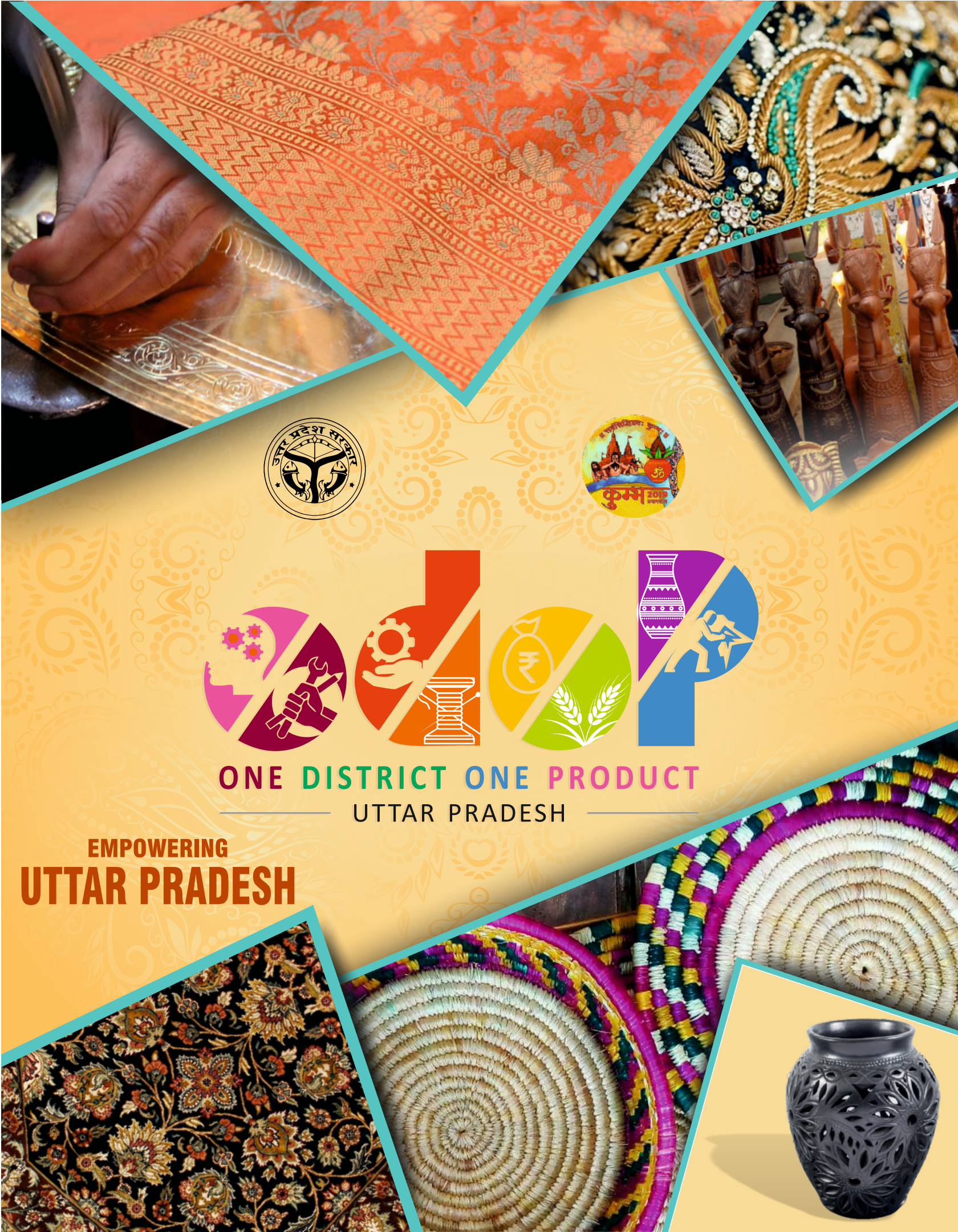
ODOP

ONE DISTRICT ONE PRODUCT

UTTAR PRADESH

EMPOWERING

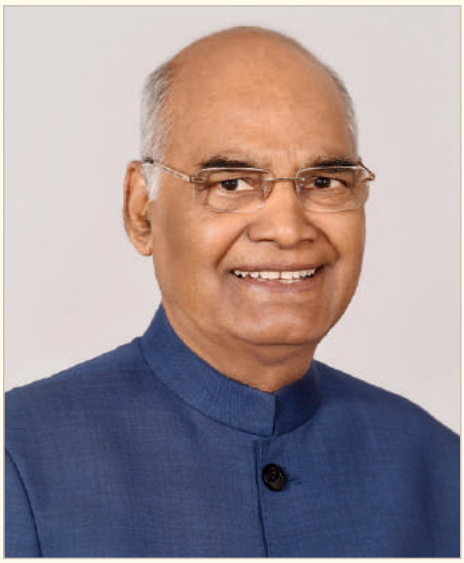
UTTAR PRADESH



ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

EMPOWERING
UTTAR PRADESH

सत्यमेव जयते



RAM NATH KOVIND
President
Republic of India

MESSAGE

I am happy to learn that Uttar Pradesh Government is publishing a booklet 'Ek Janpad Ek Utpad' on the occasion of 'Uttar Pradesh Diwas'.

It is the duty of the government to make all efforts for the social and economic development of the citizens and work for their interest and welfare. I am happy to learn that Uttar Pradesh Government is implementing 'Ek Janpad Ek Utpad' Yojana with the aim of achieving comprehensive and balanced economic development of the state.

I hope that as part of the scheme, the Government will take all necessary steps to usher in all-round development and will continue with its efforts to achieve the goal of 'Sabka Sath Sabka Vikas'.

I convey my good wishes for the successful publication for this booklet being published on the occasion of Uttar Pradesh Diwas.

RKovind

(Ram Nath Kovind)

New Delhi
January 24, 2018

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

सत्यमेव जयते



M. VENKAIAH NAIDU
Vice-President of India

MESSAGE

It is heartening to note that the Government of Uttar Pradesh is formulating and implementing policies on priority, which are designed to create congenial environment for accelerated industrial development and capital investment. Recently announced U.P. Industrial Investment and Employment Promotion Policy and Micro, Small and Medium Enterprises Policy, 2017 the government has infused a renewed confidence in entrepreneurs, exporters and artisans of the state.

Traditional crafts, craftsmen, weavers and artisans play an important role in imparting pace to the economic development of the state. Driven by innovative idea and commitment to balanced industrial development, the Government of Uttar Pradesh has decided to implement 'One District-One Product' scheme. This scheme will pave a new way for inclusive development of the state. I am convinced that this scheme can take the state to new heights of economic development by linking the production with tourism, the development of local craft skills and employment opportunities.

I convey my good wishes and full cooperation to Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath for adopting this dynamic concept of 'One District-One Product' and its successful implementation.

New Delhi
January 14, 2018

((M. Venkaiah Naidu)

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

सत्यमेव जयते



नरेन्द्र मोदी
प्रधानमंत्री

संदेश

उत्तर प्रदेश सरकार द्वारा 24 जनवरी 2018 को 'एक जनपद एक उत्पाद' योजना के शुभारम्भ के बारे में जानकर प्रसन्नता हुई है। इस पहल से पं. दीनदयाल उपाध्याय द्वारा समाज के अंतिम पायदान पर खड़े व्यक्ति तक लाभ पहुंचाने के विचार को बल मिलेगा।

गांधी जी ग्रामीण विकास के लिए जिन बुनियादी चीजों को आवश्यक समझते थे उनमें ग्राम स्वराज, ग्रामोद्योग और समग्र ग्राम विकास प्रमुख हैं। गांधी जी कहते थे कि 'भारत गांवों में बसता है'। भारत के विकास के लिए गांवों का विकास करना आवश्यक है। विकास की यात्रा में गांवों को साथ लेकर चलने और किसानों की आय को दोगुनी करने के लिए सरकार प्रतिबद्ध है।

उत्तर प्रदेश के समृद्ध कारीगरों ने अपनी उत्कृष्ट कला से देश में एक अलग पहचान बनाई है। हर जनपद को किसी विशेष उत्पाद के लिए जाना जाता है। मुझे आशा है कि योगी आदित्यनाथ जी की 'एक जनपद एक उत्पाद' की अवधारणा में पिछड़े वर्गों, महिलाओं और युवाओं को विशेष लाभ पहुंचेगा। हर जनपद विकास की एक नई कहानी लिखेगा और असंतुलित क्षेत्रीय विकास दूर करने में मदद मिलेगी।

इस महत्वपूर्ण और दूरगामी परिणाम देने वाली पहल के लिए मैं उत्तर प्रदेश सरकार को बधाई देता हूं। 'एक जनपद एक उत्पाद' योजना की सफलता के लिए शुभकामनाएं।

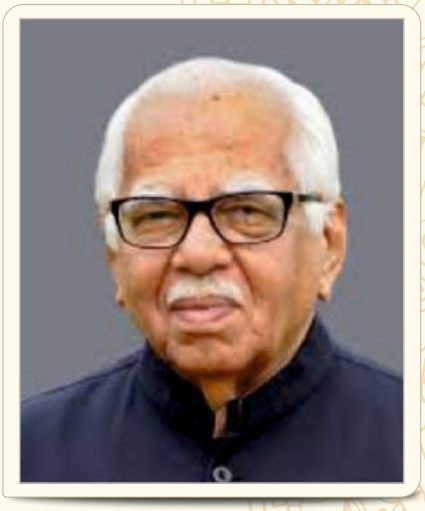
(नरेन्द्र मोदी)

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

सत्यमेव जयते

राज भवन
लखनऊ – 226 027

05 अगस्त, 2018



राम नाईक
राज्यपाल, उत्तर प्रदेश

संदेश

मुझे यह जानकर अतीव प्रसन्नता हुई कि सूक्ष्म, लघु एवं मध्यम उद्यम तथा निर्यात प्रोत्साहन विभाग, उत्तर प्रदेश द्वारा 10 अगस्त, 2018 को इन्दिरा गांधी 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)

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

दिनांक : 05-08-18



योगी आदित्यनाथ
मुख्यमंत्री, उत्तर प्रदेश

संदेश

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

उत्तर प्रदेश प्राकृतिक एवं मानवीय संसाधनों की दृष्टि से विकास की अपार संभावनाओं को समेटे हुए है। इन संसाधनो 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।

