



ODOP program to give new dimension to UP, create more jobs

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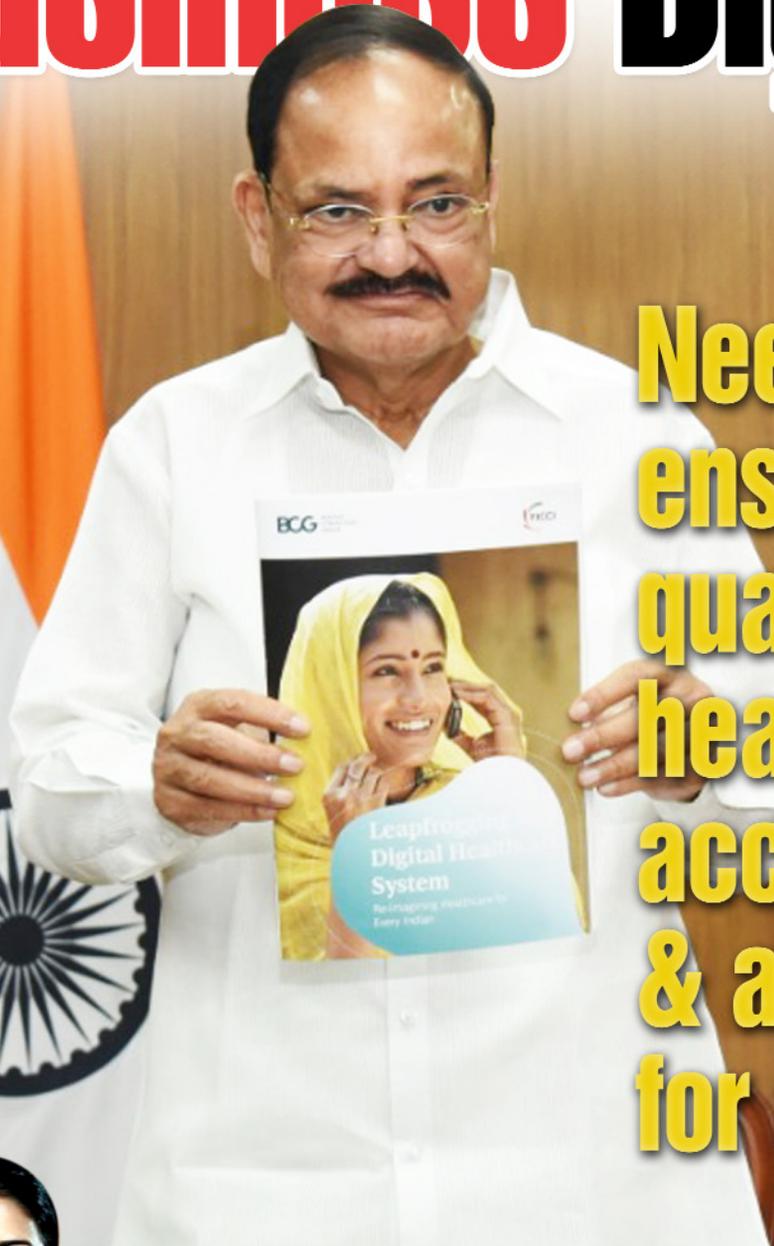
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FICCI is the voice of India's business and industry, reaching out to over 2,50,000 companies. Established in 1927, it is India's oldest and largest apex business organisation. FICCI serves its members from large (domestic and global companies) and MSME sectors as well as the public sector, drawing its strength from diverse regional chambers of commerce and industry.

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We would like feedback/comments from our readers to enable us to improve our offering. Write to us at: santosh.tiwari@ficci.com

From The Secretary General

With our eyes firmly set on a better future, FICCI launched the FICCI for Start-ups initiative that will provide a wide range of services and benefits to the Indian start-ups. The prime aim of this initiative will be to provide a voice to start-ups in India. In a first, membership for start-up members, from now till Dec 31, is being offered for free! Any start-up taking membership over the next three months can avail the benefits package without any cost for the next year.

FICCI had the honour of virtually hosting the Hon'ble Vice President of India, Venkaiah Naidu, at FICCI's annual healthcare conference HEAL2020, where he spoke of making available good quality healthcare that is accessible and affordable to all.

The Vice President emphasized on the need of adopting the traditional Indian lifestyle and elaborated the concepts of 'Dinacharya' – the daily regime and 'Ritucharya' – the seasonal regime, to maintain a healthy life.

FICCI LEADS 2020, which will now be an annual flagship global event saw a gamut of speakers, political leaders and industry champions, both national and international, who shared their views reimagining economic growth on the pillars of open economies, self-reliance, economic resilience and multilateralism.



Also, FICCI, this past month, partnered with Uttar Pradesh for the One District One Product (ODOP) programme and signed an MoU for organising Make in Odisha.

The ODOP Virtual Exhibition 2020 was jointly organized with the Govt of UP and Export Promotion Council for Handicrafts (EPCH) — over 500 exhibitors exhibited their products and it has now been decided to continue the exhibition for one year. Yogi Adityanath was all praises for FICCI BIKE, FICCI's virtual event platform developed in-house.

Govt of Odisha has selected FICCI as the National Industry Partner for the third edition of Make in Odisha, the flagship event of government of Odisha. The MoU was signed in the presence of the Odisha Chief Minister Naveen Patnaik, between IPICOL, the nodal investment promotion and industrial facilitation agency of Govt of Odisha, and FICCI, for investment promotion and investor outreach activities.

Another FICCI initiative that has been garnering praise is 'Empowering the Greater 50%'. Union Minister, Smriti Irani applauded FICCI for curating the initiative for creating a suitable ecosystem for women leaders and entrepreneurs.

We were also really privileged to virtually host Professor Richard Horton, the Editor-in-Chief, The Lancet, at FICCI's annual healthcare conference HEAL 2020. He, in his lecture, shared his perspective on the learnings that COVID-19 will bring in for the entire world.

The FICCI Annual Convention and Annual Expo is scheduled for 11, 12 and 14 December 2020 please do block your dates and join us. We promise an exciting programme on the FICCI BIKE platform

With the festive season dawning upon us, and visible green shoots of recovery, we can hope for a stronger growth going forward. As President, FICCI, Dr Sangita Reddy put it, 'India Inc and the Indian industry has no doubts that India will achieve faster progress, and greater prosperity', we can look forward to a robust and resurgent future.

Wishing you and your families a happy and prosperous festive season. Stay safe.

A handwritten signature in black ink, appearing to read 'Dilip Chenoy'.

Dilip Chenoy