



ONE DISTRICT ONE PRODUCT
UTTAR PRADESH



ONE DISTRICT ONE PRODUCT
— UTAR PRADESH —

नई उड़ान, नई पहचान

First published in India, 2018



A division of
Bennett, Coleman & Co. Ltd.

The Times of India, 10 Daryaganj, New Delhi-110002

Phone: 011-39843333, Email: tgb@timesgroup.com; www.timesgroupbooks.com

ONE DISTRICT ONE PRODUCT

————— UTTAR PRADESH —————

Copyright ©Bennett, Coleman & Co. Ltd., 2018

All rights reserved. No part of this work may be reproduced or used in any form or by any means (graphic, electronic, mechanical, photocopying, recording, tape, web distribution, information storage and retrieval systems or otherwise) without prior written permission of the publisher.

Disclaimer

Due care and diligence has been taken while editing and printing the Book. Neither the Publisher nor the Printer of the Book holds any responsibility for any mistake that may have crept in inadvertently. BCCL will be free from any liability for damages and losses of any nature arising from or related to the content. All disputes are subject to the jurisdiction of competent courts in Delhi.

Digital Copy. Not for Sale.

Printed at: Lustra Print Process Pvt. Ltd.



ONE DISTRICT ONE PRODUCT
UTTAR PRADESH









राम नाईक
राज्यपाल, उत्तर प्रदेश



राज भवन
लखनऊ - 226 027

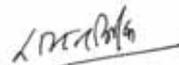
05 अगस्त, 2018

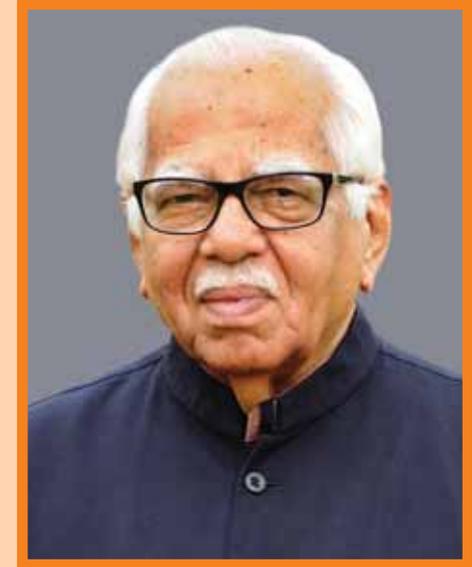
सन्देश

मुझे यह जानकर अतीव प्रसन्नता हुई कि सूक्ष्म, लघु एवं मध्यम उद्यम तथा निर्यात प्रोत्साहन विभाग, उत्तर प्रदेश द्वारा 10 अगस्त, 2018 को इन्दिरा गाँधी प्रतिष्ठान, लखनऊ में 'एक जनपद-एक उत्पाद समिट' का आयोजन किया जा रहा है। समिट का उद्घाटन माननीय राष्ट्रपति श्री राम नाथ कोविन्द द्वारा किया जायेगा, जिससे कार्यक्रम की गरिमा और बढ़ गई है। इस अवसर को स्मरणीय बनाने के लिए एक 'काफी टेबल बुक' का विमोचन भी किया जायेगा।

मेरा मानना है कि 'एक जनपद-एक उत्पाद' योजना एक महती योजना है, जिसके माध्यम से पारम्परिक कला कौशल एवं सांस्कृतिक विरासत को बढ़ावा देने के साथ-साथ रोजगार सृजन होगा। इस योजना को सफल बनाने के लिये अन्तर्राष्ट्रीय मांग के अनुरूप कौशल विकास तथा उचित डिजाईन डेवलपमेन्ट, प्रशिक्षण, विपणन तथा वैज्ञानिक सोच एवं नवोन्मेष के आधार पर नया रूप दिया जा सकता है।

मैं 'एक जनपद-एक उत्पाद समिट' की सफलता के लिये अपनी मंगलकामनाएं प्रेषित करता हूँ।


(राम नाईक)



jke ukbd



योगी आदित्यनाथ

मुख्य मंत्री
उत्तर प्रदेश

दिनांक : 05/08/18

संदेश

मुझे यह जानकर अत्यन्त प्रसन्नता की अनुभूति हो रही है कि दिनांक 10 अगस्त, 2018 को लखनऊ में 'वन डिस्ट्रिक्ट-वन प्रोडक्ट' समित का आयोजन किया जा रहा है। इस अवसर पर एक 'कोंफी टेबल बुक' भी प्रकाशित होगी।

उत्तर प्रदेश प्राकृतिक एवं मानवीय संसाधनों की दृष्टि से विकास की अपार सम्भावनाओं को समेटे हुए है। इन संसाधनों का कुशलतम उपयोग करते हुए प्रदेश के समग्र एवं समावेशी आर्थिक विकास तथा जनमानस के जीवन स्तर के उन्नयन के उद्देश्य से राज्य सरकार द्वारा दिनांक 24 जनवरी, 2018 को उत्तर प्रदेश दिवस के अवसर पर 'एक जनपद-एक उत्पाद' कार्यक्रम प्रारम्भ किया गया है।

'एक जनपद-एक उत्पाद' कार्यक्रम के बहुआयामी लाभों के दृष्टिगत प्रदेश सरकार इसके सफल एवं प्रभावी क्रियान्वयन हेतु गम्भीरता से प्रयास कर रही है। भारत सरकार तथा राज्य सरकार द्वारा संचालित विभिन्न योजनाओं जैसे प्रधानमंत्री रोजगार सृजन कार्यक्रम, मुद्रा योजना, मुख्यमंत्री युवा स्वरोजगार योजना, विश्वकर्मा श्रम सम्मान योजना आदि के साथ 'एक जनपद-एक उत्पाद' कार्यक्रम का समन्वय करते हुए इस कार्यक्रम से जुड़े समस्त हितधारकों के साथ क्रियान्वयन के विविध पहलुओं पर विचार-विमर्श एवं तदनुसृत विकास रणनीति के निर्धारण हेतु 'एक जनपद-एक उत्पाद समित' का आयोजन किया जा रहा है।

इस समित में 'एक जनपद-एक उत्पाद' कार्यक्रम के अन्तर्गत विभिन्न जनपदों के घयनित उत्पादों के विकास से जुड़ी नयी योजनाओं का शुभारम्भ किया जाएगा तथा उत्पादों की ब्राण्डिंग एवं लोकप्रियता बढ़ाने हेतु प्रदर्शनी तथा लाइव डेमो भी आयोजित किए जाएंगे। आयोजन के दौरान डिजाइन डेवलपमेंट सहित विभिन्न चुनौतियों एवं अवसरों पर विशेषज्ञों के साथ तकनीकी सत्र, मुद्रा ऋण वितरण आदि कार्यक्रम भी सम्पन्न होंगे।

मुझे विश्वास है कि 'एक जनपद-एक उत्पाद' कार्यक्रम के सफल क्रियान्वयन में यह समित अत्यन्त उपयोगी एवं मार्ग-दर्शक सिद्ध होगी।

'एक जनपद-एक उत्पाद' समित की सफलता तथा 'कोंफी टेबल बुक' के उद्देश्यपरक प्रकाशन हेतु मेरी हार्दिक शुभकामनाएं।


(योगी आदित्यनाथ)


; kxh vkfnR; ukFk



सत्यदेव पचौरी

मंत्री

खादी एवं ग्रामोद्योग, रेशम, हथकरवा
एवं वस्त्रोद्योग, सूक्ष्म, लघु एवं मध्यम
उद्यम तथा निर्यात प्रोत्साहन विभाग



(का०) : 0522-2213308, 2238067

(आ०) : 0522-2235033

81 बी - 82, मुख्य भवन,

विधान भवन, लखनऊ

9, कालिदास मार्ग, लखनऊ

मो० : 9455073842

E-mail : sdpachauri1@gmail.com



संदेश

दिनांक :

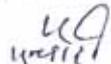
प्रदेश सरकार प्रदेश के समग्र विकास हेतु कृतसंकल्प एवं निरन्तर प्रयत्नशील है। सरकार द्वारा "सूक्ष्म, लघु एवं मध्यम उद्यम नीति" तथा "अवस्थापना एवं औद्योगिक विकास नीति" का प्राख्यान करते हुए उद्यमी हितैषी नीतियों एवं योजनाओं का क्रियान्वयन किया जा रहा है।