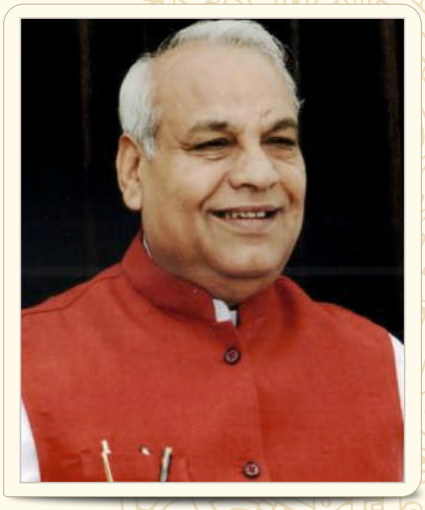
'एक जनपद –एक उत्पाद' कार्यक्रम के बहुआयामी लाभों के दृष्टिगत प्रदेश सरकार इसके सफल एवं प्रभावी कियान्वयन हेतु गम्भीरता से प्रयास कर रही है। भारत सरकार तथा राज्य सरकार द्वारा संचालित विभिन्न योजनाओं जैसे प्रधानमंत्री रोजगार सृजन कार्यक्रम, मुद्रा योजना, मुख्यमंत्री युवा स्वरोजगार योजना, विश्वकर्मा श्रम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

इस समिट में 'एक जनपद –एक उत्पाद' कार्यक्रम के अन्तर्गत विभिन्न जनपदों के चयनित उत्पादों के विकास से जुड़ी नयी योजनाओं का शुभारम्भ किया जाएगा तथा उत्पादों की ब्राण्डिंग एवं लोकप्रियता बढ़ाने हेतु प्रर्दशनी 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 कियान्वयन मे यह समिट अत्यन्त उपयोगी एवं मार्ग–दर्शक सिद्ध होगी।

'एक जनपद –एक उत्पाद' समिट की सफलता तथा 'कॉफी टेबल बुक' के उद्देश्यपरक प्रकाशन हेतु मेरी हार्दिक शुभकामनाएं।

योगी आदित्यनाथ



SATYADEV PACHAURI
Hon'ble Cabinet Minister
Khadi & Village Industries, Seri Culture & Textile Industries
Department of Micro, Small & Medium Enterprises
& Export Promotion Bureau
Government Of Uttar Pradesh

MESSAGE

प्रदेश सरकार प्रदेश के समग्र विकास हेतु कृत संकल्प एवं निरन्तर प्रयत्नशील है। सरकार द्वारा ''सूक्ष्म, लघु एवं मध्यम उद्यम नीति'' तथा ''अवस्थापना एवं औद्योगिक विकास नीति'' का प्राख्यापन 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 मार्गदर्शन 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 क्रय शक्ति में वृद्धि होगी वरन राष्ट्रीय एवं अन्तर्राष्ट्रीय स्तर पर प्रदेश की प्रतिष्ठा में वृद्धि होगी।

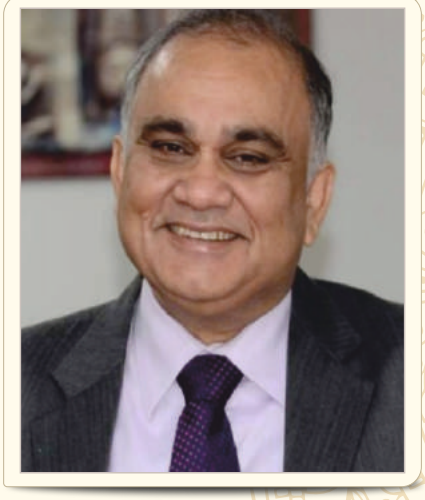
भारत सरकार तथा राज्य सरकार की रोजगार सृजन, कौशल विकास एवं वित्त पोषण की योजनाओं के साथ समन्वय करते हुए कार्यक्रम के उद्देश्यों की पूर्ति हेतु विभाग निरन्तर प्रयत्नशील है। इसी कड़ी में कार्यक्रम के उद्देश्यों की पूर्ति हेतु विभाग निरन्तर प्रयत्नशील है। इसी कड़ी में कार्यक्रम के हित धारकों के साथ ''एक 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 विश्वास दिलाता हूँ कि इस कार्यक्रम का लाभ सभी हित धारकों तक पहुंचाया 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।

(Satyadev Pachauri)

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH



ANUP CHANDRA PANDEY
Chief Secretary
Government of Uttar Pradesh

MESSAGE

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 पहुंचाने 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 अग्रेत्तर क्रियान्वयन रणनीति पर विचार विनिमय हेतु ''एक जनपद–एक उत्पाद समिट'' 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।

(Anup Chandra Pandey)

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

CONCEPT

'One District – One Product' Uttar Pradesh

Spread over an area of 2,40,928 square kilometer, Uttar Pradesh is the fourth largest state of India in terms of area comprising 7.3% of total area of the country. It is also the largest state in terms of population with 2011 census count of 19.98 crores which is about 16.5% of the total population of the country. In terms of size of the economy, state ranks third in the country having a share of 8.4% with GDP of 11,45,234 Cr in the year 2015-16.

MSME sector plays an important role in the economy of the state and is significant contributor to capital investment, production and employment. In terms of numbers of MSME units (about 46 lakh units, 8%), Uttar Pradesh stands first in the country. This sector, in the state as well as India, is the largest contributor to employment after agriculture. Uttar Pradesh has been a leading state in the export of handicrafts, processed food, engineering goods, carpet, readymade garments and leather products.

The export of handicrafts from Uttar Pradesh contributes 44% to total exports of handicrafts from the country. Similarly, this contribution stands at a significant 39% in carpets and 26% in leather and leather products. The share of Uttar Pradesh in total exports from the country is 4.73%. Almost each district in the state has one or more unique products- be it in the handicrafts, handlooms or agriculture/horticulture produce or small enterprises, with distinct identity at national and international levels. For example, the silk sarees of Varanasi, the handicraft items of brass from Moradabad, the flute of Pilibhit, the artifacts of Shajar stone from Banda and Kala Namak rice from Siddhartha Nagar need no introduction. There is immense possibility to promote the marketing efforts to create more opportunity of employment and to add to the existing income levels of artisans/workers engaged in these sectors.

Keeping above in view, it has been decided to launch the scheme in the name of 'One District – One Product' in the State. The main objectives of this scheme are as follows:

- Preservation and development of local crafts/skills and promotion of the art.
- Addition in the incomes and local employment (resulting in decline in migration for employment).
- Improvement in product quality and skill development.
- Transforming the products in an artistic way (through packaging, branding).
- To connect the production with tourism (Live demo and sale outlet-gifts and souvenir).
- To resolve the issues of economic difference and regional imbalance.
- To take the concept of ODOP to national and international level after successful implementation at State level.

In case of more than one product having distinct identity from a district, the product with potential of generating more employment and development has been selected in the first stage. Gradually, other product will also be included under the purview of scheme.

Regarding execution of the scheme, following actions are to be taken for products from each districts:

- To prepare database regarding circulation, stakeholders, total production, export, availability of raw material and to arrange training.
- Research of possibilities regarding production, development, marketing of the product.
- To prepare a micro plan for product development, marketing promotion and to provide additional opportunities of employment and wage increment of the concerned artisans and workers.
- To provide advertising, publicity, and marketing promotion at district, state national and international level.
- Necessary coordination with MUDRA, PMEGP, Stand UP Schemes of GOI as well as Mukhy Mantri Yuva Swarojgar Yojna and Vishwakarma Shram Samman Yojna of GoUP for providing required finance to new and existing units. To start new schemes for the purpose as needed.
- To setup Co-operatives and Self Help Groups.
- General and technical training of the craft and technology development.

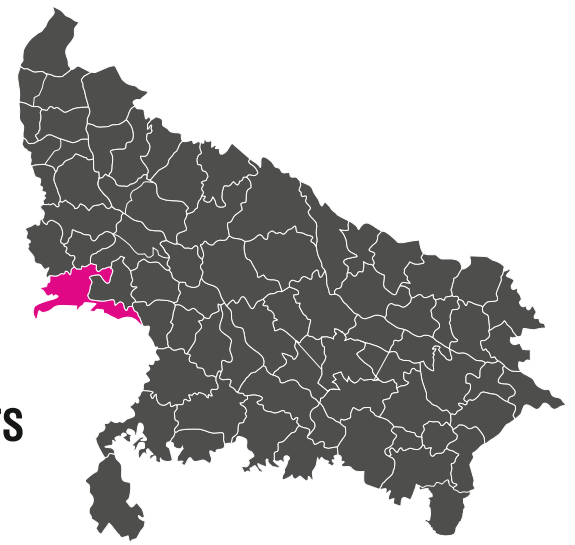
This book is an attempt to display the identified products from each district which is a part of the ODOP program so that more and more people may know about the rich cultural heritage of the State and the unique skills and talent found here. It is also an opportunity for people to associate themselves with the conservation and promotion of this heritage. It is a chance for them to contribute in the development of the State.




ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
64 Saharanpur
Shamli 68
59 Muzaffarnagar
19 Bijnor
Bagpat 10
Meerut 56
Jyotiba Phule Nagar
Ghaziabad 35
30 Hapur
6
Moradabad
58
Rampur 63
29 Gautam Buddha Nagar
20 Bulandshahr
Sambhal 65
9 Badaun
Bareilly 16
Pilibhit 60
Aligarh 2
45 Kasganj
Shahjahanpur 67
Lakhimpur Kheri 48
54 Mathura
Mahamaya Nagar
24 Etah
Farrukhabad 26
Hardoi 36
Sitapur 71
Bahraich 11
Shravasti 69
Balrampur 13
1 Agra
28 Firozabad
53 Mainpuri
Kannauj
Gonda 32
Siddharthnagar 70
51 Maharajganj
24 Etawah
7 Auraiya
Lucknow
Barabanki
66 Sant Kabir Nagar
Basti 17
Kushinagar 47
74 Unnao
25 Faizabad
Gorkakhpur 33
Kanpur Dehat 43
Kanpur Nagar 44
5 Amethi
Ambedkar Nagar 4
Deoria 23
39 Jalaun
Rae Barel 62
Sultanpur
8 Azamgarh
55 Mau
12 Ballia
Pratapgarh 61
40 Jaunpur
Fatehpur 27
41 Jhansi
Hamirpur 34
14 Banda
46 Kaushambi
31 Ghazipur
18 Sant Ravidas Nagar
75 Varanasi
21 Chandauli
Mahoba 52
22 Chitrakoot
Allahabad 3
57 Mirzapur
49 Lalitpur
72 Sonbhadra

