

REPORT ON ONE DAY FDP

“Capacity building in Academia for implementing ODOP scheme”



Participants and Resource persons of the FDP

A one day faculty development programme was conducted on 25th January, 2020 (Saturday) on “Capacity building in Academia for implementing ODOP scheme” at UPID, Noida, an institute of Dr. A.P.J. Abdul Kalam Technical University, U.P.

A state as vast as Uttar Pradesh has great and beautiful diversity of crafts and industries, in which even small towns and small districts are known for interesting and unexpected products typical of that area.

The UP government's One District, One Product scheme aims to encourage such indigenous and specialized products and crafts. There are products in UP that are found nowhere else – like the ancient and nutritious 'Kala namak' rice, the rare and intriguing wheat-stalk craft, world-famous chikankari and zari-zardozi work on clothes, and the intricate and stunning horn and bone work that uses the remains of dead animals rather than live ones, a nature-friendly replacement for ivory. Many of these products are GI-tagged, which means they are certified as being specific to that region in Uttar Pradesh. Many of these were also dying community traditions that are being revived through modernization and publication.

Other district-specific industries are more commonplace, but their products are still unique to those regions. Asafoetida, Desi ghee, Fancy glassware, Bedsheets, Jaggery, Leather Goods – the districts that specialize in these crafts are in UP, and you might already own or use a UP product without knowing it. These are also small and medium industries that need modernization, machinery and productivity enhancement.

The aim of the FDP was to sensitize faculty members with the ODOP scheme of the U.P. govt. and understand how academicians can be a part of this scheme and play an important role by improving the designs of the products and help our artisans in

building required capacity and competency. The FDP included interactive talk sessions and presentations by renowned resource persons. The key highlights of sessions conducted by resource persons are as below-

Mr. Shailendra Jaiswal (Principal Exec. Director – Research & Innovation), talked about the role of academia in ODOP scheme. He also discussed later about the Preparation of an improvement plan and its optimal implementation, Imparting knowledge of optimizing processes and carrying out studies for improvement, Parameters of Improved product and Process quality, Creating SOPs for robust Processes for repeatability and quality.

Mr. Hemendra Aran (Founder at Aranco, Mumbai) talked about Market research and strategy , Estimation of the local, national and international market size, Identifying gap in demand and supply nationally and globally. He also spoke about the Tools and techniques of digital marketing, Enabling digital marketing through design and building of platforms.

Ms. Sonia Gurnani (International Fashion Designer) talked about how to gain market share through design excellence and discussed various benchmarks of good design practices to get a competitive advantage.

Mr. Roopak Vashishtha (CEO and Managing Director, AMHSSC) addressed the training being provided by the Ministry of Skill Development and Entrepreneurship, Sector Skill Council in apparel Made-Ups and Home Furnishing at NSQF Level. He highlighted the areas for empowering the people of the country through skill development and urged the audience to take part in this initiative through ODOP.

Mr. Aditendra Jaiswal (Lead Enabler, Srijan Sanchar) discussed the need for Exposure to new technologies, Inducting improved technology for creating next generation products.

The FDP was attended by around 60 participants from different colleges under AKTU. The feedback given by them was an encouragement to take this scheme forward and work toward the development of various products. Through Srijan Sanchar this platform will ensure effective efforts towards ODOP and will slowly spread to other institutions too and useful insights will help in development of various products for our local population.