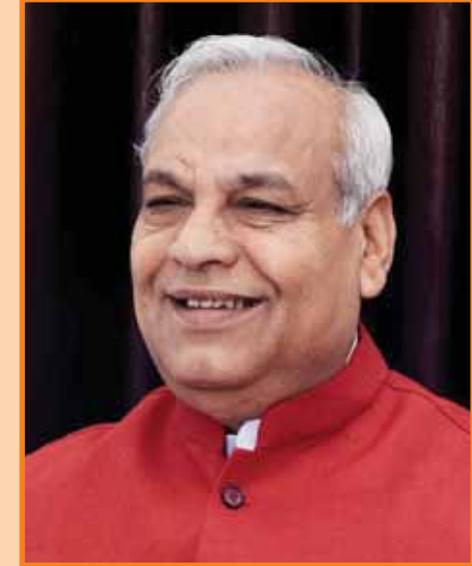
राज्य में विशाल मानव संसाधन की ऊर्जा, परम्परागत कारीगरों की कुशलता तथा प्रत्येक जनपद के एकाधिक उत्पाद विशेष की प्रसिद्धि अथवा विकास की सम्भावनाशीलता है। इस क्रम में माननीय मुख्यमंत्री जी की प्रेरणा एवं मार्ग-दर्शन से प्रदेश के सर्वांगीण विकास के उद्देश्य से "एक जनपद एक उत्पाद" कार्यक्रम का शुभारम्भ किया गया। इसका मुख्य उद्देश्य स्थानीय स्तर पर रोजगार सृजन, उत्पाद विकास हेतु वित्त पोषण, प्रशिक्षण, तकनीकी सहयोग, विपणन सुविधाएं आदि उपलब्ध कराते हुए राष्ट्रीय एवं अन्तर्राष्ट्रीय बाजारों में ब्राण्ड उत्तर प्रदेश को स्थापित करना है। इसके क्रियान्वयन से न केवल प्रदेश में रोजगार सृजन एवं लोगों की आय एवं कय शक्ति में वृद्धि होगी वरन राष्ट्रीय एवं अन्तर्राष्ट्रीय स्तर पर प्रदेश की प्रतिष्ठा में वृद्धि होगी।

भारत सरकार तथा राज्य सरकार की रोजगार सृजन, कौशल विकास एवं वित्त पोषण की योजनाओं के साथ समन्वय करते हुए कार्यक्रम के उद्देश्यों की पूर्ति हेतु विभाग निरन्तर प्रयत्नशील है। इसी कड़ी में कार्यक्रम के हित धारकों के साथ "एक जनपद-एक उत्पाद समिट" का आयोजन किया जा रहा है। इसमें नयी योजनाओं के शुभारम्भ के साथ वित्त पोषण, प्रशिक्षण, तकनीकी सहयोग, विपणन, उत्पाद विकास आदि विषयों पर विशेषज्ञों के साथ विचार-विमर्श किया जायेगा।

मैं "एक जनपद-एक उत्पाद समिट" के आयोजन हेतु माननीय मुख्यमंत्री जी की प्रगतिशील एवं जनोपयोगी दृष्टिकोण के प्रति आभार प्रकट करता हूँ एवं उनके कुशल नेतृत्व में इस कार्यक्रम के उद्देश्यों को पूरा करने का संकल्प लेता हूँ।

मैं माननीय मुख्यमंत्री जी को विधास दिलाता हूँ कि इस कार्यक्रम का लाभ सभी हित धारकों तक पहुँचाया जायेगा ताकि प्रदेश में संतुलित तरीके से लघु उद्यमों का विकास होता रहे। साथ ही इस कार्यक्रम के सफल आयोजन हेतु शुभकामनाएं प्रेषित करता हूँ।


(सत्यदेव पचौरी)



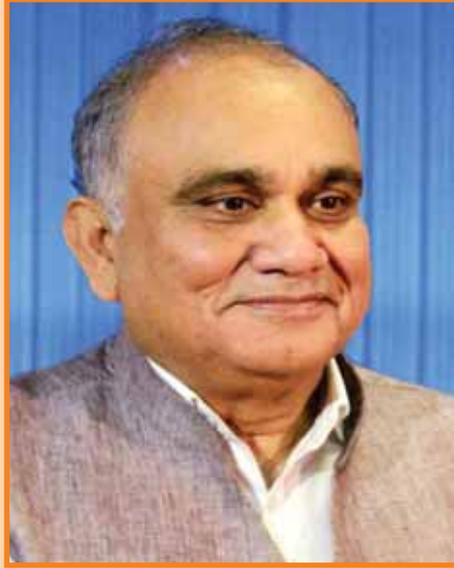
I R; no i psh



Anup Chandra Pandey
I.A.S.



Lal Bahadur Shastri Bhawan
Lucknow-226001
Uttar Pradesh
E-mail : csup@nic.in
Ph.: (0522)2238212, 2236296(O)
(0522)2239461, 2237299(R)
(0522)2239283(Fax)



vuii plnz i k. Ms

संदेश

उत्तर प्रदेश प्राकृतिक, भौगोलिक एवं सांस्कृतिक विविधता जनित उत्पादों की समृद्धता तथा उत्कृष्ट हस्तशिल्प की परम्परा के लिए राष्ट्रीय एवं अन्तर्राष्ट्रीय स्तर पर विख्यात है। उत्तर प्रदेश का प्रत्येक जनपद अपने विशिष्ट परम्परागत उत्पादों के लिए पहचाना जाता है।

मुझे अत्यन्त प्रसन्नता हो रही है कि माननीय मुख्यमंत्री जी की प्रेरणा एवं प्रोत्साहन से प्रदेश में इन विशिष्ट पहचान वाले उत्पादों को विकास के शीर्ष पर पहुँचाने हेतु सूक्ष्म, लघु एवं मध्यम उद्यम तथा निर्यात प्रोत्साहन विभाग के अधीन "एक जनपद-एक उत्पाद" कार्यक्रम का शुभारम्भ किया गया है।

इसी क्रम में कार्यक्रम के सम्यक क्रियान्वयन को गति देने एवं समस्त हितधारकों के साथ अग्रोत्तर क्रियान्वयन रणनीति पर विचार विनिमय हेतु "एक जनपद-एक उत्पाद समित" का आयोजन किया जा रहा है। इस अवसर पर प्रोत्साहनात्मक योजनाओं का शुभारम्भ एवं जनपदों के विशिष्ट उत्पादों का प्रदर्शन तथा उत्पादों की ब्राण्डिंग, मार्केटिंग, क्रेडिट एवं फाइनेन्स, कौशल विकास, जैसे महत्वपूर्ण विषयों पर विशेषज्ञों द्वारा मार्ग-दर्शन किया जायेगा।

मैं इस कार्यक्रम के सफल आयोजन हेतु शुभकामनाएं प्रेषित करता हूँ तथा विश्वास प्रकट करता हूँ कि यह आयोजन "एक जनपद एक उत्पाद" कार्यक्रम के उद्देश्यों की पूर्ति में महत्वपूर्ण योगदान करेगा।


(अनूप चन्द्र पाण्डेय)

Contents

Introduction	19	Food Processing (Amla)	35
Banana Fibre Products	20	Pratapgarh	
Kushinagar		Food processing (Banana)	36
Banarasi Silk Sari	21	Kaushambi	
Varanasi		Food Processing (Kala Namak Chawal)	37
Bindi	22	Siddharthnagar	
Ballia		Food Processing (Pulses)	38
Black Clay Pottery	23	Balrampur / Gonda	
Azamgarh		Food Processing (Desi Ghee)	39
Block Printing	24	Auraiya	
Farrukhabad		Furniture	40
Brass Ware Craft	25	Maharajganj	
Sant Kabir Nagar		Ghungroo/Ghanti Products	41
Carpets	26	Etah	
Bhadohi / Mirzapur / Sonbhadra		Glassware	42
Chikankari	28	Firozabad	
Lucknow		Handmade Paper	43
Crafts with Stock	29	Jalaun	
Bahraich		Handicrafts (Horn & Bone)	44
Dari and Carpets	30	Sambhal	
Jaunpur		Handloom	45
Dari and Carpets	31	Hardoi	
Sitapur		Hing Prasansakaran	46
Decorative Products	32	Hathras	
Deoria		Home Furnishing	47
Engineering Goods	33	Baghpat / Hapur / Fatehpur	
Ghaziabad		Jaggery	50
Flute	34	Faizabad / Muzzafarnagar	
Pilibhit			

Jutis (Leather)	52
<i>Hamirpur</i>	
Leather Products	53
<i>Kanpur Nagar / Agra</i>	
Locks and Hardware	55
<i>Aligarh</i>	
Metal Craft	56
<i>Moradabad</i>	
Moonj Products	58
<i>Allahabad / Amethi / Sultanpur</i>	
Musical Instruments (Dholak)	60
<i>Amroha</i>	
Patchwork	61
<i>Rampur</i>	
Pottery (Ceramic)	62
<i>Bulandshahr</i>	
Power-loom Textile	63
<i>Mau</i>	
Ready-made Garments	64
<i>Gautam Budh Nagar</i>	
Rim and Axle	65
<i>Shamli</i>	
Sanitary Fititngs	66
<i>Mathura</i>	
Scent and Ittr	67
<i>Kannauj</i>	
Soft Toys	68
<i>Jhansi</i>	

