

# TRAILBLAZER OF RISING INDIA

From a formidable industrial power to being a repository of North India's finest traditions of classical music, dance, theatre, art and literature, Uttar Pradesh is indeed the champion of a new India, spearheading transformation across all spectrums.

Accounting for approximately 17% of India's population, Uttar Pradesh is the most populous state with the third-largest economy. Its GSDP has grown at a steady and promising pace. The current contribution of UP to the national GDP is 8%. As per the statistical reports of UPDES, the share of the primary sector in the state's output is 25% most of which is on agriculture. The secondary sector accounts for 25.9%, and the rest is accounted for by the tertiary sector.

## FROM UP, WITH LOVE

Charming its way through, UP's ODOP products are winning hearts of investors, country leaders and state heads



By giving ODOP gifts to its esteemed guests, UP is fast gaining fame for its handicrafts and products. By gifting ODOP souvenirs to G-20 heads of state, PM also played a key role in adding to the prestige of state's local handicrafts and indigenous products. Prime Minister Narendra Modi, in 2022, became the brand ambassador of Uttar Pradesh's flagship 'One District-One Product' (ODOP) programme, deciding to gift special products made by the skilled artisans of the state to celebrities during his foreign visits, a decision highly appreciated by the UP chief minister. Expressing his delight, Yogi Adityanath said, "We are happy that the vision of the PM for ODOP has been realised not just in India but also abroad. It is a matter of pride for us that India will be

heading the G-20 for a year and at the ongoing summit in Bali, the PM gave ODOP items as gifts to all heads of states." Also, during domestic tour for the GIS roadshows, Team Yogi reached the states and gifted handicrafts from UP to guests, which only sparked their curiosity. As a result, businessmen/industrialists from other states and countries are also encouraging them by collecting more information about these goods. According to CM Yogi Adityanath, "Whenever there is a question of giving a gift to a foreign guest, I order it from here." An industrialist stated during the Kolkata Investors Summit that people should learn from Yogi Adityanath how to think big, how to encourage artisans, and how to promote local products nationally and globally.



## FOR 'ATMANIRBHAR BHARAT' & UP

ODOP acquires added significance and relevance in the context of the pioneering campaign launched by Prime Minister Narendra Modi, called the 'Atmanirbhar Bharat Abhiyan' and 'Make in India' initiative aiming to strengthen the domestic indus-

tries and making India self-reliant. In alignment with PM's vision, UP government has come up with specific policies for 25 sectors and accorded highest priority to preserving, reviving and popularising local arts and crafts through its ODOP programme.



## PRIDE & JOY OF UP

**VARANASI:** Pink Meenakari, Ganesha statue

**VARANASI-BANDA:** Banda silk stole and Shajar stone cufflinks

**KANNAUJ:** Perfume

**LUCKNOW:** Chikankari

**MORADABAD:** Brass bowl set

**BAREILLY:** Zari-zardozi



The ODOP programme has yielded employment for millions of local craftsmen and artisans and revived the old and dying artforms in the state

## SKILL MEETS OPPORTUNITY: BUILDING LIVELIHOODS

Through strategic partnerships with online e-commerce portals and international companies, UP government has transformed its latent sector (local handicrafts and products) into a revenue-surplus category.

The export of handicrafts from Uttar Pradesh contributes 44% to total export of handicrafts from the country. Similarly, this contribution stands at a significant 39% in carpets and 26% in leather and leather products. The share of UP in total exports from the country is 4.73%. Almost, each district in the state has one or more unique product — be it in the handicrafts, handlooms or agriculture/horticulture produce or small



enterprises, with distinct identity at national and international levels. For example, the silk sarees of Varanasi, the handicraft items of brass from Moradabad, the flute of Pilibhit, the artifacts of Shajar stone from Banda and



kaanamak rice from Siddhartha Nagar need no introduction. There is immense possibility to build marketing efforts to create more opportunities for employment and to add to the existing income levels of artisans/ workers engaged

in these sectors. When 40 lakh migrant workers returned to UP during the Covid-19 pandemic, most of them were provided sustenance through ODOP. A quick survey carried out by the MSME Export Promotion Council, along with knowledge firm BillMart Fintech, has revealed that micro ventures under various schemes of ODOP are not only playing a crucial role in providing large-scale employment opportunities at lower capital cost, but also becoming effective for industrialisation of rural and backward areas.

## PILLARS OF ODOP