S.NO.	DISTRICT	PRODUCT NAME
1.	Agra	Leather
2.	Aligarh	Lock and Hardware
3.	Allahabad	Moonj Products
4.	Ambedkar Nagar	Textile Products
5.	Amethi	Moonj Products
6.	Amroha	Musical Instrument (Dholak)
7.	Auraiya	Food Processing (Desi Ghee)
8.	Azamgarh	Black Clay Pottery
9.	Budaun	Zari-Zardozi
10.	Baghpath	Home Furnishings
11.	Bahraich	Crafts (Wheat Stalk)
12.	Ballia	Bindi
13.	Balrampur	Food Processing (Pulses)
14.	Banda	Shazar Stone
15.	Barabanki	Textile Products (Stole)
16.	Bareilly	Zari-Zardozi
17.	Basti	Wood Craft
18.	Bhadoi	Carpet
19.	Bijnor	Wood Craft
20.	Bulandshahar	Pottery
21.	Chandauli	Zari-Zardozi
22.	Chitrakoot	Wooden Toys
23.	Deoria	Decorative Product
24.	Etawah	Textile Products
25.	Etah	Ghungroo Ghanti (Brass Bell)
26.	Faizabad	Jaggery
27.	Farrukhabad	Block Printing
28.	Fatehpur	Bed Sheets
29.	Firozabad	Glass Ware
30.	Gautam Budh Nagar	Readymade Garments
31.	Ghazipur	Wall Hanging
32.	Ghaziabad	Engineering Goods
33.	Gonda	Food Processing (Pulses)
34.	Gorakhpur	Terracotta
35.	Hamirpur	Leather Juti
36.	Hapur	Home Furnishing
37.	Hardoi	Handloom
38.	Hathras	Hing 'Asafoetida'
39.	Jalaun	Handmade Paper Art
40.	Jaunpur	Dari, Carpet
41.	Jhansi	Soft Toys
42.	Kannauj	Scent/Itar
43.	Kanpur Dehat	Utensils
44.	Kanpur Nagar	Leather Products
45.	Kasganj	Zari-Zardozi
46.	Kaushambi	Food Processing (Banana)
47.	Kushinagar	Banana Fiber Products
48.	Lakhimpur Kheri	Tribal Craft
49.	Lalitpur	Zari Silk Sarees
50.	Lucknow	Chikan Kari & Zari-Zardozi
51.	Maharaj Ganj	Furniture
52.	Mahoba	Gaura Stone Craft
53.	Mainpuri	Tarkashi Art
54.	Mathura	Sanitary Fittings
55.	Mau	Powerloom Textile
56.	Meerut	Sports Products
57.	Mirzapur	Carpets
58.	Moradabad	Metal Craft
59.	Muzaffarnagar	Jaggery
60.	Philibhit	Flute
61.	Pratapgarh	Aamla Products
62.	Raebareli	Wood Crafts
63.	Rampur	Patch Work
64.	Saharanpur	Wood Crafting
65.	Sambhal	Handicraft (Horn Bone)
66.	Sant Kabir Nagar	Brassware Craft
67.	Shahjahanpur	Zari-Zardozi
68.	Shamli	Rim and Axle
69.	Shravasti	Tribal Craft
70.	Siddharthnagar	Kala Namak Rice
71.	Sitapur	Dari, Carpet
72.	Sonbhadra	Kaleen, Carpets
73.	Sultanpur	Moonj Products
74.	Unnao	Zari-Zardozi
75.	Varanasi	Banarasi Silk Sarees





Agra

LEATHER PRODUCTS

Agra is popular for its leather work. A variety of leather products, including footwear, belt, bags are manufactured here. The raw material is mainly imported from Kanpur, Kolkata, Chennai, Taiwan and China among others. There are potential possibilities for the quality enhancement of leather products manufactured in the district. Micro, small and medium enterprises are engaged in this work. This industry can be developed with diversified products. At present, there is a need to adopt measures such as establishment of design labs and testing facilities for the development of leather industry.

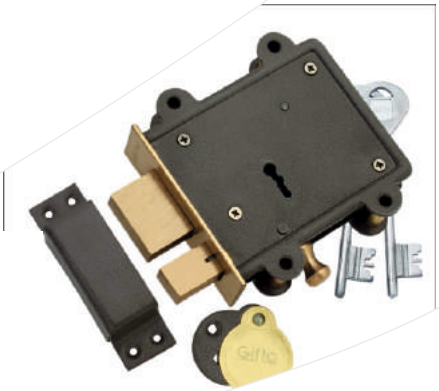
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान



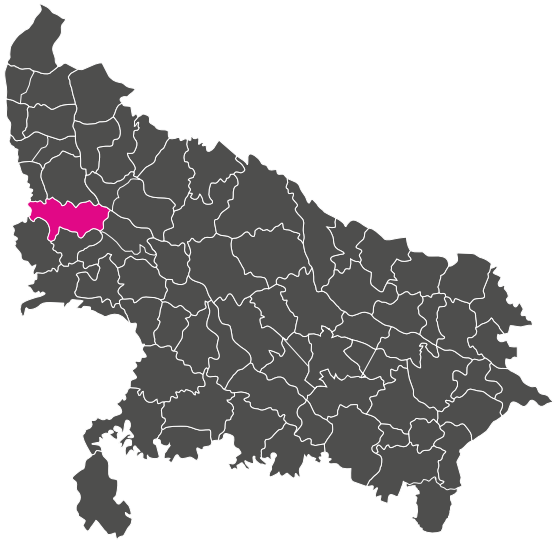












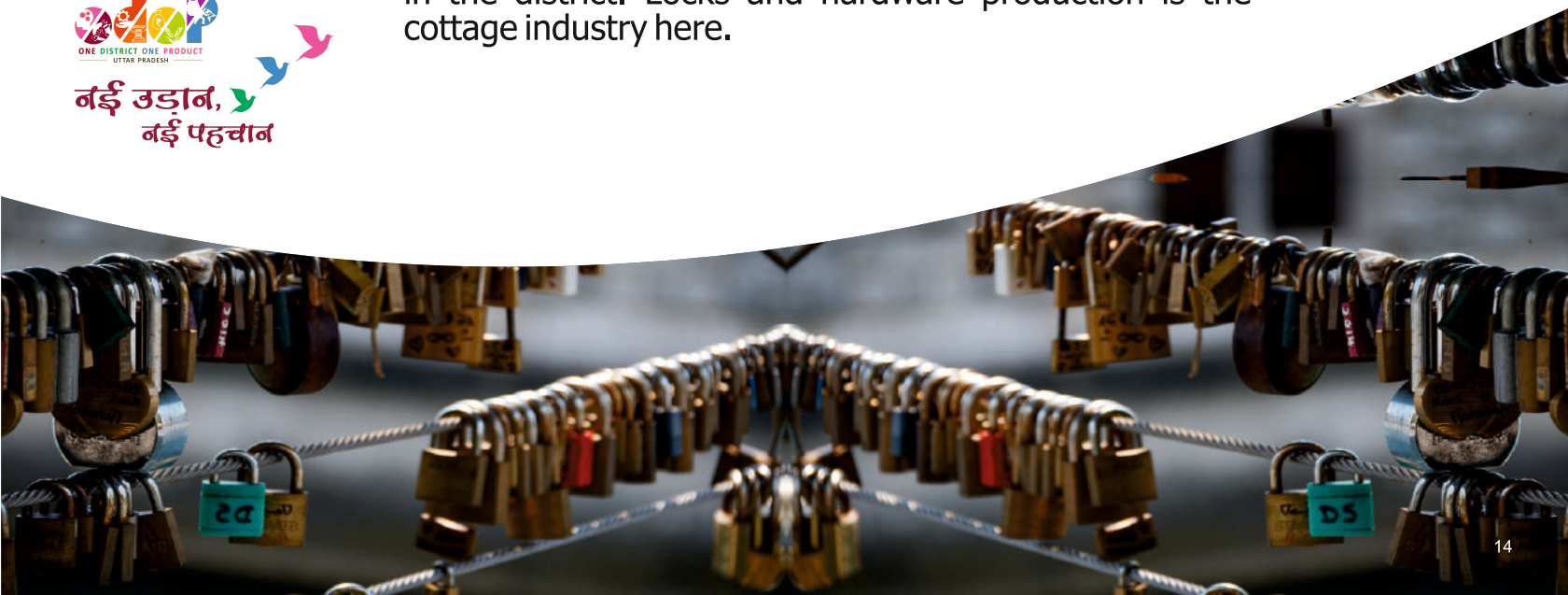
Aligarh

LOCKS AND HARDWARE

The locks manufactured in Aligarh are immensely popular all over the country. Padlocks, door locks, multi slot, bicycle locks, multipurpose locks, etc. are produced in the district. Locks and hardware production is the cottage industry here.

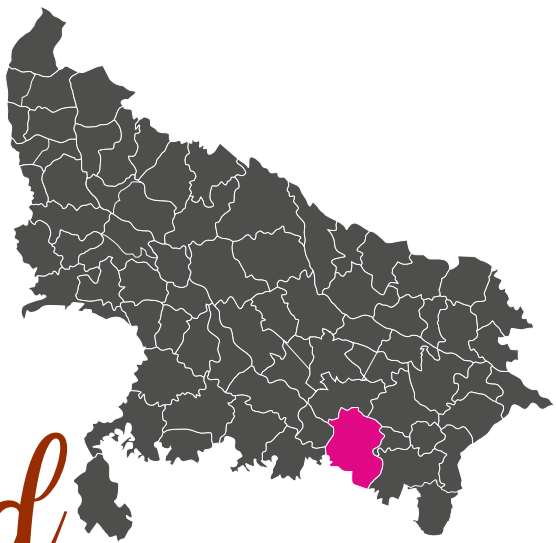
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