Sports Products	69
<i>Meerut</i>	
Stone Craft (Shazar)	70
<i>Banda</i>	
Stone Craft (Guera)	71
<i>Mahoba</i>	
Taarkashi Art	72
<i>Mainpuri</i>	
Terracotta	73
<i>Gorakhpur</i>	
Textile Products (Stole)	76
<i>Barabanki / Ambedkar Nagar / Etawah</i>	
Tribal Craft	78
<i>Lakhimpur Kheri / Shravasti</i>	
Utensils	80
<i>Kanpur Dehat</i>	
Wall Hangings (Jute)	82
<i>Ghazipur</i>	
Wood Craft	83
<i>Saharanpur / Basti / Bijnor / Raebareli</i>	
Wooden Toys	87
<i>Chitrakoot</i>	
Zari Products	88
<i>Badaun / Bareilly / Chandauli / Kasganj / Unnao / Lucknow / Shahjahanpur</i>	
Zari Silk Sari	95
<i>Lalitpur</i>	



Introduction

In a state as vast as Uttar Pradesh – a geographical expanse of 2,40,928sq km, a population of 204.2 million people – there cannot but be great diversity in all facets of life. There are diverse terrains, diverse crops and foods, diverse climates, and coming from all these, diverse community traditions and economic pursuits. Hence comes the great and beautiful diversity of crafts and industries in Uttar Pradesh, 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 kalanamak chawal, 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 publicization.

Other district-specific industries are more commonplace, but their products are still unique to those regions. Heeng, desi ghee, fancy glassware, bedsheets, gud, 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.

Like the diversity of its people, climates, faiths and cultures, the diversity of products and crafts in UP is also breathtaking. Embark on this journey of exploration and travel across 55 districts to see the one product they are known for – some will already be in your home, and the rest, we have no doubt, will soon get there.

Banana Fibre Products

Kushinagar

The banana is rich source of nutrition and is also inexpensive – millions of people benefit from this cheap food that can fill a hungry stomach when nothing else is available. It also helps that the banana is widely cultivated across the country, and you can find bananas nearly everywhere you go. But the banana stem is usually discarded after the ripe fruit has been plucked. This banana stem, however, and other parts of the tree can be used further to extract fibre. This fibre is used to make threads, carry-bags, filaments and organic compost.

Kushinagar district is in eastern Uttar Pradesh, near Gorakhpur. Its primary claim to fame is its significance as a tourism hub for Buddhism, since this is where the Buddha is said to have attained mahaparinirvana. However, another promising facet of the district is the abundant cultivation of bananas, which is why the eco-friendly banana fibre industry has promising prospects in the district.



Banarasi Silk Sari

Varanasi

In keeping with the name of the holy city of Varanasi, the elegant Banarasi silk sari is a symbol of grandeur and nobility. Varanasi silk is in great demand and is used in home furnishings, silk fabric and other utility products. Even though there are references to silk and brocade manufacturing in Varanasi in ancient Hindu texts, the work today also reflects the artistic traditions that the Mughals brought to India, with Persian motifs mingled with older, traditional designs on these heirloom saris.

Banarasi silk saris can be in pure silk, organza, georgette or shatir. Other types of Banarasi saris include meenakari, zardozi, jamawar, jamdani, Banarasi net and cotton. Traditional brocade designs include jasmine (chameli), thousand emeralds (panna bazar), marigolds (genda buti), betel nut leaves (paan buti), diagonal stripes (tirchha) and the corner motif with a mango flower (konia).

The holy city of Varanasi is also a major centre for handlooms and culture.



Bindi

Ballia

The bindi or tikuli is a quintessentially Indian product, worn with pride by both married and unmarried women today. It is traditionally a dot of kumkum or sindoor, applied to the centre of the forehead with a finger. However, in modern times, women have taken to wearing adhesive bindis with a soft, felt front, a convenient replacement for the kumkum dot. Many of these have different shapes, colours and/or shiny embellishments.

Maniyar block of the Ballia district in Uttar Pradesh has a thriving bindi or tikuli industry. A number of bindi-making cottage industries have been operating here for several years. The product is traded locally as well as in different parts of the country. Ballia is a largely agricultural district, with smaller cottage industries such as this one.



Black Clay Pottery

Azamgarh

The art of pottery took different forms in different places, influenced by various cultures and dynasties over the centuries. One of these evolutions of clay craft is the black pottery of Azamgarh, its name coming from its unique black colour and its distinctive texture. This craft evolved in the area after the invasion of Muslim rulers during the 17th century. Potters from Gujarat were given land for housing here and were tasked with making pots for pouring and holding water for ladies' baths. Gradually, the pots took shapes influenced by Muslim styles, and the decorative silver inlay was inspired by the bidri metal work of Hyderabad.

Black pottery is made in the Nizamabad area of Azamgarh district. A special type of soil is used, and around 200 artisans make both decorative and utilitarian items of black pottery here – vases, utensils, etc. Azamgarh is situated on the bank of the Tamsa river in eastern Uttar Pradesh.



Block Printing

Farrukhabad

The block-printed textiles of Farrukhabad are famous not only in India, but also in the US, Brazil and several other Asian and European countries. Blocks made of wood or brass are used to make items like blanket covers, shawls, saris, suits, scarfs and stoles. The wooden blocks, which have now been largely replaced by brass ones, were made of sheesham, mango or ebony. Common motifs are butis (dots), keris (mango shapes) and the Tree of Life. The industry received a jolt when royal patronage dwindled and cloth mills came up, which mechanized the printing of patterns on cloth, but is now being revived.

Farrukhabad is the foremost hub of block printed textiles, a community craft that has been practiced for generations by its Sadh community. The city itself is an old one and has been the capital of the erstwhile princely state of Farrukhabad. Lucknow is another place where you can see block printing being done on textiles.



Brass Ware Craft

Sant Kabir Nagar

Metal work is one of the most ancient crafts, with Uttar Pradesh boasting several different types of metalware typical to certain areas in the state. One of these legacy crafts is the Bakhira brassware craft of Sant Kabir Nagar, which is also an ancient craft. The artisans engaged in this craft make various types of artistic utensils, and display pieces include bowls, plates, glasses, vessels, jugs, vases, bells and more. These are made out of brass, called pital in Hindi, a yellow alloy that was popular before aluminium threatened its use. The artisans in Bakhira have suffered due to dwindling demand, but the industry is now being revived.

Bakhira is a village in Sant Kabir Nagar, a district so named because it is historically associated with the popular Sant Kabir Das. It is largely agricultural in nature, but is also known for its handicrafts.



Carpets

Bhadohi / Mirzapur / Sonbhadra

UP's Bhadohi district is globally known for the production and export of carpets with distinctive designs. Carpet-making is a craft that is said to have come to this region with the Mughals. It began to flourish as an industry after colonial rule. Different areas are known for different kinds of carpet weaving, and the weavers of the Mirzapur-Bhadohi region are renowned for weaving carpets of any design, including the old Persian ones that are in great demand.

Bhadohi is home to one of the largest hand-knotted carpet weaving industry hubs in South Asia. There are approximately 63,000 artisans in the district who are associated with this work. The total number of looms in Bhadohi is over 1 lakh, and over 500 export units have been established here. Handmade carpets are very popular in luxury markets internationally. Mirzapur and Sonbhadra in eastern UP are also known for different kinds of carpets.



Carpets



Chikankari

Lucknow

Arguably one of the most famous products of the state, chikankari, along with zari-zardozi, is registered as a product with GI, or Geographical Indication, which means it is associated specifically with a particular region. The name of this delicate, artistic embroidery is derived from the Persian word 'chikan', which means drapery. Designs are first printed on fabric using wooden blocks. The fabric is cut into the required shape, followed by the basic pre-embroidery stitching. The design is painted on the garment, and then the embroidery is done using fine needles. There are variety of stitches – flat stitch, embossed stitch and open frills like ulti bakhia, seedhi bakhia, khatam, khatani, etc.

Lucknow is not only the capital of the state, but also the centre of many arts and crafts, chikankari being the foremost among them. In fact, chikankari originated in Lucknow and then spread to the bordering districts of Barabanki, Sitapur, Hardoi, Allahabad and Unnao.



Crafts with Stalk

Bahraich

Among the unique indigenous crafts of UP are wheat-stalk handicraft products, which are made specially in Bahraich district. There are families of craftspersons in this area that have been making wheat-stalk handicrafts, or *gehu ke danthal ki kalakritiyan*, for generations, and even now, have involved their families in the work. To make these unique items, the shape of the object is created on a cloth frame using stalks of wheat. These products become brighter with time. Iconic buildings like the Lal Qila, the Taj Mahal, the Parliament and the Akshardham temple, images of several deities and many other intricate objects have been created by award-winning artists. Three craftsmen from Bahraich have been honoured with the state award for this craft.

Bahraich is a largely agricultural district, and among the primary crops grown here is wheat, making wheat stalks abundantly available to artists.



