

# Impetus to ODOP: ₹200 cr for marketing through Unity Mall

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**LUCKNOW :** In line with the announcement of Unity Malls in the Union Budget earlier this month, the Uttar Pradesh government also gave a big push to this crucial infrastructure in its Budget on Wednesday.

In a fillip to the state's flagship 'One District One Product' (ODOP) scheme, the U.P. government made a provision of Rs 200 crore in the budget to promote marketing of articles through the 'Unity Mall'.

However, the state government did not specify where this mall will come up.

The proposed Unity Mall will help in promoting and selling ODOP products, geographical indication (GI)-tag articles, and other indigenous handicrafts. Earlier, in the Union Budget, India's finance minister Nirmala Sitharaman had said that the Unity Mall will provide space for ODOP products from several states. The One District One Product scheme aims to take local products to the national and international levels to strengthen economy.