

UP ranked No.1 in country in ODOP plan implementation

Kalanamak Rice Brings Glory To Siddharthnagar

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh bagged several awards in the National One District One Product (ODOP) 2024 Award ceremony. The state was adjudged joint No. 1 in the implementation of the scheme. It shared the honours with Andhra Pradesh, Maharashtra and Punjab. The state's work on positioning and popularising ODOP items in national and even international platforms, creating employment and conserving traditional art has been recognised.

Secretary, MSME, Pranjal Yadav received the award on behalf of the department led by Alok Kumar II. The award was presented by Union minister for commerce and industry Piyush Goyal at an event in Delhi on Monday.

In the district category, Siddharthnagar won the bronze award for the revival of Kalanamak rice from among 687 en-



Secretary MSME Pranjal Yadav receiving the award from Union minister Piyush Goyal

tries. Siddharthnagar district magistrate Raja Ganapati said the award acknowledges the district's exceptional work in promoting Kalanamak rice—a product deeply rooted in the region's heritage and noted for its distinct taste, aroma, and nutritional value.

He said a central govt team, which conducted a survey of the district a few months ago, was impressed with the district's relentless efforts to improve production, quality, and market reach.

“The ODOP award is a testament to the district's commitment to promoting its iconic product on a global platform. With the Uttar Pradesh govt's support, the district administration is working to further boost the production and marketability of Kalanamak rice. The initiative already showed promising results, with the crop's cultivation expanding from 2,000 hectares to nearly 20,000 hectares, benefiting local farmers economically,” he said.

A govt spokesman said this achievement is particularly notable given the GI-tagged status of Kalanamak rice, underscoring its unique value.

Moreover, the impact of the ODOP initiative is evident in the significant increase in cultivation area—from 2,000 hectares in 2018 to 18,000 hectares now, marking a nine-fold rise since its inclusion in the programme.

The growth highlights the effectiveness of the ODOP initiative in promoting local products and improving farmers' livelihoods, the govt spokesman further added.