Dari & Carpets

Jaunpur

Jaunpur is known for the production of woollen carpets or daris using traditional techniques. This is an age-old craft that has been practised for centuries in the region adjacent to the Madhiyah tehsil of the district. The products made here are sold domestically and exported, and this provides employment to many. The district of Sitapur is known especially for cotton and woollen daris. These products are known for their artistic designs, especially carpets with block geometric patterns on a maroon background.

The district of Jaunpur in eastern UP was a major centre of learning and of Sufism, especially during the Sharqi period. The Gomti river runs through it. Sitapur is an idyllic district that has many spots important in Hindu mythology. It is close to the state capital, Lucknow.



Dari & Carpets

Sitapur



Decorative Products

Deoria

Part from food and beverage processing and textiles, the Deoria district is also famous for knitting and embroidery work on home furnishings and other decorative items such as chandeliers, skirting, curtains, etc. These products are sold in local markets and are also transported for sale to neighbouring Bihar and other parts of the country.

Deoria is one of the easternmost districts in the state and is bordered by Bihar. It is also one of the oldest districts in the state. Its historical significance lies in the remains and artefacts of ancient civilizations found here; its mythological importance is because it is associated with events in the Ramayana.



Engineering Goods

Ghaziabad

Ghaziabad is known as the 'industrial city', and not for nothing – it's known for the many engineering industries in the district. Units manufacturing automobile spare parts, machinery parts, lift, and furnishings are present here, as are many sugar mills. The region has been especially known for the manufacture and export of machinery parts and machines – local traders say that for buyers from neighbouring countries in the subcontinent, it was the preferred destination for engines of all types. Rolls, gears, shafts, steels tubes, etc., are also manufactured in its various forging units. Before it was hit by a slump, the local engineering parts industry was also preferred for its silent generators.

Ghaziabad district is a largely suburban district in UP, and the eponymous city is often described as the 'gateway to UP', since it is close to Delhi. It is a major industrial, and now also a suburban residential, centre.



Flute

Pilibhit

The district of Pilibhit is so famous for its flutes, in India and abroad, that it is known as Bansuri Nagari. In fact, it is the only district in the country known for the production of the flute – according to some assessments, it produces and exports roughly 95 per cent of the flutes in the country. The word ‘bansuri’ comes from the word ‘bans’, or bamboo, and Pilibhit has had a community of hereditary flute craftspersons who are experts at the placement of the holes in the bamboo reed. They have been making professional and amateur flutes for at least 150 years, but the industry now needs revival in the face of competition from cheaper imports.

Pilibhit is a largely forested district, with sugar cane being the primary crop here. Flute-making is one of the prominent and the most famous small-scale industry here.



Food Processing (Amla)

Pratapgarh

Pratapgarh is a district known for its fruit cultivation and food processing units. One of the district's primary products is amla, or the Indian gooseberry. This district's amla is one of the things it is known for, though guavas and mangoes are also grown here. The many food processing units in Pratapgarh utilize its fruit crops to the fullest, producing murabbas, pickles, jams, jellies, laddoos, candy, powder, juice and more made of amla. Many such small and medium enterprises, employing thousands of people directly or indirectly, are operational in this area.

Pratapgarh, located in the eastern half of UP, has seen some sons and daughters of the soil go on to achieve visibility in films and politics.



Food Processing (Banana)

Kaushambi

The Kaushambi district is among the biggest banana cultivation centres, and so it is no surprise that associated industries processing bananas flourish here. Since bananas are abundantly available here, the food-processing units produce a variety of items, including chips, beauty products, toiletries, etc., made using bananas. These units provide direct and indirect employment to a large number of people.

The Kaushambi district, located east of central UP, is said by some to be named after the Kusamba trees there. It was probably an important area through several dynasties, and there are ruins there to mark the site of an ancient city. It was decidedly an important centre during the Buddha's time.



Getty Images



Food Processing (Kala Namak Chawal)

Siddharthnagar

Kala namak rice is one of the finest rice varieties in India, not as well-known as Basmati, but packed with nutrition and aroma. It gets its name from its dark husk. This variety has been in cultivation at least since the time of the Buddha, indicated by the discovery of fossilized grains in the village Aligarhwa in the Siddharthnagar district. This place is believed to be the site of a part of Kapilvastu, the capital of the Buddha's father, King Suddhodhana's kingdom. The English tried to conserve this aromatic rice, which is typical only to this region, and exported it to Britain, even getting into a trade war with Gujarati traders. But after independence, the bazaar diminished and so the production of this local rice slowly dwindled.

The kala namak chawal has been granted the GI tag and an area in the Siddharthnagar district identified for its cultivation. The district has several hybrid calcareous rice yields, and over 45 units operating in the rice industry here.



Getty Images



Food Processing (Pulses)

Balrampur / Gonda

Just like the kala namak chawal in Siddharthnagar, lentils are indigenous to the lowland region of Balrampur district. Five different types of small lentil varieties are cultivated here, and support farmers since they are cash crops. These high-quality lentils of Balrampur are sold in other parts of Uttar Pradesh as well as in Bengal and Assam.

Balrampur is among the northern border districts of Uttar Pradesh and was historically part of the Awadh regions. It has both religious and historical significance for Hindus and Buddhists. A neighbouring district, Gonda, is also known for the cultivation of these indigenous lentils. Apart from mythological significance due to its association with the Ramayana, it is important to Buddhist tourists due to the town of Sravasti, which is part of the district.



Getty Images



Food Processing (Desi Ghee)

Auraiya

Animal husbandry is a major means of livelihood in the Auraiya district. It is no surprise then that Auraiya is a major producer of pure desi ghee. The benefits of cow's ghee are being acknowledged again now, after the rich ghee went through several years of notoriety as a fatty substance with too many calories. And therefore, pure desi ghee is making a comeback to our tables and even in dietician's prescriptions. The ghee produced in Auraiya is also sent to other states for sale, as far away as Punjab in the west, West Bengal in the east and Andhra Pradesh, Tamil Nadu and Maharashtra in south and south-west. Ghee has been a major trading commodity of this region since before modern times.

The Auraiya district is located in the southern part of the state. Wheat is the other major food product sold in other states, while the furniture industry here also fulfils the needs of people in nearby districts.



Getty Images



FURNITURE

Maharajganj

Since it has a large forest cover, the Maharajganj district has enough raw material for a thriving furniture industry. Various items of furniture, like chairs, doors, beds, sofas, tables, dining tables, dressing tables and more are produced here. These items are traditionally made by skilled craftspersons. Using new technology and new methods, the quality of the furniture here can be improved and production augmented to meet the demand within the district as well as in other regions.

Maharajganj is one of the northeastern border districts of the state, and has great historical significance, being associated with the events of both the Ramayana and Mahabharata. It has abundant forests and an agreeable climate, and historians believe research and excavations will reveal it to be an important Buddhist centre.



Ghungroo/Ghanti Products

Etah

Azamgarh, one of the easternmost districts of Uttar Pradesh, once formed a part of the ancient Kosala kingdom, except its north-eastern part. Azamgarh is also known as the land of the sage Durvasa whose ashram was located in Phulpur tehsil, near the confluence of Tamsa and Majhuee rivers, 6 kilometres (3.7 mi) north of the Phulpur tehsil headquarters.

Black pottery is made in Nizamabad area of the district. A special type of soil is used for this craft. Around 200 artisans are engaged in making black pottery here. A variety of products, including vases, utensils, etc., are made by them. There is a high demand for this craft for decorative as well as utility items.

Black pottery is made in Nizamabad area of the district. A special type of soil is used for this craft. Around 200 artisans are engaged in making black pottery here. A variety of products, including vases, utensils. etc., are made by them. There is a high demand for this craft for decorative as well as utility items.

