

ODOP Marketing Development Assistance (MDA) Scheme

About:

The state government, in collaboration with the state's Ministry of Micro, Small and Medium Enterprises and its public sector undertaking National Small Industries Corporation (NSIC), has provided marketing assistance to micro and small enterprises under the Marketing Assistance Scheme. The 'One District One Product Marketing Promotion' scheme was launched with the aim of providing better marketing and fair prices to handicraftsmen, weavers and artisans for the sale of products declared under ODOP. Under this, there is a provision to pay 75 percent of the stall charge (maximum Rs 50 thousand), 75 percent of the cost of freight (maximum Rs 75 hundred) and the fare of third AC train or AC bus for one person for travelling assistance.

The Market Development Assistance scheme is aimed at achieving fair pricing for the artisans, weavers, entrepreneurs, and exporters of ODOP products through better marketing.

Benefits:

The following incentives are provided:

- State Fare and exhibitions-
 - a) Stall charge 75% or Rs. 50000, whichever is maximum
 - b) Material Logistics - Maximum Rs. 7500/-
 - c) Participants eligible for 3AC of AC bus actual fare to participate in fare and exhibitions.
- Interstate fare and exhibition
 - a) Stall charge 75% or Rs. 50000, whichever is maximum
 - b) Material logistics - Rs. 15000 or 75% whichever is the maximum.
 - c) Participants eligible for 3AC of AC bus actual fare to participate in fare and exhibitions
- International trade fare and exhibitions
 - a) Stall charge 75% or Rs. 200000, whichever is maximum
 - b) Rs. 25000 for B2B and Rs. 50000 for B2C
 - c) Participants eligible for 3AC of AC bus actual fare to participate in fare and exhibitions for domestic travel. 4. For International travel, economic class Airfare will be provided.
- **Business start-up through e-commerce platform - If you start a business through a recognized website or portal, 75% or Rs. 10000 financial support will be provided under MDA scheme.**

For promotion of marketing of ODOP products at international level, 75% of the total expenditure, maximum Rs. 75 lakh, incurred in organizing/participating in foreign fairs-exhibitions or international level indigenous fairs-exhibitions organized by Uttar Pradesh Export Promotion Council or other such councils and authorities of State/Government of India, shall be admissible as financial assistance under the scheme. The remaining amount shall be borne by the participating individuals/units or by the council/authority. Participation of at least 20 units in the fair/exhibition is mandatory for getting financial assistance.

75% of the total actual expenditure, maximum up to Rs. 100 lakh, incurred by various Export Promotion Councils and Authorities established by any Act/Government Order of the State/Government of India, for organizing craft festivals, seminars, workshops, symposiums, buyer-seller meets and market studies for international branding and promotion of ODOP products for the purpose of promoting marketing of ODOP products at international level, will also be reimbursed under the scheme

Eligibility:

- Artisans, entrepreneurs, and MSMEs involved in the production of ODOP-specific products.
- The scheme is open to applicants from all 75 districts of Uttar Pradesh under the ODOP program.
- Participation is allowed in both domestic and international exhibitions, fairs, and buyer-seller meets.

Apply Link: Applicants can apply directly from DI UP portal through given Link.

<https://www.diupmsme.upsdc.gov.in/>

Documents Required

- Identity proof i.e. Aadhaar Card, Voter ID Card, etc.
- Proof of age
- Caste certificate, if applicable
- Disability certificate, if applicable
- Any other document, if required.

