

# UP's ODOP items making a mark globally, says Yogi

## Inaugurates Khadi Mahotsav

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Yogi Adityanath at the inauguration of the Khadi Mahotsav in Lucknow

**Lucknow:** Chief Minister Yogi Adityanath on Saturday praised UP's One District-One Product (ODOP) items for making a mark on the global stage. Inaugurating the week-long Khadi Mahotsav 2025 in Lucknow, the CM described Khadi as a symbol of India's self-respect and self-reliance. "Khadi is more than just a fabric. It represents India's 'atma samman'. Mahatma Gandhi transformed Khadi into a movement that became pivotal in India's freedom struggle. The spinning wheel was not just a source of employment but also an integral part of the national movement," he said.

Talking about Khadi's evolution over the years, from the manual spinning wheels to modern solar and electric va-

riants, the CM said that it continued to be relevant in today's society. Giving the example of honey, the CM said that honey production was not just a profitable business but also enhanced the productivity of oil-seed crops, as bees contribute to both the quality and quantity of crop yields. Elaborating on the importance of the ODOP scheme, the CM called it UP's pride and said that the district's signature products had gained not only national but international recognition.

"ODOP is an example of Prime Minister Narendra Modi's emphasis on the 'Vocal for Local' initiative, which empowers the local economy while encouraging handicrafts and entrepreneurship. The state govt is putting in effort to ensure market access for Khadi, clay art, and other indigenous products," he said.

Calling Khadi a 'chain of self-reliance,' the CM said that this sector alone had generated employment for over 3.5 lakh people in the past seven

years. He pointed out that there had been a growing preference for indigenous products during festivals over foreign goods and said that, in the past, festivals used to be celebrated with imported goods, including hazardous products from China. Local products not only offer a safer alternative but also create job opportunities and contribute to India's economic growth, he added.

The CM called the Khadi Mahotsav a significant platform for those involved in the sector, adding that it offered artists, weavers, and entrepreneurs an opportunity to showcase their skills and learn new techniques. He said the event not only promoted Khadi and Village Industries but also brought together artists and entrepreneurs from across the country, highlighting that Khadi and handloom products were environmentally friendly and gaining popularity in modern fashion trends. The CM further said that more than 240 stalls had been set up by the Khadi and Village Industries at the Mahakumbh.