

ODOP products get e-commerce dais in Sri Lanka

TIMES NEWS NETWORK

Lucknow: In what could open up another market for goods under the 'One District-One Product' scheme, the MSME department is considering a proposal to display ODOP products on a Sri Lankan e-commerce platform, Cord360.com.

MSME minister Sidharth Nath Singh held a meeting with the company's representatives recently and said that Cord360 is willing to provide space to ODOP products on the e-commerce platform for free.

The company has proposed that businesses registered under ODOP can register themselves as 'free seller' on Cord360.com. This would provide products with a global reach. It has also said that it would be keen to help ODOP products explore export possibilities with Sri Lanka. For

this, it has suggested virtual exhibitions or, if possible, a visit by a delegation for direct interaction with importers.

Another suggestion was that companies from Sri Lanka can travel to UP and look at expansion opportunities. As the first step towards this, a webinar may be held with industry organisations and governments of both countries.

The UP government already has a tie up with e-commerce platforms like Amazon and Flipkart through which ODOP products have been provided with a domestic and international market. "It is a testimony to the work being done by the government under the leadership of Chief Minister Yogi Adityanath that we are being approached by companies to showcase ODOP products," said Singh.