



MoU between Micro, Small and Medium Enterprises and Export Promotion Department and Micro Blogging App 'Koo'

Why In News?

- On July 27, 2022, the Department of Micro, Small and Medium Enterprises and Export Promotion, Government of Uttar Pradesh has signed an MoU with the micro blogging app 'Koo', under which the state government's ambitious scheme 'One District One Product' (ODOP) Now complete information about the connected product will also be available in 10 Indian languages.

Key Points

- Navneet Sehgal, Additional Chief Secretary, Department of Micro, Small and Medium Enterprises and Export Promotion and Aprameya Radhakrishna, Co-Founder and CEO of KOO, signed the MoU.
- Under the agreement, 'Koo' will provide a platform to disseminate ODOP related content and products in 10 languages to raise awareness among its users. Apart from this, 'Koo' will also buy ODOP products for gifting in the corporate sector.
- The agreement will give access to programmes and schemes related to ODOP for non-English speaking artisans and people. At the same time, more large markets will be available with the local artisans of the state. This will help them grow the business.
- The 'One District, One Product (ODOP)' scheme will also be branded in embassies of other countries. The products of ODOP will also be displayed in the embassies and the display will also give information about the e-commerce platform, so that people can import from there as well. This will also increase the export of ODOP's products abroad.

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