

# ODOP plan has made global impact: Yogi

## Hails Artisans At Exhibition In Kumbh Area

TIMES NEWS NETWORK

**Prayagraj:** Chief Minister Yogi Adityanath on Sunday visited the 'One District One Product' exhibition set up in the Kumbh Mela area and said that ODOP initiative has made a global impact.

The CM also encouraged artisans by visiting their stalls from across the state.

"ODOP exhibition is a unique opportunity for artisans to



CM at ODOP exhibition

showcase their products. It serves as a golden chance for branding of products, increasing income, and creating employment," he said.

"UP's ODOP initiative has made a global impact. Through this exhibition, small district-level entrepreneurs and

artisans will explore global business opportunities during the 45-day Maha Kumbh. This will create new employment opportunities," he said.

The exhibition is being held in a 6000 sq mt area at the Sangam in Prayagraj. It features products such as carpets, zari-zardosi, glass toys from Firozabad, wooden toys from Varanasi, and other handicraft items, attracting the attention of devotees.

Artisans of Kashi showcased 75 products at the exhibition, including wooden toys, Banarasi brocade and metal casting. Under ODOP scheme, 75 GI products from Uttar Pradesh are being displayed.