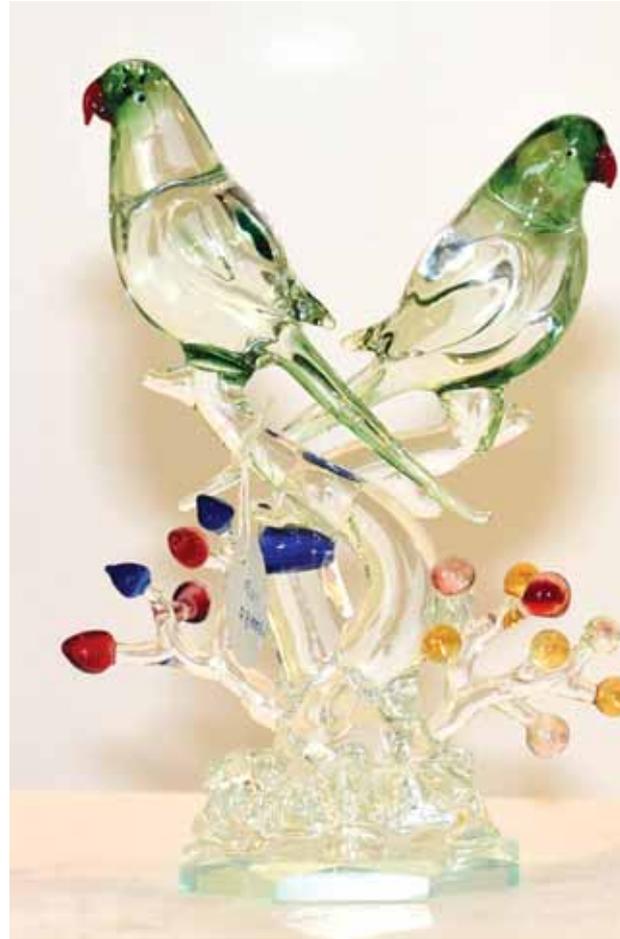


Glassware

Firozabad

A large community in Firozabad district is engaged in the manufacture of glassware. Their traditional craft is the making of glass bangles, which is why the city is also called Suhag Nagari. However, the artisans have diversified into other kinds of glass craft as well. They use a technique called mouth blowing to make products like lanterns, Christmas trees, kitchenware and various decorative items. Purdil Nagar in Hathras district and Banaras are also known for glass beads and glass tikulis (fine pieces of thin glass). Nearly 20,000 artisans in Firozabad are engaged in glass craft.

Firozabad is a district in western UP, and best known for its glass industry. The city itself is an old one, and has many old temples. Historical records and anecdotes show that it changed hands between the Mughals, the Marathas and the British, and has a rich history.



Handmade Paper

Jalaun

Jalaun is a major paper production centre. Kalpi or Kalpinagar, situated on the banks of the Yamuna in this district, is especially known for the craft of making handmade paper from junk paper and cloth strings. This paper is used to make a variety of other products like office files, carry bags, absorption papers, visiting cards and more. This small industry has seen a setback, but this unique handmade paper, if produced in the right quantity and quality, can be a major item of export for this district. The government is keen to push this industry, and the quality of production can be improved further using modern technology and methods.

The Jalaun district lies in the level plains of Bundelkhand, surrounded by the Yamuna and its tributaries, and hence agriculture is the primary occupation. It lies in south-central UP.



Handicrafts (Horn & Bone)

Sambhal

Artisans in the Sambhal district practice an unusual but intriguing craft – making curios out of horns and bones. The practice is an evolution of the ivory trade. Ivory carving was one of India's more popular exported crafts, but since it was realized that elephant populations were being harmed by the ivory trade, it was banned. The horns and bones used for carving now are from dead animals, making this an environment-friendly trade. The products also resemble those made of ivory quite closely, since they are whitened and finished. Sambhal's popular horn and bone products are now known all over the world. Lamps, pen-holders, jewellery boxes, vases, photo frames, hair clips, sticks, etc., are just some of the products made by Sambhal artisans.

Sambhal is located in western UP, about 100km from Delhi. It was important urban centre in the medieval period.



Handloom

Hardoi

In the Hardoi district, a large number of weavers earn their livelihood weaving cloth for everyday use. There are over 2,000 weaver households in the district, with and without looms, producing everything from loin-cloths and gamchhas to shirts and more. Some craftspersons are also engaged in making more intricate products, doing zari, kamdani and marori work on cloth. Weavers in the Mallawa region manufacture products worth `70 crore each year. This sector provides employment to approximately 5,000 weavers.

The Hardoi district is located in central UP, near the state capital Lucknow, and includes a national protected area in the Sandi Bird Sanctuary. The annual Hardoi Mahotsav, organized for the first time in 2015, celebrates the art, culture, craftsmanship and music of the region.



Hing Prasansakaran

Hathras

The Hathras district has been a large-scale producer of asafoetida or heeng for about the past 100 years. This has given the district a distinct identification with this commonly consumed household product. Raw asafoetida is imported primarily from countries like Afghanistan, Tajikistan, Uzbekistan and others. Various communities in Hathras are involved in production of asafoetida. The Lohat Bazaar in the district has been documented as a mandi where both national and international buyers come to buy heeng. The government has identified the need to replace obsolete processing machinery with the latest machines and technology to boost production.

Hathras is a district located in western UP, and is now a part of the National Capital Region. There is evidence of some ancient settlement here, and it has been ruled by several dynasties over the centuries. Besides heeng, cotton milling, knives and desi ghee were the industries and products it was known for during colonial rule.



Home Furnishing

Baghat / Hapur / Fatehpur

The Baghat and Hapur districts are known for their handloom industries. Many of the units have now been equipped with power looms instead. In Baghat, Khekada has been a centre of the handloom industry for many years, now many of them with power looms. The units here make curtains, kitchen towels, table covers, pillow cushions and other furnishing products, which are widely known.

The Pilkhua region in Hapur district is known as the country's 'power loom city'. The decorative and household items – curtains, kitchen towels, table covers, cushions, etc. – made at the power looms here are in demand all over the world. Block printing is also done on bedsheets and other drapery and cloth items in this region. The industry provides direct and indirect employment to about 10,000 people.

Western UP's Baghat and Hapur districts are located relatively close to the national capital, Delhi. Baghat is known primarily for sugarcane cultivation, Hapur for papads, paper and textiles.



Home Furnishing



Home Furnishing



Jaggery

Faizabad

The production of gud, or jaggery, is a traditional economic activity in the districts of Faizabad and Muzaffarnagar. They are both largely agricultural states with a large area under sugarcane cultivation – sugarcane is the crop used to make jaggery. In Faizabad, about 20 per cent of the total land area is dedicated to sugarcane. This district's products include jaggery and related products like sesame gajak, laddoo, chikki, gudkaj laddoo, etc. Muzaffarnagar has also been known for its gud for the past 50 years. The gud or jaggery made here is also sent for sale to other states, including Gujarat, Rajasthan and Haryana.

The Faizabad district is in eastern UP, while Muzaffarnagar is a border district in western UP and is part of the National Capital Region. Faizabad has religious and historical significance and is associated with the events of the Ramayana.



Jaggery

Muzzafarnagar



Jutis (Leather)

Hamirpur

The Sumerpur town of the Hamirpur district, also known as Bharwa Sumerpur, has been known for its production of leather shoes or desi juti. These are made entirely by hand. This dying craft and industry is being pushed for revival by the government through the One District, One Product initiative. Technical training and financial aid are required for ensuring high-quality production of these shoes.

The Hamirpur district, located in the southern part of the state in the Bundelkhand region, is one of UP's least populous districts. Sumerpur town has many temples, besides being known for the jutis produced here.



Leather Products

Kanpur Nagar / Agra

Kanpur city is the largest hub of the Indian leather industry, and accounts for over 20 per cent of the total leather goods export. Kanpur's leather products are exported to various countries, including the US and several European countries. These include footwear, belts, purses, garments, saddles and many more.

Agra is also well-known for its leather craft. Kanpur is where much of the raw material comes from, besides Kolkata, Chennai, and even Taiwan and China. In this district, small and medium enterprises are engaged in leather crafting. A variety of leather products are manufactured here. However, here product quality could be further enhanced by establishing design labs and testing facilities, and further diversify the products made here.

Kanpur is one of the major metros in UP located on the banks of the Ganga. Agra is also one of the major cities in the state and an important historical site, home to the world-famous Taj Mahal. Located on the banks of the Yamuna, Agra is closer to the national capital, Delhi.



Leather Products

Kanpur Nagar / Agra



Locks and Hardware

Aligarh

The locks and hardware industry in Aligarh goes way back in time. The city boasts the leading manufacturers and suppliers of locks and hardware. This small-scale industry even exports its products far and wide. This aside, they even have a strong dealer network across the country. The products range from padlocks, door locks, tower bolts, night latches, cycle locks and other related accessories. The hardware includes brass handles, door stoppers and the like. The designs and make are varied and options aplenty. The materials pass through state-of-the-art manufacturing process to then be moulded into superior-quality products in exclusive designs and models. The products make for a top-class security option.

The city in the middle of the Doab region, the land between the Ganga and the Yamuna, is not only steeped in history, but also leads the country in the locking and unlocking business as it does in hardware.



Metal Craft

Moradabad

Popular as the 'Pital Nagri' (brass city), Moradabad is famous for being a major manufacturer and exporter of brass art wares. Considered as a hub of metal work, the city is known for producing cable glands, industrial metal, brass, flameproof, waterproof and electrical accessories. But the prime focus is on metal craft. So you can see figures and figurines in varied shapes and designs. The inspiration often comes from ancient art forms, varying from Hindu gods and goddesses to painting dating to the Mughal era. Therefore, the designs made on the brass products are representative of the culture, heritage and diversity of the land. Though brass has been the metal of choice traditionally, gradually other metals like aluminium, stainless steel, iron, etc., are also used more and more.

Situated on the banks of the Ramganga River, Moradabad is carrying on the legacy of brass handicrafts industry in the country.