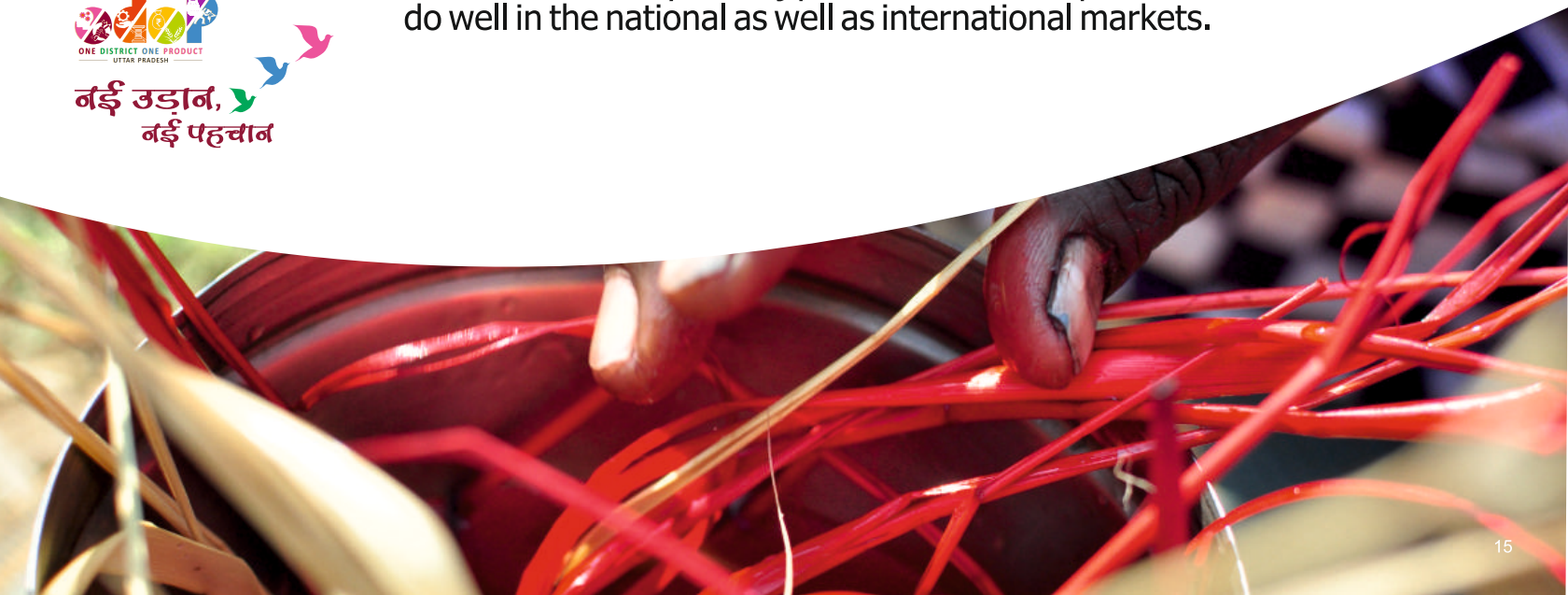
Allahabad

MOONJ PRODUCTS

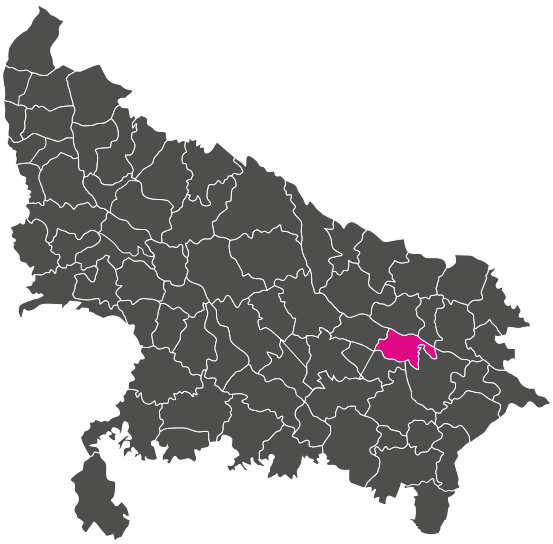
The Naini area of Allahabad is known for its Moonj craft. Easy availability of raw materials has enabled this craft to flourish in the district. The market is flooded with a variety of products made from moonj like basket (daliya), coaster stand, bags, decorative items and more. Eco-friendly moonj products have the potential to do well in the national as well as international markets.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







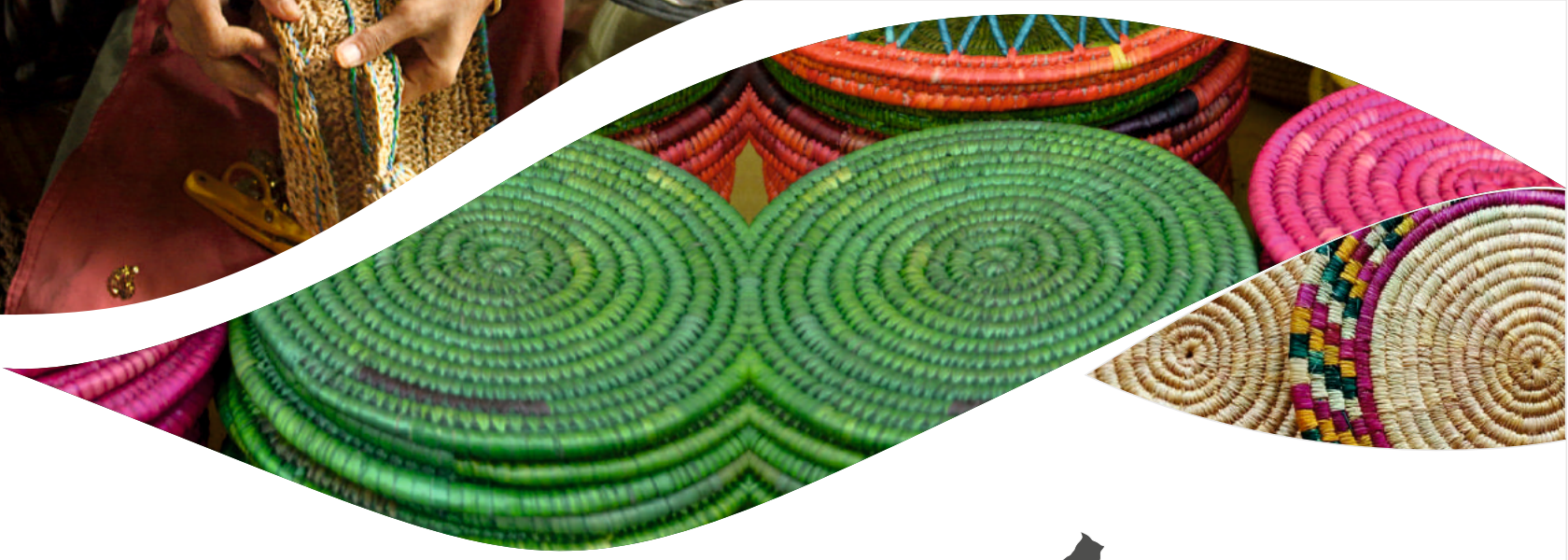
Ambedkar Nagar

TEXTILE PRODUCTS

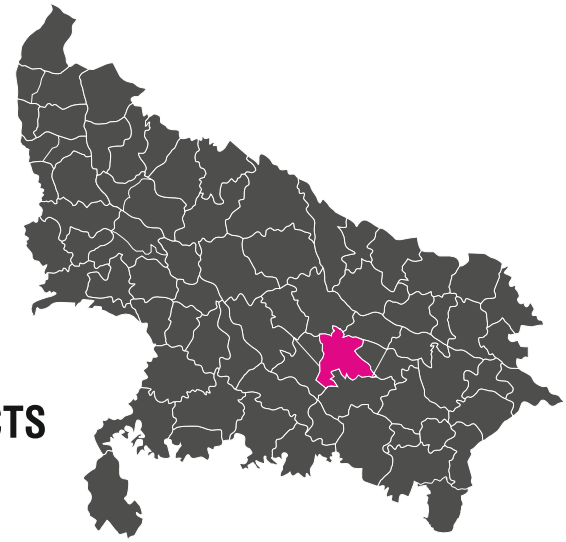
Production of garments through power loom is mainly done in the Tanda area of Ambedkar Nagar. For about 50 years, almost every family in Tanda is associated with this work in one way or the other. Powerloom-textile production provides employment to around 43000 artisans.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान





Amethi



MOONJ PRODUCTS

A naturally growing perennial grass, known as Sarpat in the local dialect, is found in the lowlands of the district. Locals are engaged in making various types of decorative and household products from moonj such as foot-mats, carry bags, stools, ropes, pen stands, chairs, tables etc. The craftsmen make these products without using any advanced equipments.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

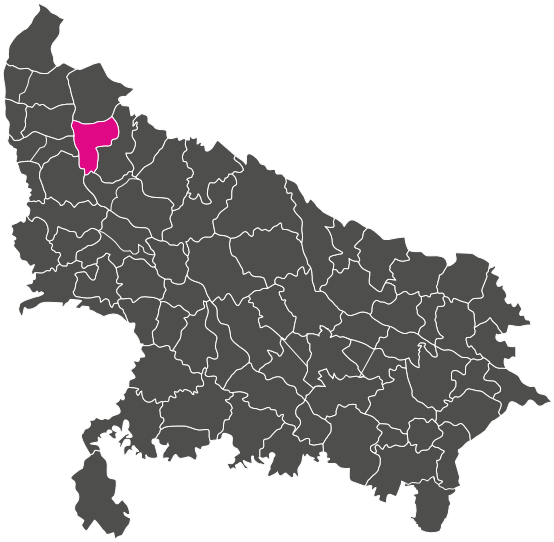
नई उड़ान, नई पहचान











Amroha

MUSICAL INSTRUMENT, DHOLAK

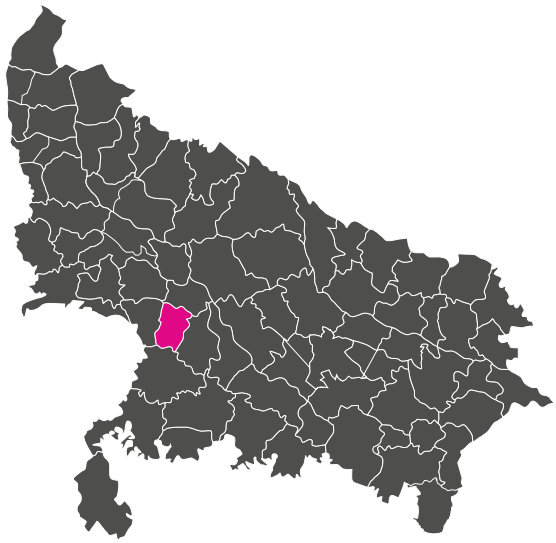
There are around 300 small units producing wood based drum instrument (Dholak) in the district, which provide employment to over 1000 artisans. The Dholak is played with a stick. Owing to social development, the scope of this unique musical instrument has expanded.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Auraiya

