

# Postage stamp on each ODOP item for global identity: Yogi

## Distributes Loans Worth ₹51,000 Crore

TIMES NEWS NETWORK

**Lucknow:** In order to ensure global recognition for articles under the state government's flagship 'One District-One Product' scheme, chief minister Yogi Adityanath on Wednesday said that postage stamp on each product should be released.

Speaking at a programme where he distributed loans of Rs 51,000 crore and toolkits among artisans and crafts persons under the MSME department's PLEDGE scheme, the CM said that the products under the ODOP scheme should not be restricted to coffee table books, but they should have global recognition. Thus, efforts like releasing stamps on each product should be made, he added.

"Every district's product should also be graded so that information about good products can be issued. Combining it with packaging and technology will help in getting global recognition for the products," he said.

Saying that UP is heading towards becoming the largest economy in the country with the highest growth rate and economic development rate, the CM emphasised on the importance of teamwork to achieve results. Crediting an improvement in law and order as the reason for UP emerging as

a top investment destination in the country, he said that during the Global Investors Summit, the state received investment proposals of Rs 40 lakh crore, which when implemented, would generate around 1.10 crore jobs.

Referring to the ODOP scheme, the CM said that UP was the first state to actively support the Vocal for Local campaign initiated by the central government.

"The MSME sector has given a new identity to UP. The ODOP scheme has empowered micro, small and medium enterprises, providing a new direction to traditional entre-

preneurs who used to migrate for lack of opportunities in the past. The scheme has made the state an export hub, with exports increasing almost three times. UP is the first state to introduce the Vishwakarma Shram Samman Yojana and PLEDGE Scheme which have led to significant growth in the MSME units in the state," he said, adding that UP currently has 96 lakh MSME units.

Urging bankers to provide easy loans to small capital holders, the CM said that it would boost business and bankers' confidence in small capital holders, thereby leading to prosperity in the state. He said

that the state, which had a CDO ratio of 43-44%, has now successfully increased it to 56-57% and efforts should be made to increase it to 60% in this financial year.

During the programme, the CM distributed the first instalment for the construction of Pledge Parks in Mathura, Amroha, Sitapur and Meerut under the PLEDGE scheme. He also inaugurated three Common Facility Centres in Saharanpur, Moradabad and Sambhal under the ODOP scheme and handed over keys of e-rickshaws to women under the Mission Shakti scheme.