Metal Craft



Moonj Products

Allahabad / Amethi / Sultanpur

Naini, a village on the banks of River Yamuna in Allahabad, is a major producer of moonj in the region. Moonj, a wild variety of perennial grass, grows in abundance in and around Allahabad and the lowlands. The outer layer of 'satpar' grass, moonj is peeled and knotted since it is easy to store and dry. Also commonly known as 'balla' in the region, moonj gets its name from the knots, locally known as 'balla'. The cottage industry dates back to more than half a century and employs the womenfolk in large numbers. The moonj grass is wrapped around dried kassa grass. The motifs take shape when coloured grass is added in between. Products range from a variety of household to decorative items such as mats, carry-bags, ropes, chairs, tables, etc.

Allahabad, the land of Prayag, is famous for many reasons. And one of them happens to be the beautiful moonj handicrafts. Other than Allahabad, Amethi and Sultanpur also thrive in moonj handicrafts.



Moonj Products



Musical Instruments (Dholak)

Amroha

Dholaks are made out of sheesham wood, leather and cotton ropes. The wood and the cotton are easily available in Amroha. This ready availability of these raw materials has led the business to thrive in the region. There are many units that produce dholaks, the wood-based drum instruments, providing employment to over a thousand artisans. Social development in other related spheres has led to the increased scope of the musical instrument.

Amroha, the city that draws its name from 'aam' (the Hindi word for mango), also seems to be drumming its way to glory owing to its drums, dhols, tablas and damrus.



Patchwork

Rampur

Rampur has a rich legacy of nawabs. The deft 'karigars' (artisans) have been weaving a legacy on apparels and clothings for centuries. The intricate patchwork stitched onto kurtis, suits, saris, dupattas, bedsheets and similar other cloth surface have put Rampur on the national map. The embroidery works carried out in this region has been wooing admirers and adorning clothes.

This ancient nawabi city is now a whole-seller and exporter of patchwork for dress materials and furnishing.



Pottery (Ceramic)

Bulandshahr

Khurja pottery is traditional Indian pottery work manufactured in Khurja, Bulandshahr. Traditional pottery in Bulandshahr dates back to the time of Firozshah Tughlaq. What began as a display of blue art on ceramic pots is a major employment generator in the region, providing both direct and indirect employment. The region has about 350 units working on this particular skill. The colours used for painting blue pottery art products are made by the artisans, while the pottery itself is made of frit material that is glazed and low-fired.

Bulandshahr's Persian influence is not only seen in the city's name but also in the blue ceramic pottery that the place manufactures.



Power-loom Textile

Mau

A power loom is a mechanized loom, and was one of the key developments in the industrialization of weaving during the early Industrial Revolution. As more and more Indian weavers adopted this mechanism of weaving, the craft became faster and more efficient than regular weaving. Power-loom textile came to hold a special place in the region; almost every household has a loom and almost the entire community can spin a yarn. Items that are spun into life include saris, loincloth, suits, etc. Additionally, craftsmen adorn the saris with beautiful zari work embroidery. The power-loom weaving industry provides employment to a large number of workers in the region.

Mau, now known as Maunath Bhanjan, a small town located in UP, is known for its sari production, zari work and kashidakari work.



Ready-made Garments

Gautam Budh Nagar

Known as the 'city of apparels', Gautam Budh Nagar in UP is a hub of garment manufacturers, suppliers and exporters. A thriving industry in the region, the ready-made garments market employs lakhs of people, of which 60 per cent workers are women. An apparel training centre has opened its doors here with an aim to provide skilled craftsmen to all the units associated with garment factories. Also, as many as 2,500 ready-made garment factories operate in the region. Ready-made garments are mass-produced finished textile products of the clothing industry. They are not custom-tailored according to measurements, but rather generalized according to anthropometric studies. Therefore, the turnouts are more in number. Finished goods are exported abroad in large quantities.

Gautam Budh Nagar is an important industrial district of Uttar Pradesh, and the ready-made garments industry is a major contributor in that segment.



Rim and Axle

Shamli

Rim and axle are basic machine component for amplifying force. In its earliest form it was probably used for raising weights or water buckets from wells. Its principle of operation is demonstrated by the large and small gears attached to the same shaft. Tractor trailers axles, tractor trolley trailers axles, heavy loading axles, thresher axle, agricultural implements, harrows, cultivators are some of the examples of the products manufactured in the rim and axle industry active in Shamli.

Shamli was once stripped of its administrative importance by the British following its role and prominence in Indian Rebellion of 1857. Almost more than a century and a half after that, Shamli is leading the way in the wheel of progress.



Sanitary Fittings

Mathura

The holy city of Mathura is not only known for its divine intervention. The city is a name to reckon with in the field of sanitary fittings and fixtures. Bathtubs, washstands, shower sumps, and bidets find a place in the sanitary industry. Toilet bowls, lavatory pans and urinals of various types, whether equipped with flush tanks or taps, are manufactured in large numbers. A wide variety of products, styles and designs is ready to spoil customers for choice. A wash basin, for example, is usually made of pottery or white glazed earthenware or enamelled iron. The industry employs core mechanism and sand dye casting method. As many as 50 micro and small units are involved in production.

Located on the banks of the River Yamuna, in present-day Uttar Pradesh, Mathura has a long history associated with religion and spirituality. With modernization setting in, the city is all set to embrace a modern outlook with industries in the sector of contemporary sanitary fittings and fixtures.



Scent and Ittr

Kannauj

The city of Kannauj has a royal history going back to kings and queens. Perfumes and fragrance have been an integral aspect of the regal past. Popularly known as the 'Perfume City', Kannauj has seen the 'Suras and Aroma Development Centre' (FFDC) in operation in the district since 1991. Established in collaboration with UNIDO (central and state governments), all kinds of research and tests related to perfumery (from plant cultivation to processing, biotechnology, trainings and other related functions of aromatic plants) are carried out at the facility.

Kannauj has been the perfumery town of the country for thousands of years. It is only natural then that the city leads the way in modern techniques of perfume-making and improves on the traditional methods and knowledge in the industry that is almost an art form practised for centuries.



Soft Toys

Jhansi

The Indian toy industry captures a huge market and is expected to grow at 25 per cent due to the rising demand in both India and abroad. Soft toys comprise a considerable chunk of that market. Presently, there are over 50 soft toy manufacturing units in Jhansi, which have boosted job creation in the sector. The toys are made of a variety of materials, ranging from polycloth, nylax cloth, fibre, etc. The toys, thus made, are supplied to major commercial centres like Delhi for sale and distribution.

The land of Rani Lakshmi Bai, the queen who braved all odds in the freedom struggle of India, is now wooing children with perfect playmates in the form of soft toys.



Sports Products

Meerut

Meerut is one of the important industrial towns of western Uttar Pradesh, with several traditional and modern industries. The district is the second-largest producer of sporting goods and accessories in India after Jalandhar. The industry manufactures a range of sporting and athletic goods, including balls, bags, clubs, gloves, skates, protective equipment, boards, fishing gear and other supplies. These finished products are then marketed to wholesalers and retailers and sold across the country and abroad. Small- and medium-scale industries are engaged in producing these sports goods, which have a great scope in export sectors.



Stone Craft (Shazar)

Banda

Sazar is a dendritic agate, known as the stone of plenty. Translucent to opaque in nature, the stone characterized by inclusions of branch-like dendrites. Colours may be clear, white or whitish-grey, with black, brown or greenish brown dendrites. Listed under the semi-precious gems category, the sazar has patterns either due to leeching of manganese or iron oxide probably along with waters containing silica solution, which percolates and deposited a siliceous gel in the interior of the rocks. It may also be entrapped fossils of fungus (basically algae). A fungus entrapped between two or more pieces of sazar stone produces either acid or base. This acid/base makes the stones translucent and acts as inorganic glue that coagulates the separate stones to one. The fossils of fungus left inside the stones looks like patterns of leaves or trees and add beauty to the stone.

The stones are obtained from River Ken, which flows in the west of Banda district in the Bundelkhand region. From obtaining the stone to trimming and shaping it, the craft is labour-intensive. Sazar is said to be one of the oldest stones to be used in jewellery making and was traditionally thought to have healing powers.



Stone Craft (Guera)

Mahoba

Gaura stone has a soft texture. It is broken down into smaller pieces, which is then used for making various craft items.

Mahoba is a district in UP in the Bundelkhand region. Even the ninth-century granite Sun temple built in Pratihara style, which the region is famous for, is a fine example of stone craft. This emphasizes that Mahoba's workmanship in stone craft dates back to several centuries. And it is only natural that the artisans of the land are taking the art form forward and making a name for Mahoba in both India and abroad.