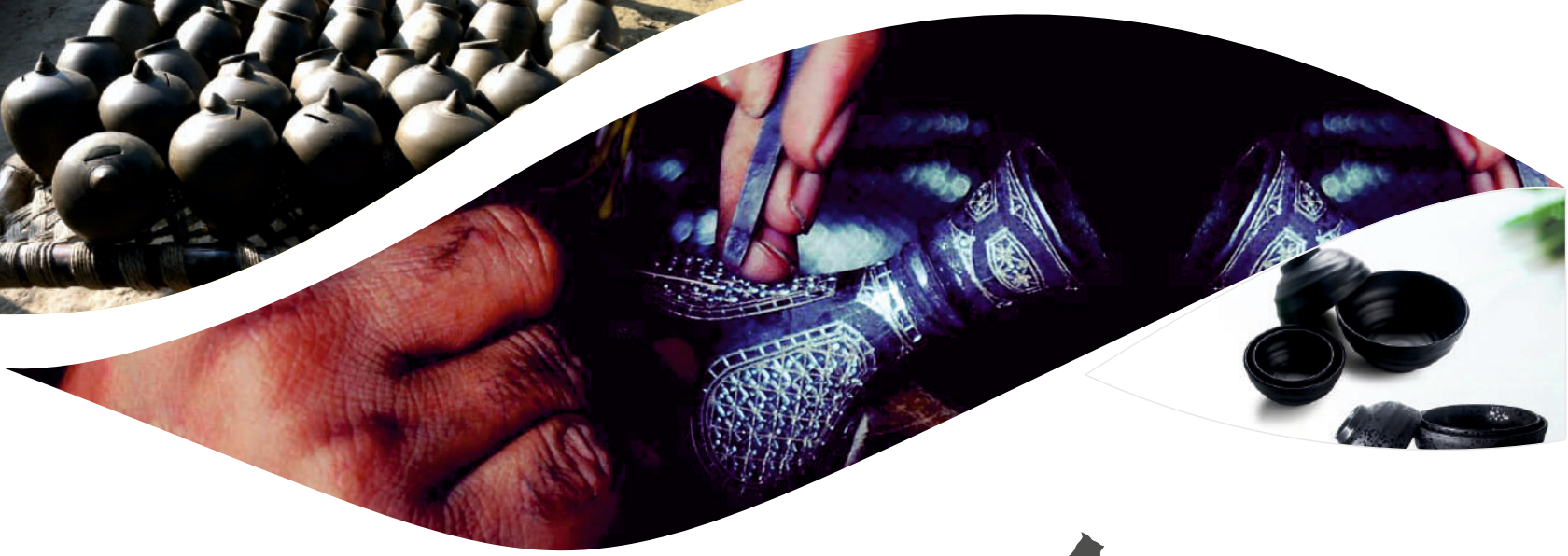
MILK PROCESSING, DESI GHEE

The Auraiya district is located in the southern part of the state. Animal husbandry is very prominent here. The district is a major producer of pure desi ghee. The ghee produced here is also sent to other states for sale.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान





Azamgarh

BLACK CLAY POTTERY



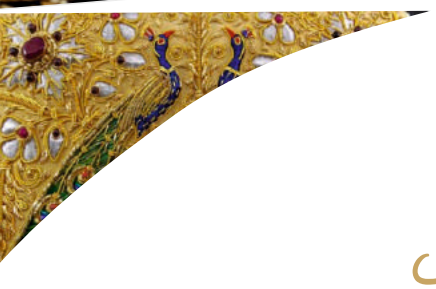
Black pottery is made in Nizamabad area of the district. A special type of soil is used for this craft. Around 200 artisans are engaged in making black pottery here. A variety of products, including vases, utensils etc. are made by them. There is a high demand for this craft for decorative as well as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

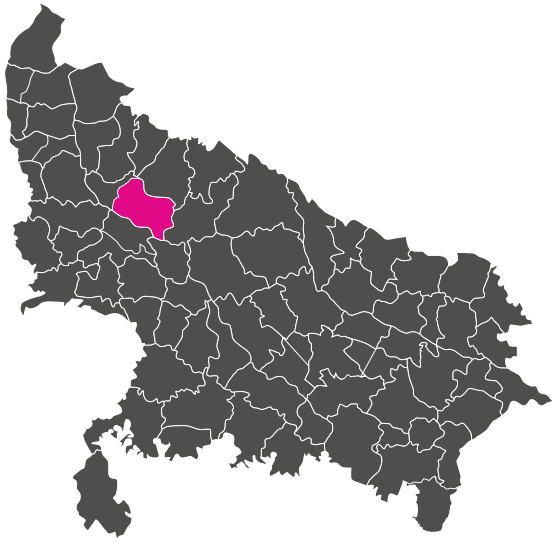
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







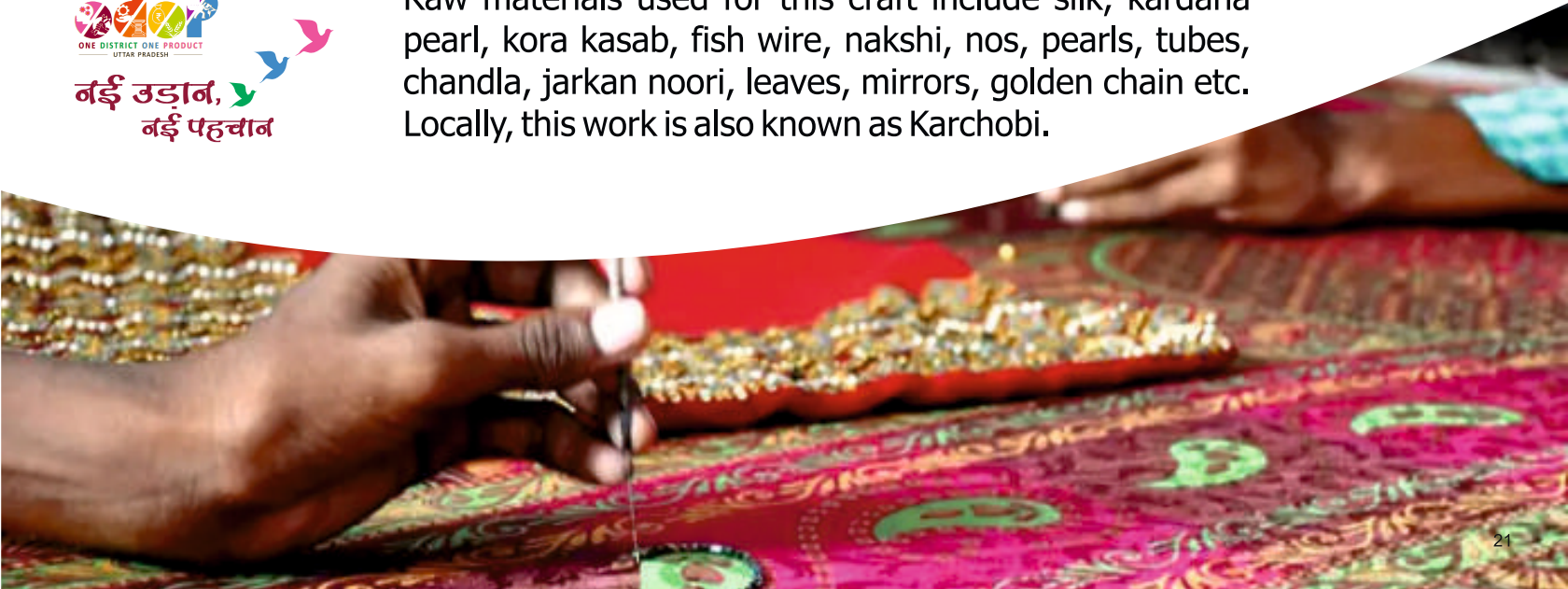


Budaun

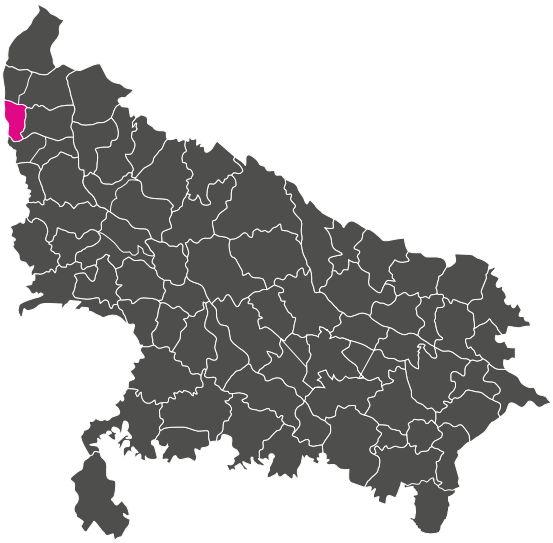
ZARI-ZARDOZI

Budaun is famous for its zari-zardozi products. This work is prominent in Tahsil Badaun, Bisoli, and Dataganj. Almost 35 per cent of the families are engaged in this industry. The Zardozi industry is largely cottage industry. Raw materials used for this craft include silk, kardana pearl, kora kasab, fish wire, nakshi, nos, pearls, tubes, chandla, jarkan noori, leaves, mirrors, golden chain etc. Locally, this work is also known as Karchobi.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







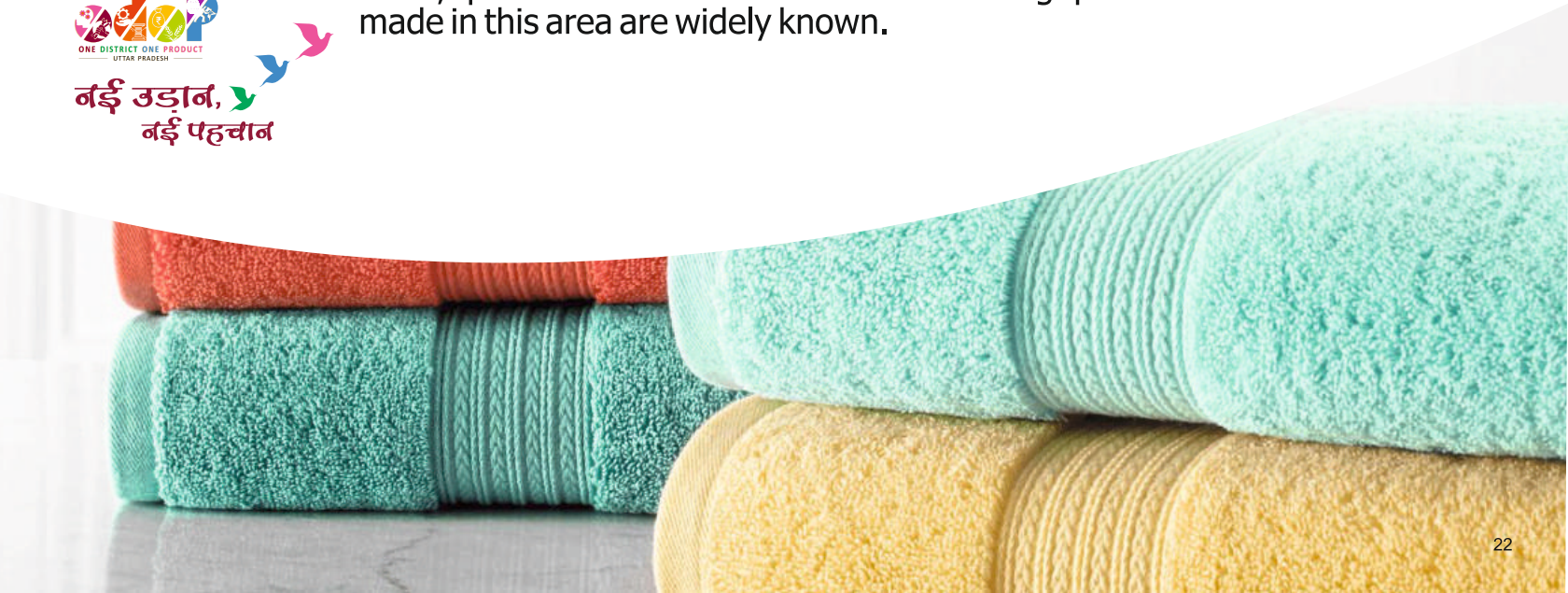
Baghpat

HOME FURNISHINGS

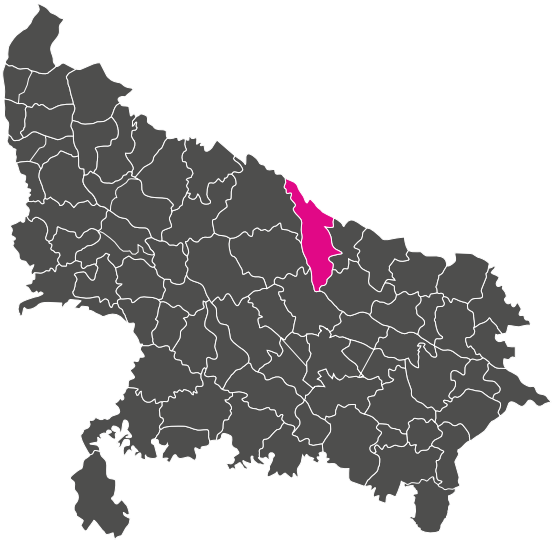
The handloom business has been going on in Khekada for many years. The handloom units have now been converted to power loom. Curtains, kitchen towel, table cover, pillow cushions and other furnishing products made in this area are widely known.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Bahraich

