

At expo, CM invokes Bapu to give msg of self-reliance

'ODOP Scheme Helps Artisans Show Talent'

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Lucknow: Inaugurating a handicraft exhibition organised by Gujarat-based group here on Saturday, Chief Minister Yogi Adityanath linked the expo with Mahatma Gandhi's message of Gram Swaraj given from the western state and said events like these give platform to local artisans to display their talents at national level and become self-reliant.

"The exhibition was taking forward Gandhi's concept of Gram Swaraj by connecting handicraft artisans with technology. It has given the platform to artisans from different states of the country to exchange ideas, reflecting the Vocal for Local vision of Prime Minister Narendra Modi," he said.

The CM said other organisations should also work in this field so that the skill of artisans could be brought forward before the entire country.

Speaking about the state's 'One District-One Product' scheme, the CM recalled how it was launched in 2018 to encourage traditional industries by identifying one unique product from all 75 districts and marketing them. The scheme provided recognition to traditional industries and helped to promote them on the global stage, he added.

Also, the Vishwakarma Shram Samman Yojana was started by the government to encourage and train artisans, he said.

"As a result, UP's exports more than doubled within two to three years. Governor Anandiben Patel conducted many innovative experiments during the Covid-19 lockdown and linked them with the empowerment of unemployed women. Once these women were given an opportunity, they shone and proved that there is no de-

arth of potential in the state," Yogi said.

Artisans associated with handicrafts are a source of inspiration as they are not only becoming self-reliant but also providing employment to others, the CM added.

Mentioning that over 40 lakh people came to UP during the Covid period, the CM said it was a huge challenge to provide employment to all of them.

"At that time, heeding a call from the government, 96

lakh MSME units gave them work and now, the ODOP scheme has been linked to organisations like Amazon and Flipkart," he said.

Describing other initiatives taken by the government to promote artisans, Yogi said during festivals, Chinese goods used to dominate markets even though they were of poor quality. By encouraging women self-help groups, local products were encouraged under the ODOP project which made them famous in India and abroad.