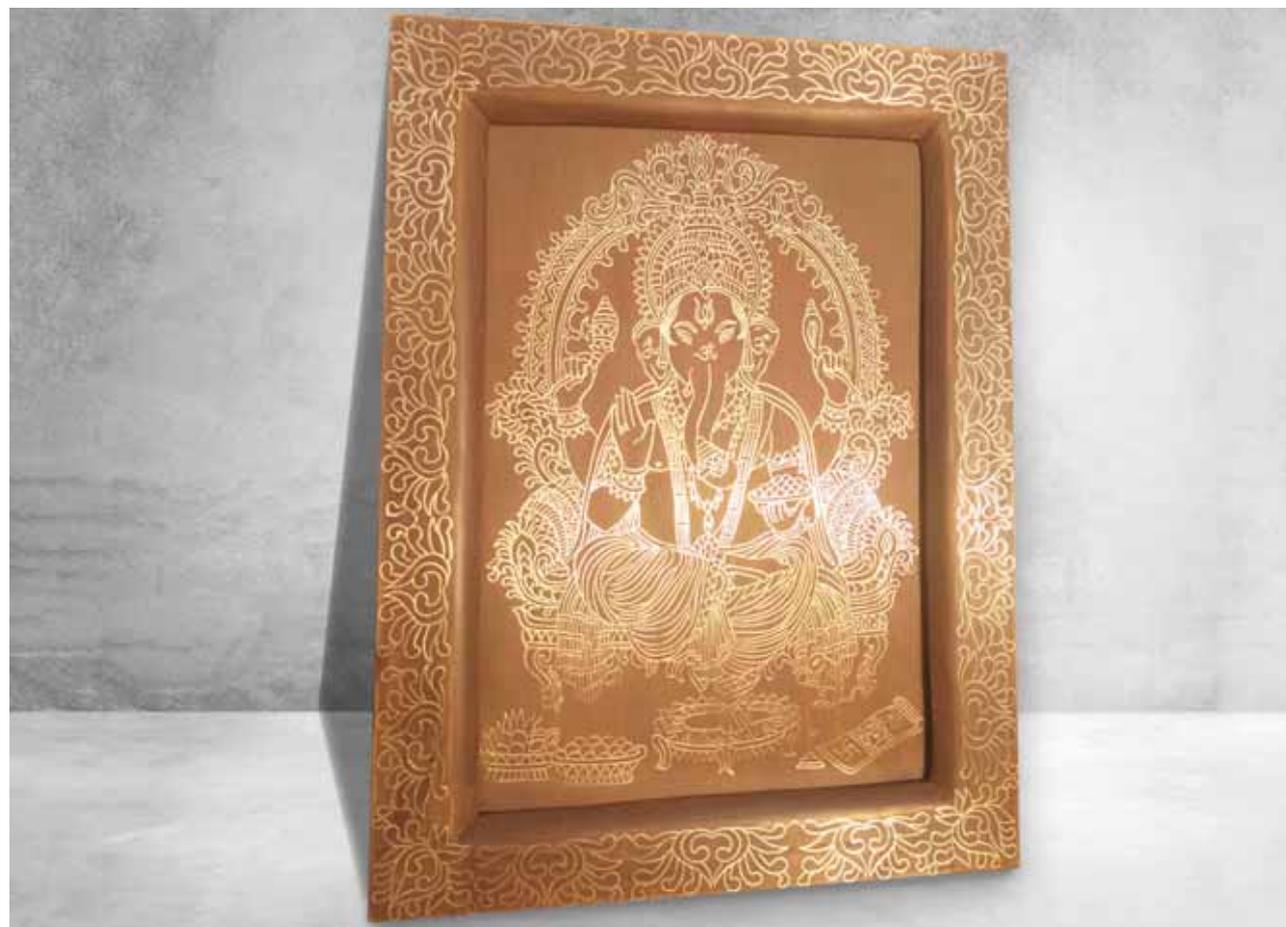


Taarkashi Art

Mainpuri

Taarkashi is the technique where thin strips of wire are engraved on the surface of wood, 'taar' meaning wire and 'kashi' from 'nakashi' meaning crafting. The process of wire inlay involves a lot of steps. Drying or seasoning the wood removes the moisture from the wood. For the strips to be inlaid, first marking is done on the sheet of metal and strips cut. These thin strips of wire are inlaid on the seasoned wood that is cut to the required shape and dimension. The pattern to be made on the product are either drawn directly or printed on a paper and pasted on the surface of the wood. Once the layout and patterns are in place, the design is engraved on the wood. The product is then sanded to even out the surface. Thus a work of art takes shape using brass wire on sheesham wood.

Mainpuri is famous for jewellery boxes and other decorative items adorned with taarkashi inlay work.



TERRACOTTA

Gorakhpur

Terracotta or terra cotta, literally meaning 'baked earth', is a clay-based unglazed or glazed ceramic craft. It involves ornamentation, use of natural dyes and experimentation with innovative shapes. The raw material that goes into the making of terracotta figures is a type of locally available soil found in Bhathat area, giving the items a natural colour. The fired body is porous and has a reddish tint.

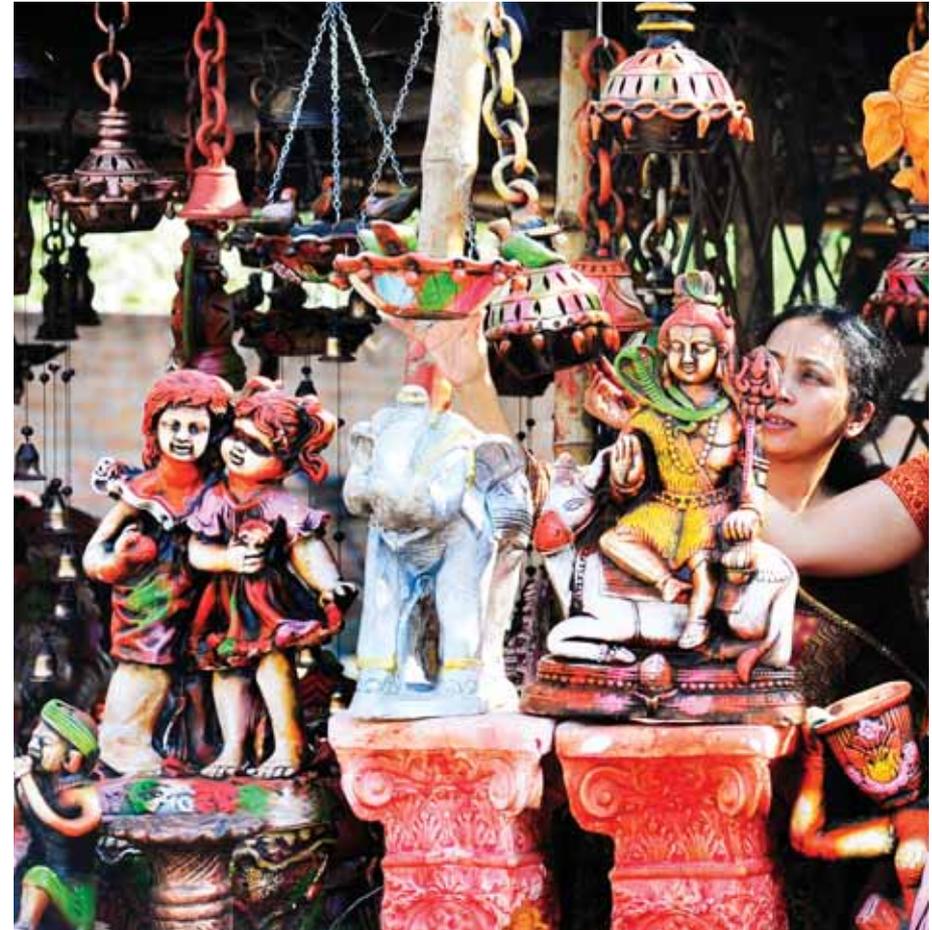
Gorakhpur is a noted religious centre situated along the bank of River Rapti, with a rich and culturally significant history. The terracotta art form adds to the rich heritage and engages around 200 households in the region in the small-scale industry.



TERRACOTTA



TERRACOTTA



Textile Products (Stole)

Barabanki/Ambedkar Nagar / Etawah

The textile industry in the Barabanki region employs many. The region is known for fabric knitting through handloom. The high demand in cotton clothing has created a huge market for traditional handloom products. Weaving is carried out in both urban and rural centres and employs more than 11,000 weavers.

In districts like Ambedkar Nagar, power-loom textiles are produced in large numbers in Tanda area. Since the last fifty years, almost every family in Tanda has been associated with the textile industry.

In the Etawah district, the textile industry concentrates on the craft on block printing on garments using handheld tools, primarily producing products such as cushion covers, pillow covers, gamchha, bedsheets and so on.



Textile Products (Stole)



Tribal Craft

Lakhimpur Kheri / Shravasti

Tribal art forms bring out hidden talents and promote local craftsmanship. The local tribal craft industry endorses indigenous art and workmanship and is committed to further enhance their skill sets.