WHEAT-STALK HANDICRAFTS

The wheat-stalk handicraft products made in the district have gained immense popularity. Craftsmen in the region make unique artworks in which the shape of the drawings is prepared on the cloth frames using wheat stalk. The brightness of these artefacts increases with time. Three craftsmen of Bahraich have been honoured with the state award for this craft.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

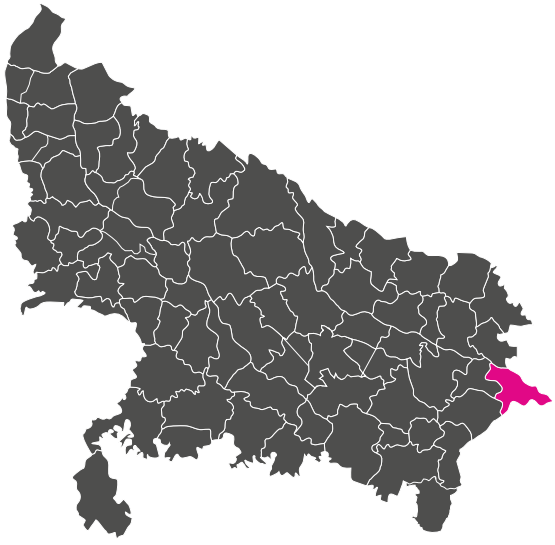
नई उड़ान, नई पहचान











Ballia

BINDI (TIKULI)

The Bindi (Tikuli) industry is present in Maniyar block of the district. A number of bindi cottage industries have been operating here for several years. The product is traded locally as well as in different parts of the country.

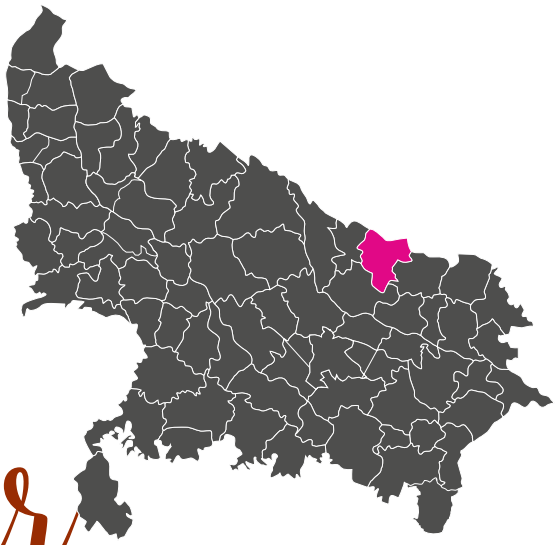
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









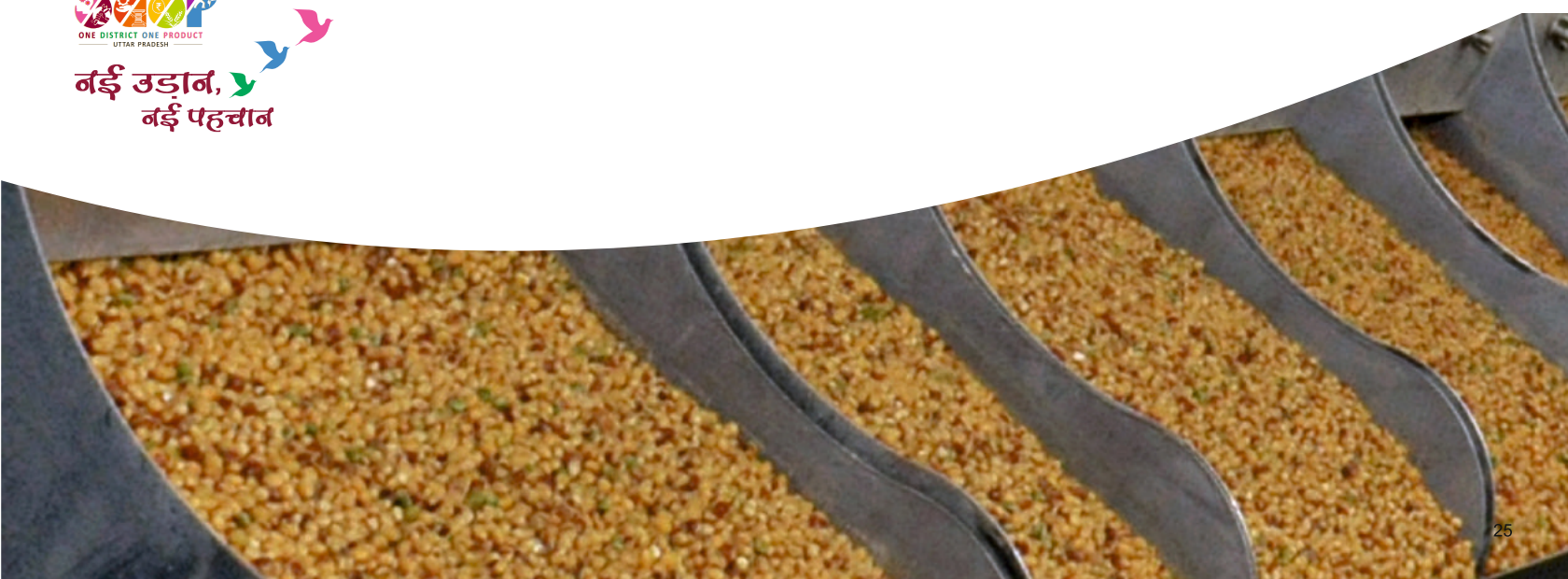
Balrampur

FOOD PROCESSING (PULSES)

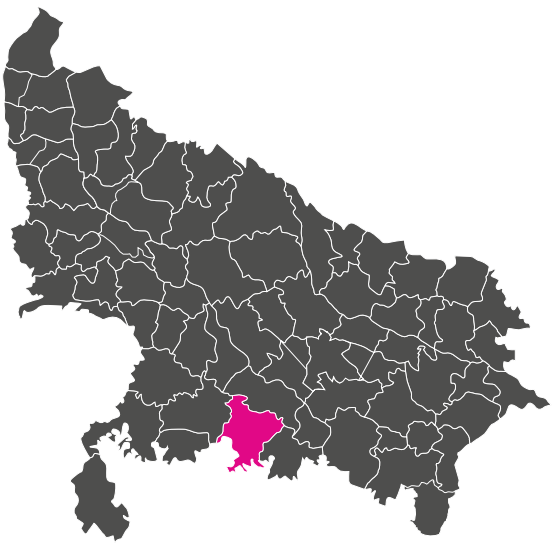
Balrampur is a lowland area where small lentil pulses are cultivated as cash crops. Five different types of small lentil varieties are found here. The high quality lentil pulses of Balrampur are sold in other parts of the state as well as in Bengal and Assam.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Banda

SHAZAR STONE CRAFT

Shazar stone is obtained from Ken river which flows in the west of Banda district in Bundelkhand region. From obtaining the Shazar stone to trimming and shaping it, the craft involves a lot of hard-work and expenditure. This stone is making jewellery and other decorative items.

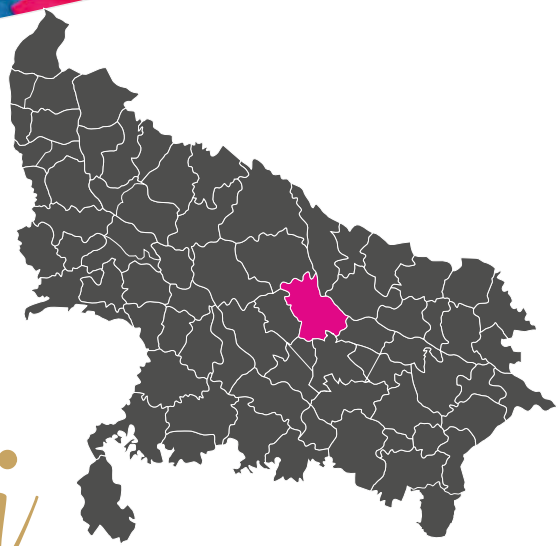
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान











