

‘75 wonders of UP’ to be new ODOP promotion theme

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Lucknow: The MSME and export promotion department is launching an aggressive campaigning of the one district one product (ODOP) scheme on the theme ‘75 wonders of Uttar Pradesh’ for promotion and marketing of traditional handicrafts and products of the state.

In a meeting at Lucknow on Thursday, MSME and export promotion minister, Sidharth Nath Singh directed officials to launch a campaign on ‘75 wonders of Uttar Pradesh’ theme through hoardings, banners and video vans across the state so that the 75 articles shortlisted by chief minister Yogi Adityanath under ODOP scheme for their publicity among people so that their sales improve and also ensure that the products are readily available.

The ODOP promotion campaign will also emphasise on Prime Minister Narendra Modi’s turning call for turning local into global, the minister said.

Singh said the ODOP programme Of Uttar Pradesh has been praised by Prime Minister Narendra Modi also because of the way in which it has improved exports from the state in the last three years and given employment to people in the state.

“These are not the simple brick and mortar products, as each carries its history and heritage and is rooted in the cultural history of the state and that is why they should be promoted as 75 Wonders of UP,” remarked the MSME minister, who has also been marketing the state’s industrial potential across the nation and abroad and has succeeded in drawing investments of hundreds of crores to the state, besides major projects.