

## Uttar Pradesh MSME Department Inks an MoU with Koo App to boost ‘One District, One Product’ content in 10 languages

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- MoU to further enable greater reach and communication of the welfare programs and schemes of the UP - ODOP, especially for non-English speaking residents as well as to help local artisans to reach a wider audience and grow their business across the country.



Shri Navneet Sehgal on the right, Aprameya Radhakrishna on the left

**Lucknow, 27<sup>th</sup> May 2022:** The Micro, Small & Medium Enterprises and Export Promotion Department, Government of Uttar Pradesh signed a Memorandum of Understanding (MoU) with Koo App, the micro-blogging platform built for Indians across the world to consume content and express themselves in their native languages to promote the ‘One District, One Product’ initiative.

As part of the MoU, Koo will leverage its platform to raise awareness and promote the ODOP content and products in 10 languages to its audience. Furthermore, Koo will also procure ODOP gifts for corporate gifting purposes. The MoU will also enable greater reach and communication of the welfare programs and schemes of the UP - ODOP, especially for non-English speaking residents as well as to help local artisans to reach a wider audience and grow their business across the country. ODOP handle can be found on Koo App @UP\_ODOP.

Shri Navneet Sehgal, IAS, Additional Chief Secretary, Micro, Small & Medium Enterprises and Export Promotion, Government of Uttar Pradesh signed and exchanged the MoU with Shri Aprameya Radhakrishna, Co-founder and Chief Executive Officer, Koo.

**Navneet Sehgal, Additional Chief Secretary, MSME & Export Promotion, Government of Uttar Pradesh said,** “This association with Koo will help promote our ODOP products to a larger audience and drive conversations around ODOP in several regional languages.”

**Aprameya Radhakrishna, Co-founder of Koo said,** “It is our pleasure to be signing this MoU with the Uttar Pradesh Government today. UP has emerged as a leader when it comes to promoting local products globally through the ODOP initiative. For us to be able to help local artisans by taking their craft and promoting it to the rest of India in various languages is indeed a pleasure.”

### **About ‘One District, One Product’**

The ‘One District, One Product’ (ODOP) is the marquee initiative launched by Hon’ble Chief Minister Yogi Adityanath in 2018 with the aim to encourage indigenous and specialized products and crafts by assisting artisans in improving quality of their products, helping them with marketing and branding with a larger aim to increase their incomes and generate higher employment. The initiative is now being replicated by the Central government and other states across the country.

For more information, visit the website - <http://www.odopup.in/en>

### **About Koo App**

#### **About Koo**

Koo, a multi-lingual, micro-blogging platform was launched in March 2020. The objective was to enable users across the World to express themselves online in their mother tongue. An innovator of language-based micro-blogging, currently Koo is available in 10 languages – Hindi, Marathi, Gujarati, Punjabi, Kannada, Tamil, Telugu, Assamese, Bengali and English. The platform’s unique features include a translation

feature which enables real-time translation of a post across the slew of languages, while retaining the sentiment and context of the original text. This enhances reach and garners greater traction for a user. The app has over 40 million downloads and is actively leveraged by over 7,000 people of eminence across politics, sports, media, entertainment, spirituality, and art & culture to connect with their followers in multiple languages.