

# District-wise rankings to boost ODOP scheme further, says chief secy

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**Lucknow:** Chief secretary **DS Mishra** on Friday said because of the One District-One Product scheme, UP's local products were getting global recognition and there was a need to take this scheme to the next level.

"For this, the ODOP scheme needs to be ranked district wise," he said while conducting a review meeting of the MSME department.

The CS said the Export Promotion Council should be linked with organisations like Indian Institute of Foreign Trade so that it is able to provide better input to ODOP units. Quality Council of India should be consulted to maintain the quality of ODOP products.

"Traders and artisans should be encouraged to attend seminars and workshops for this. Training for packaging should be in line with the market demand so that the goods can be made competitive for both domestic and foreign markets," he said.



Mishra further said: "Ayodhya should be made a standard model and an ODOP store should be set up there. Besides, ODOP beneficiaries should be linked with Aadhaar and Family ID."

An official said since 2018, 1,07,472 artisans have been trained while toolkits given to 81,732. In 2023-24, the department had set a target of training at least 25,000 people which has already been met.

Under the ODOP financial assistance scheme, margin money equal to 25% of the cost of the project is given as subsidy.

In 2023-24, the department has achieved 115.92% of its target for approving loans and 91.31% of the target for issuing loans. Under the scheme, 2,01,200 jobs have been generated while loans of Rs 3,375 crore have been issued.

Under the ODOP Marketing Development Assistant scheme, 75% of funds for participating in various state, national and international fairs is reimbursed by the government.

So far, 3,138 participants have been issued Rs 27.85 crore as subsidy under this scheme. Common facility centres have been started in 10 districts while efforts are on to open them in 18 more districts. Proposals to open CFCs in Lalitpur and Kushinagar have been received while proposals for Etah, Auriya and Maharajganj are under discussion.