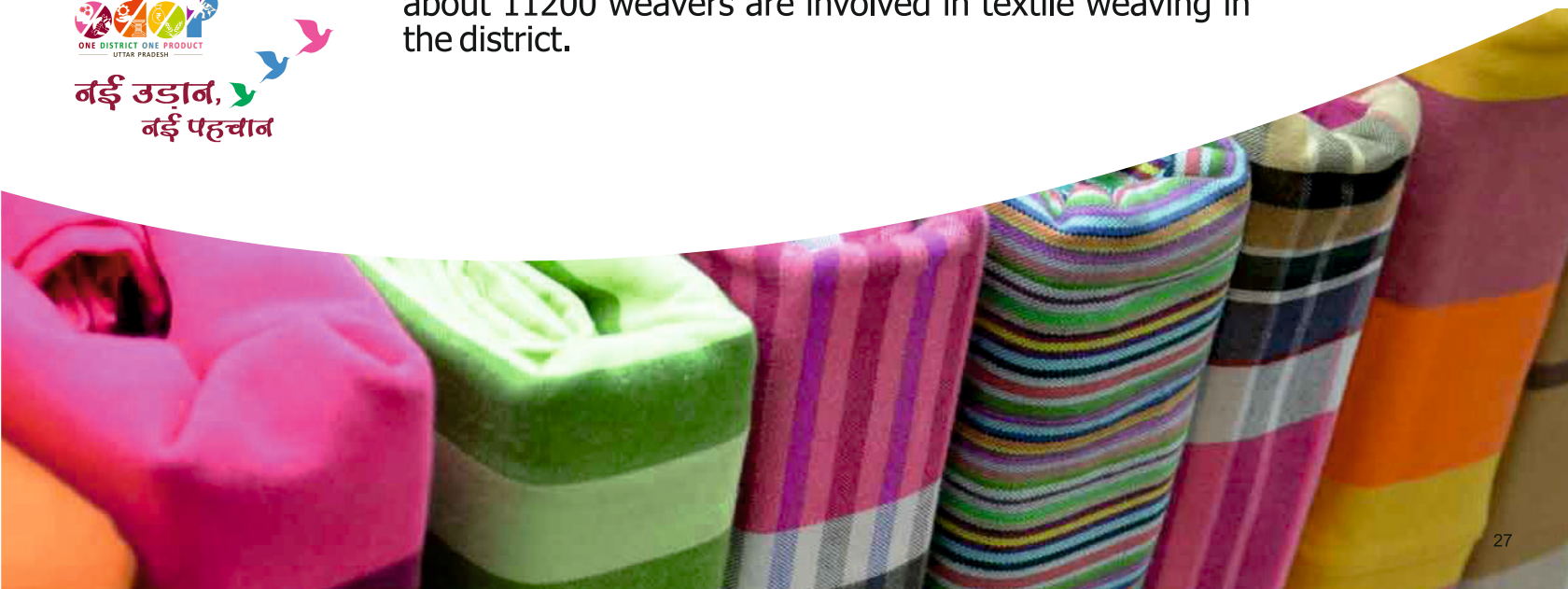
Barabanki

TEXTILE PRODUCTS

The district is known for fabric knitting through handloom. Owing to the high demand of cotton clothing, there is also a huge demand for handloom products prepared using traditional technology. Weaving is done in urban as well as rural areas of the district. Presently, about 11200 weavers are involved in textile weaving in the district.

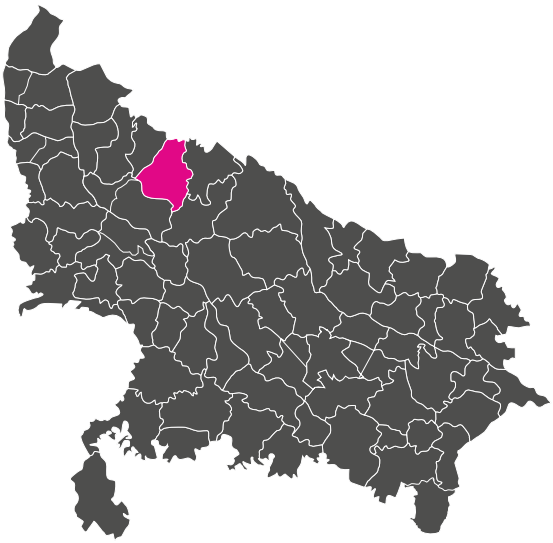
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Bareilly

ZARI-ZARDOZI

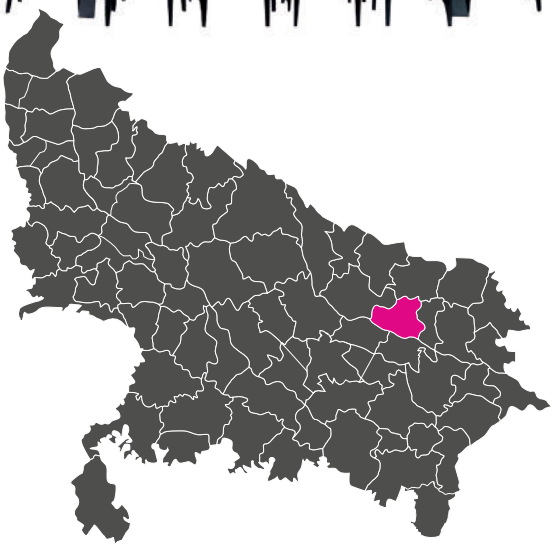
Zari work is made from three types of threads-gold, silk and silver. Presently, thousands of micro and small units are involved in the work of Zari-Zardozi in the district. As many as two lakh people are engaged in this work, directly or indirectly. Several items with zari-zardozi work can be found in the market like dresses, scarves, handbags, jackets, saris, lehngas etc.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान





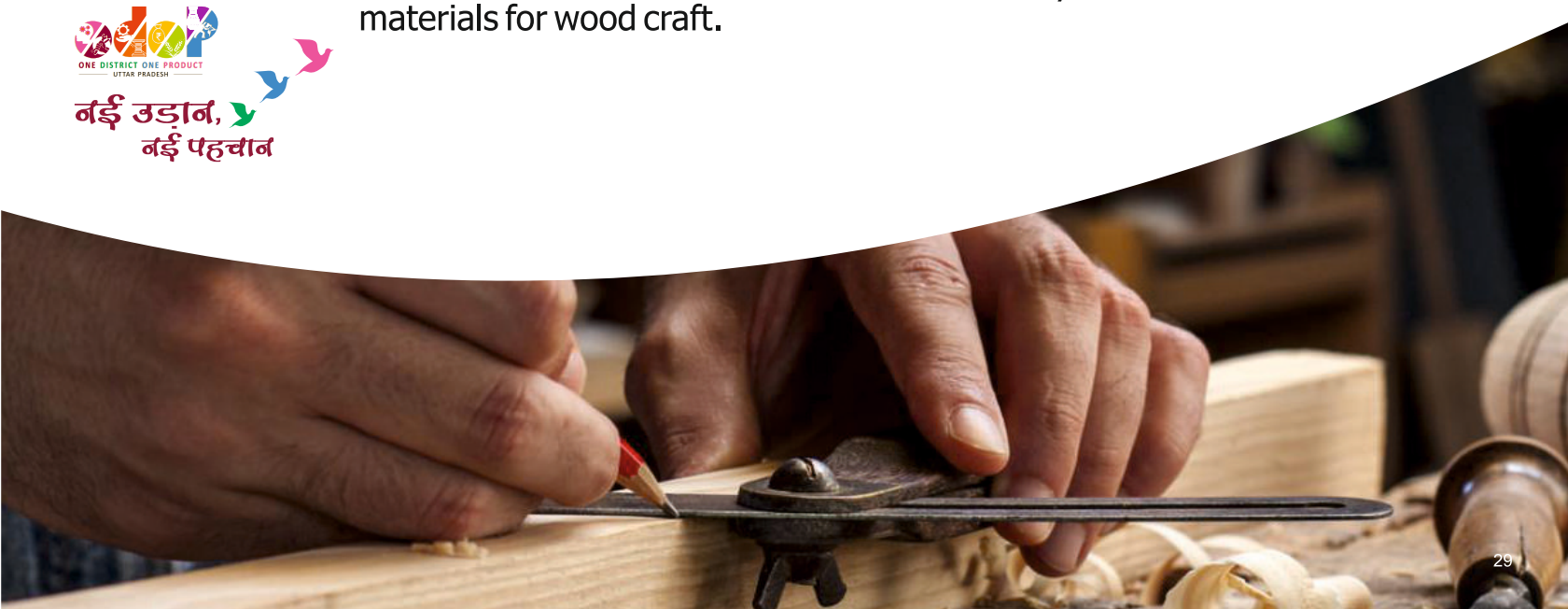


Basti

WOOD CRAFT

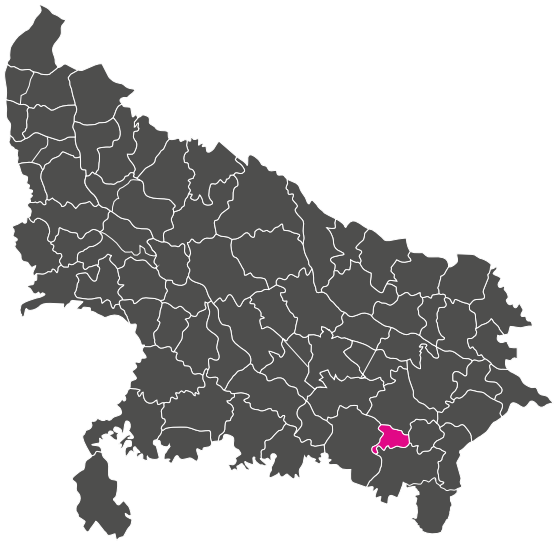
Wood craft is very prominent in this district. Various products including sofa sets, beds, etc are manufactured here. The district has sufficient availability of raw materials for wood craft.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







