradesh Chief Minister Yogi Adityanath (File Photo/ANI)

Handicraftsmen and artisans are biggest strength of Uttar Pradesh: CM Yogi

Lucknow (Uttar Pradesh) [India], October 9 (ANI): Highlighting the global recognition of Uttar Pradesh's traditional products, Uttar Pradesh Chief Minister Yogi Adityanath emphasized that Prime Minister Narendra Modi proudly presents them to world leaders during his foreign visits.

"This elevates the prestige of the state's skilled artisans," he said.

He also stated that Uttar Pradesh's One District One Product (ODOP) items are now replacing Chinese-made products in terms of popularity during festivals and events.

Inaugurating the 45th edition of the four-day International Carpet Fair at Carpet Expo Mart, the Chief Minister said, "The artisans and craftspeople of our state are our greatest assets. The One District, One Product scheme and Vishwakarma Shram Samman Yojana have played a pivotal role in boosting Uttar Pradesh's exports, witnessing a 250-fold increase in just four years."

During the event, the Chief Minister pointed out that the carpet industry's total exports amount to about Rs 17,000 crores, with a substantial 60 per cent coming from three districts of Uttar Pradesh: Bhadohi, Mirzapur, and Varanasi.

He noted that this achievement led to Bhadohi being honoured with the 'Towns of Export Excellence' award.

CM Yogi also highlighted the role of the International Trade Show in Noida as a platform to exhibit Uttar Pradesh's potential and described the International Carpet Fair as another valuable opportunity to showcase the state's capabilities.

CM Yogi asserted, "This fair is a campaign to give a new height to Prime Minister Modi's Make in India and Vocal for Local and Local for Global vision."

He highlighted the abundant skills possessed by the state's craftsmen, emphasizing that their potential was hindered due to a lack of technology and platforms. With the government's intervention, these artisans have successfully showcased their talents on the global stage, as is evident from the participation of over 450 buyers from 68 countries in the fair.

Furthermore, CM Yogi said that Uttar Pradesh had the opportunity to join the G-20 events in which heads of state of 40 countries participated. Notably, the carpet used for this event was crafted by skilled artisans of Uttar Pradesh.

He mentioned that the state is home to over 20 lakh weavers, and the double-engine government will provide full support to the handicraftsmen and artisans of the state.

During the event, CM Yogi saw the carpets on display at the fair and inaugurated a new carpet label by pressing a button.

He also honoured two accomplished female weavers namely, Madhuri Devi and Mahajabeen, by presenting them with shawls.

Madhuri Devi 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.

During the program, CM Yogi disbursed cheques to recipients benefiting from various government schemes.

He distributed toolkits and cheques to two individuals enrolled in the One District One Product (ODOP) program. Furthermore, as part of the ODOP Margin Money Scheme, he presented cheques amounting to Rs 2 crore each to two beneficiaries.

Under the Prime Minister Employment Generation Program and the Chief Minister Youth Self-Employment Scheme, two beneficiaries each received cheques worth Rs 10 lakh.

Additionally, CM Yogi distributed cheques of Rs 5.34 lakh and Rs 2.34 lakh to two individuals under the International Marketing Assistance Scheme. Furthermore, as part of the ODOP Marketing Assistance Scheme, cheques of Rs 1.07 lakh and Rs 1.50 lakh were awarded to two beneficiaries.

MSME Minister Rakesh Sachan, Minister of State for Minority Welfare Danish Azad Ansari, Bhadohi MP Dr Ramesh Chand Bind, District Panchayat President Anirudh Tripathi, Aurai MLA Dinanath Bhaskar, Gyanpur MLA Vipul Dubey and other dignitaries were present in the program. (ANI)