

ODOP Museum to be set up at Avadh Shilp Gram

Lucknow: August 08, 2019

The Principal Secretary, MSME, Dr Navneet Sahgal, has said that for branding of ODOP, an ODOP museum will be set up at Avadh Shilp Gram here. The museum will display district specific products. It will also provide facility of sale. The museum will start functioning from November next. He said that on occasion of Gandhi Jayanti, loans amounting to Rs. 5000 crore will be disbursed under ODOP.

Dr Sahgal was reviewing ODOP at the Export Promotion Bureau in Kaiserbagh here today. He said that facilities of various types would be made available at the Avadh Shilp Gram to attract the people. It will have children play facilities, food court and place for other promotional events. He said that ODOP scheme is one of the Chief Minister's priorities. Hence, there should not be any laxity in implementation of ODOP scheme. He directed the officers to launch a separate ODOP toll free number to facilitate traditional artisans.

The Principal Secretary directed the officers to ensure participation of ODOP entrepreneurs in the exhibitions and fairs organised in the country and abroad.

He also underlined the need for developing a data base of entrepreneurs in every district. He said that an officer of ADM rank should be named as nodal officer for proper implementation of ODOP programmes.

Present in the meeting were Commissioner and Director, Industries, Shri Gaurav Dayal and other senior officers.

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