TRAILBLAZER OF RISING INDIA

rom 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.

Saharanpur Wood Craft Muzaffarnagai Bijnor Jaggery Wood Craft DISTRICT ONE PRODUCT UTTAR PRADESH Meerut

Pilibhit

Flute

Lakhimpur Kheri

Tribal Craft

Rampur

Patch Work,

Budaun

Bareilly

Zari-Zardozi

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

Maharajgani

Gorakhpur

Terracotta

BAREILLY: Zari-zardozi

Kushinagar

Banana Fiber

Products

Deoria

Decorative

Products

Ballia

Bindi (Tikuli)

Mau

Powerloom

Textile

Ghazipur

FROM UP, WITH LOVE

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



giving ODOP gifts to its esteemed

guests, UP is fast gaining fame for

its handicrafts and products. By gift-

ing 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

brand ambassador of Uttar Pradesh's flag-

programme, deciding to gift special prod-

state to celebrities during his foreign visits,

ucts made by the skilled artisans of the

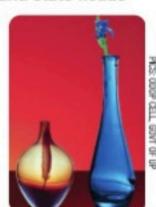
a decision highly appreciated by the UP chief minister. Expressing his delight, Yogi

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

ship 'One District-One Product' (ODOP)

Narendra Modi, in 2022, became the



heading the G-20 for a year and at the ongoing summit in Bail, 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 about these goods. According to CM Yogi Adityanath, "Whenever there is a guestion 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

Sham

Iron A

Bagpat

Home

Ghaziabad

Gautam

Buddha Nagar

Readymade

Garments

Furnishin

other states and countries are also encouraging them by collecting more information of giving a gift to a foreign guest, I order it how to promote local products nationally and globally.





Jyotiba Phule

Nagar

Musical

Instruments

Moradabad

Metal Craft

Sambhal

Handicraft

(Horn-Bone)

Sports Products

Furnishing

Bulandshahar

Ceramic

Product

Aligarh

Hathras

Locks & Hardware

Zari-Zardozi Shahjahanpur Kasganj Zari-Zardozi Zari-Zardozi Etah Sitapur Bells. Ankle Farrukhabad Carpet Bells & Brass Textile Printing Hardoi Products Handloom Firozabad Tarkashi Art Kannauj 0 Perfume Etawah Textile Products Auraiya Unnao Lucknow Zari-Zardozi Chikankari & Zari-Zardozi

Food Processing Kanpur Dehat uminium Utensils Kanpur Nagar eather Products Handmade Paper Art

Hamirpur Shoes **Jhans** Mahoba

Mooni Rae Barely Products Wood Work Fatehpur Pratapgarh Bedsheets & Aam a Products Iron Fabrication

> Kaushambi Food Processing Chitrakoot

Prayagraj Mooni **Products**

Shravasti

Bahraich

Barabanki

ndicrafts

Amethi

Tribal Craft

Gonda

Food

Processing

(Pulses)

Ayodhya

Balrampur

Food

Processing

Woollen Carpets Varanasi Banarasi Silk Saree

Siddharthnagar,

Kala Namak Rice

Basti

Wood Craft

Ambedkar

Nagar

Wood craft

Jaunpur

Sant Kabir

Nagar

Brassware

Craft

Azamgarh

Wood craft

Chandauli Zari-Zardozi Mirzapur Carpets

Sonbhadra





Banda

Shazar Stone



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**

hrough strategic partnerships with on ine e-commerce porta's 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 nationa 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

ka anamak 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

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 industria isation of rural and backward areas.



FOR 'ATMANIRBHAR BHARAT' & UP

DOP 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 industries 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.

PILLARS OF ODOP

COMMON FACILITY CENTRE (CFC) SCHEMI

Aids through various facilities required for the production process. Under the scheme, common gaps in the ODOP value chain of a particular district are being addressed by setting up CFC

DEVELOPMENT ASSISTANCE SCHEME

The scheme aims to achieve fair pricing for the artisans, weavers, entrepreneurs and exporters of ODOP products through better marketing. The scheme also provides for on-boarding of artisans across various e-commerce portals and ensures the participation of workers, artisans, weavers, entrepreneurs and production units in regional, nationa and international exhibition events

FINANCE ASSISTANCE SCHEME (MARGIN MONEY SCHEME)

Provides financial assistance of maximum up to Rs 20 akh per applicant, depending upon the cost of the project. All national, rural and scheduled banks are covered to provide this financia assistance

SKILL DEVELOPMENT & TOOLKIT DISTRIBUTION SCHEME The state government aims to fulfil current and future skilled workforce requirements and equip artisans/ workers with relevant skill sets. The scheme targets skilled and

unskilled artisans for training under different modules and certifications and provides a free advanced toolkit to trained artisans