Lakhimpur Kheri, the largest district in Uttar Pradesh, India, on the border with Nepal, has indigenous tribal population from the Tharu tribe inhabiting in the area. They have been engaged in making traditional craft items since years using traditional modes of handmade tools. The end products are sent to Dhudhva National Park as well as promoted in district-, state- and national-level exhibitions.

Even in districts like Shravasti, tribal craftsmen are engaged in doing embroidery work on cloth sheets, covers, tablecloth and more. The patchwork embroidery done on suit pieces by the womenfolk is quite popular.



Tribal Craft



Utensils

Kanpur Dehat

Pukhrayan region in UP is known for its metal industries producing utensils and kitchen items. The material used and kitchen essentials produced range from aluminium (e.g., vessels, tanks, spoons, kettles) to steel (e.g., buckets, plates, glasses, spoons, pressure cookers). These are sold in the local markets as well as in neighbouring districts.

Kanpur Dehat generates livelihood for the locals in the utensil industry and employs a large number of people.



Utensils

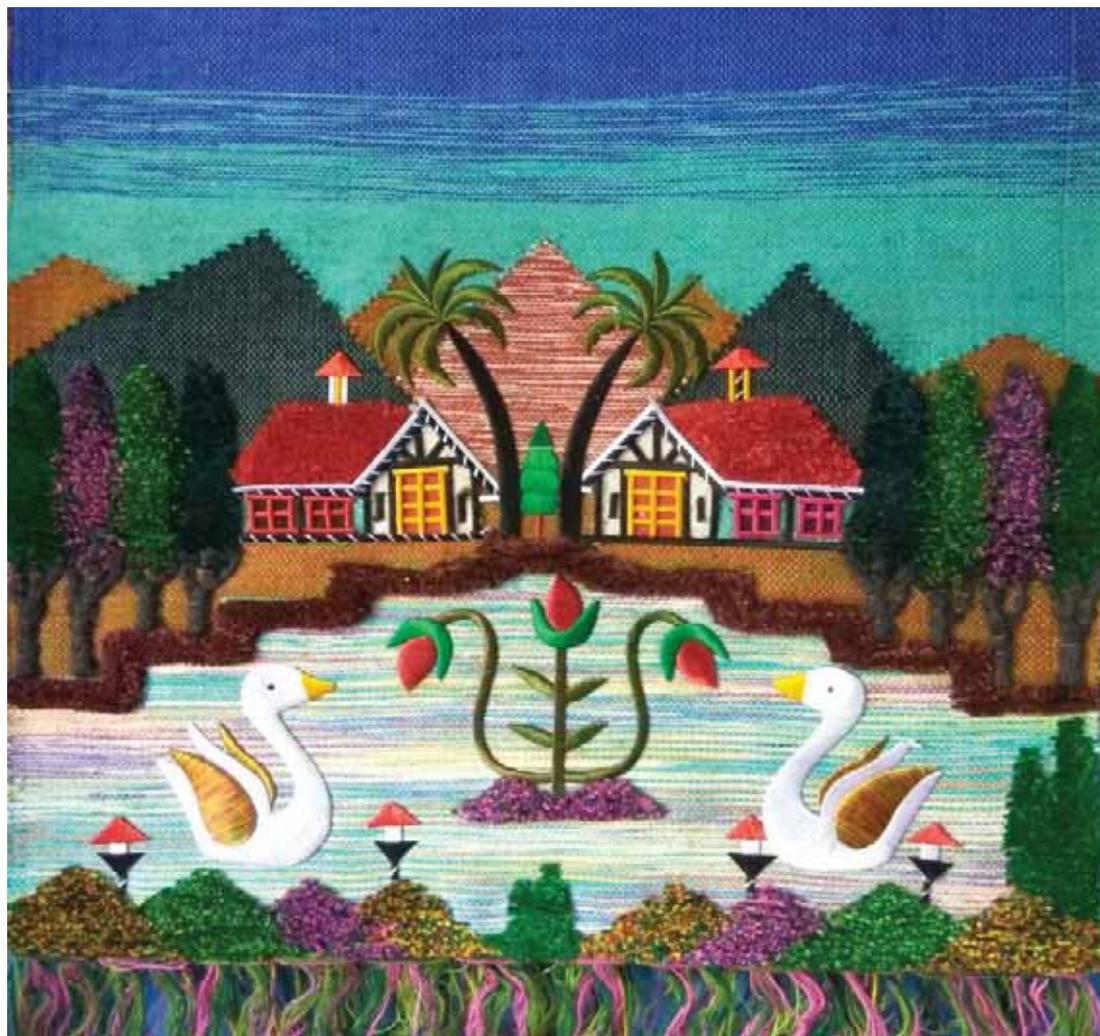


Wall Hangings (Jute)

Ghazipur

Adorning our walls has been a primitive instinct since the time of cave dwellers. Jute wall hangings, with their golden yarn and fabric, add glamour and class to our homes. Jute is a natural biodegradable fibre, which is nontoxic and environment-friendly. For the past several years, the deft craftsmen of Ghazipur have been engaged in making jute wall hangings using traditional techniques. The finished products are then supplied and traded to other parts of the country. There has been a constant effort to increase production by ensuring ready availability of raw material and adequate training for product development and marketing.

Ghazipur not only boasts the largest village, Gahmar, in Asia, but also has been adorning our houses with beautiful and aesthetic jute wall hangings.



Wood Craft

Saharanpur/Basti/Bijnor/Raebareli

The wood carving artistry in Saharanpur is about 400 years old. The products showcase the skill of the craftsmen of the region and intricate designs and carvings chiselled on wood, mostly sheesham wood being the raw material of choice. The export of these wood carving furniture and handicraft products is carried out by exporting units in the district.

The wood carving cottage industry is also prevalent in districts such as Basti, Bijnore and Raebareli. The wood items manufactured here include household items such as doors, charms, beds and wooden figures like toys and other artworks. Nagina village in Bijnor district is famous world over for its wood carvings and also gets its name (meaning jewellery) from the woodwork and wooden jewellery it specializes in.



Wood Craft



Wood Craft



Wood Craft



Wooden Toys

Chitrakoot

Chitrakoot – the hill of many wonders – is wrapped in legends and engulfed in dense forests. Due to the proximity of the forests, the raw material, which is wood, for the toys is available in abundance. The wooden toy industry employs a large number of craftsmen. The toys produced here are exported to other parts of the country and abroad. They are even showcased in fairs and exhibitions.

The spiritual retreat of Chitrakoot not only offers divine solace but also indulges the child in us with its unique wooden toys.



Zari Products

Badaun

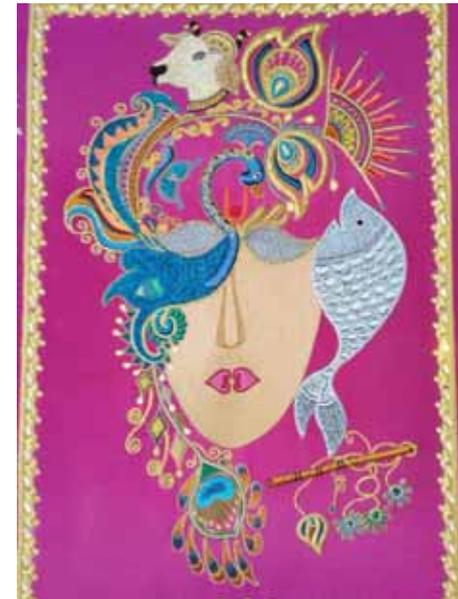
Zari-zardozi originated in Persia and was popularized in India by the Mughals. It is a fine form of traditional embroidery, which is glitteringly ornate and heavily encrusted with gold thread work. The zari-zardozi industry in the Budaun district is largely a small-scale cottage industry, and it employs almost 35 per cent of the families in the area. Raw material used for this craft include silk, kardana pearl, kora kasab, fish wire, nakshi, pearls, chandla, jarkan noori, mirrors, golden chains and so on. Locally known as 'karchobi', this art is popular and appreciated globally.

Other districts that specialize in the art are Bareilly, Chandauli, Kasganj, Unnao, Lucknow and Shahjahanpur. Traditionally, three types of threads were used in zari work – gold, silk, and silver. With time, these have been replaced with synthetic threads; yet the art form has retained its aesthetics and grandeur. Zardozi work finds a place of prominence on dress materials, bags, shoes, coats and gowns apart from saris.



Zari Products

Bareilly



Zari Products

Chandauli



Zari Products

Kasganj



Zari Products

Unnao / Lalitpur



Zari Products

Lucknow



Zari Products

Shahjahanpur



Zari Silk Sari

Lalitpur

The district of Lalitpur specializes in zari silk saris. The beautiful nine yard has enamoured us since time immemorial. And the art of zari work on the sari adds a hint of splendour and opulence. About 400 weavers in the district of Lalitpur are engaged in spinning silk saris. Their exquisite designs and engraved buti work are much appreciated, and the saris are in high demand in major Indian cities and even abroad. These saris are popularly worn at festivities and weddings.