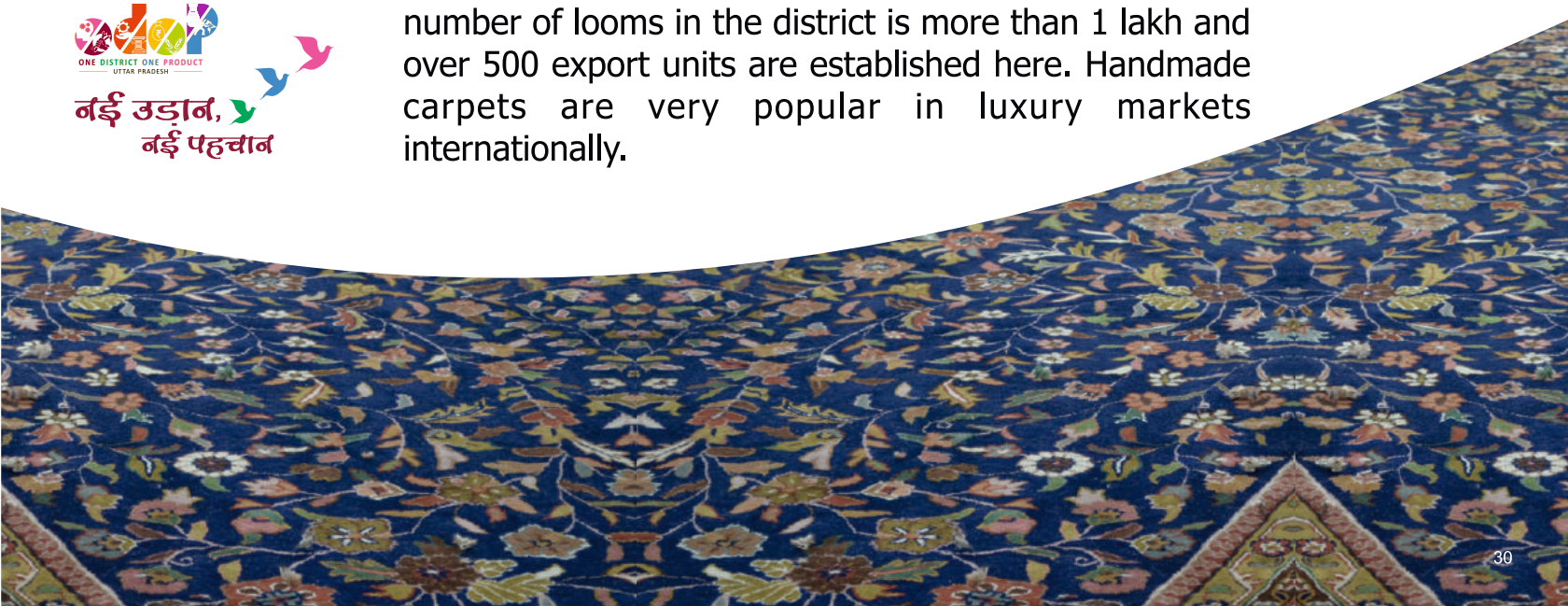


Bhadohi

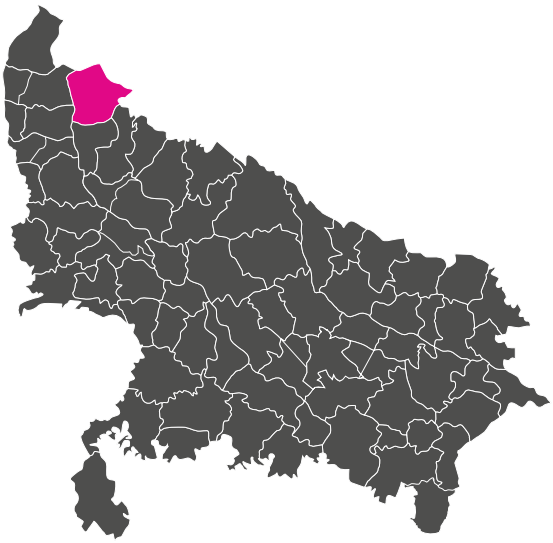
CARPET, DARI

Bhadohi district is world famous for the production and export of carpets with distinctive and outstanding designs. There are approximately 63,000 artisans in the district who are associated with this work. The total number of looms in the district is more than 1 lakh and over 500 export units are established here. Handmade carpets are very popular in luxury markets internationally.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







Bijnor

WOOD CRAFT

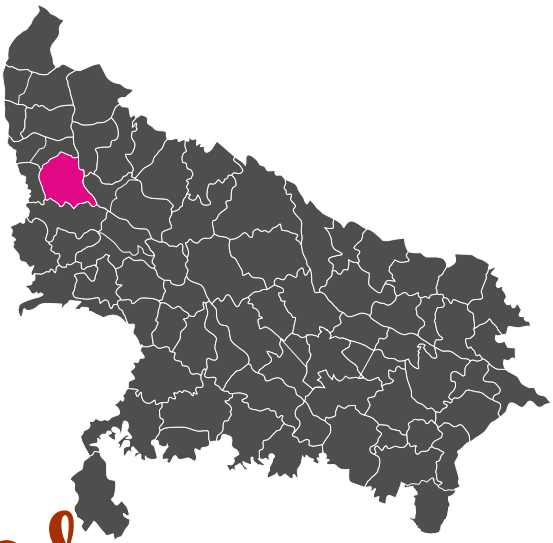
The village of district named as 'Nagina' is famous by the word "Jewellery". The wood carving done here has earned it the name of "wood craft city" globally. Even today, the craftsmen traditionally obtain the wood used in this craft and make beautiful decorative items from it.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Bulandshahar

POTTERY

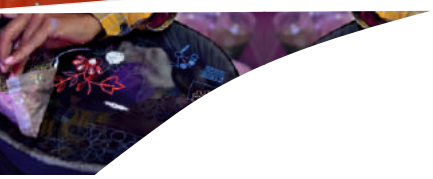
Traditional pottery in Khurja of Bulandshahar dates back to the reign of King Ferozshah Tuqhlaq. It began with display of blue art on ceramic pots. The district has around 350 units in pottery industry. These units provide direct and indirect employment.

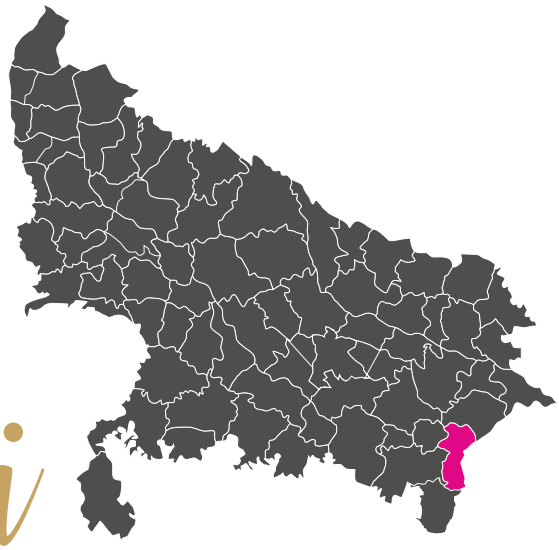
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









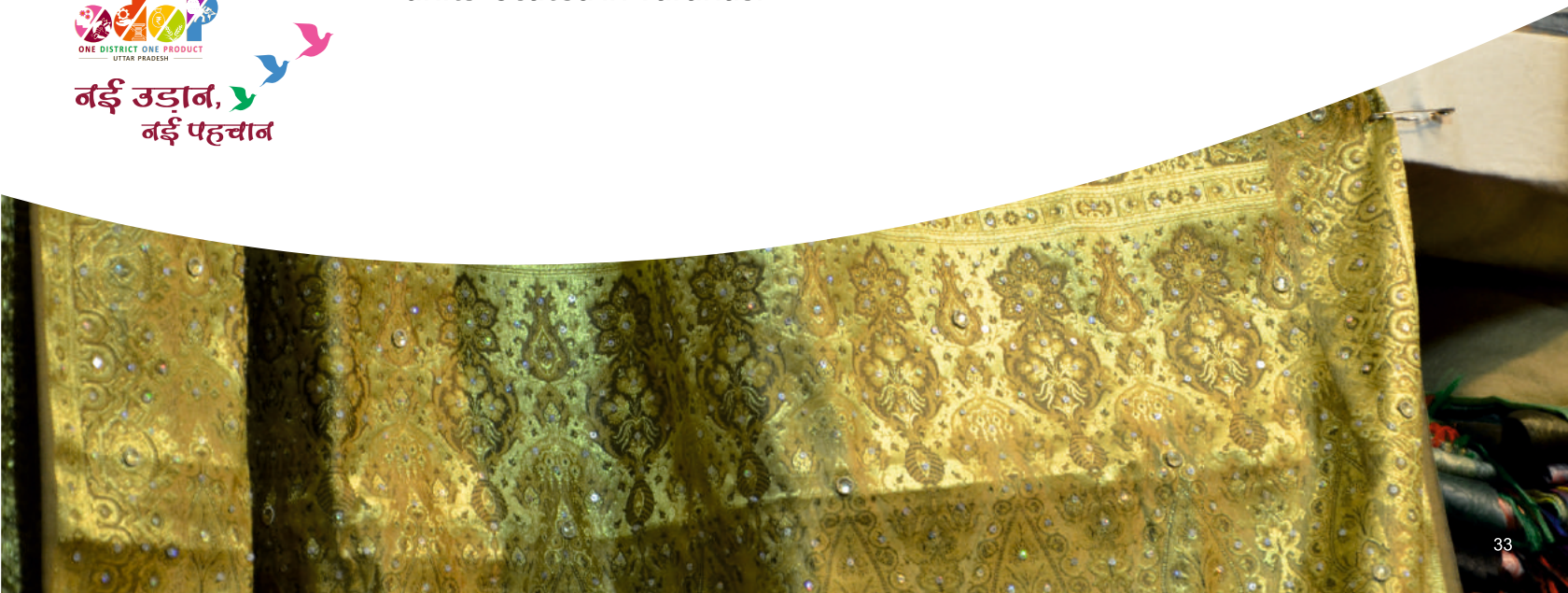
Chandauli

ZARI-ZARDOZI

Most of the Zari work on sarees is done by craftsmen of villages Gopallapur, Dulhipur, Satpokhri, Sinkandarpur and Ketsar in the district. Presently, zari work is a 'job work' in the district. The craftsmen here work for the units located in Varanasi.

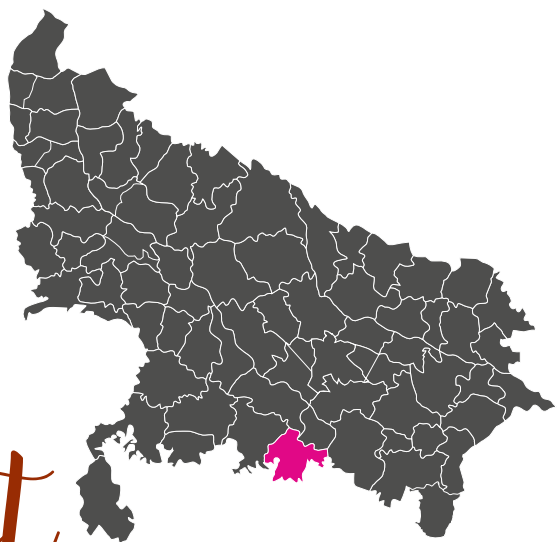
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Chitrakoot

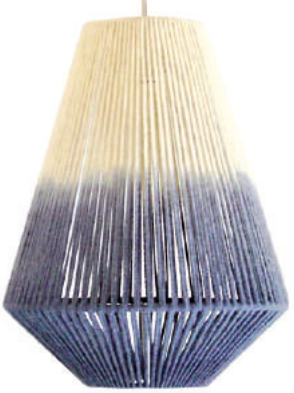
WOODEN TOYS

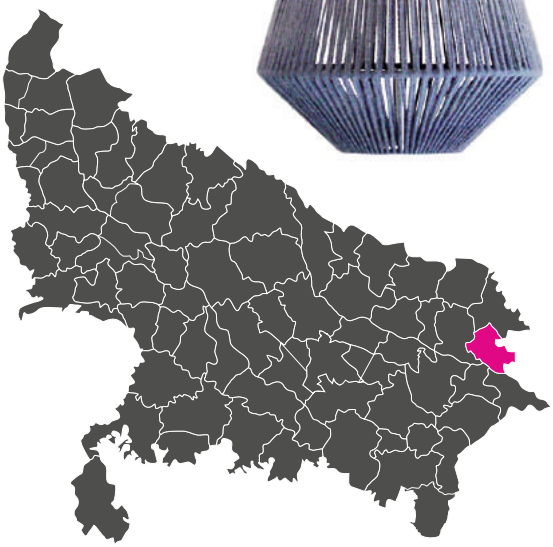
Due to being a forest area, there is abundance of wood (raw material) in Chitrakoot. A large number of craftsmen in this district are engaged in making wooden toys. The toys produced here are sent to different districts of the state for sale as well as for fairs and exhibitions.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान









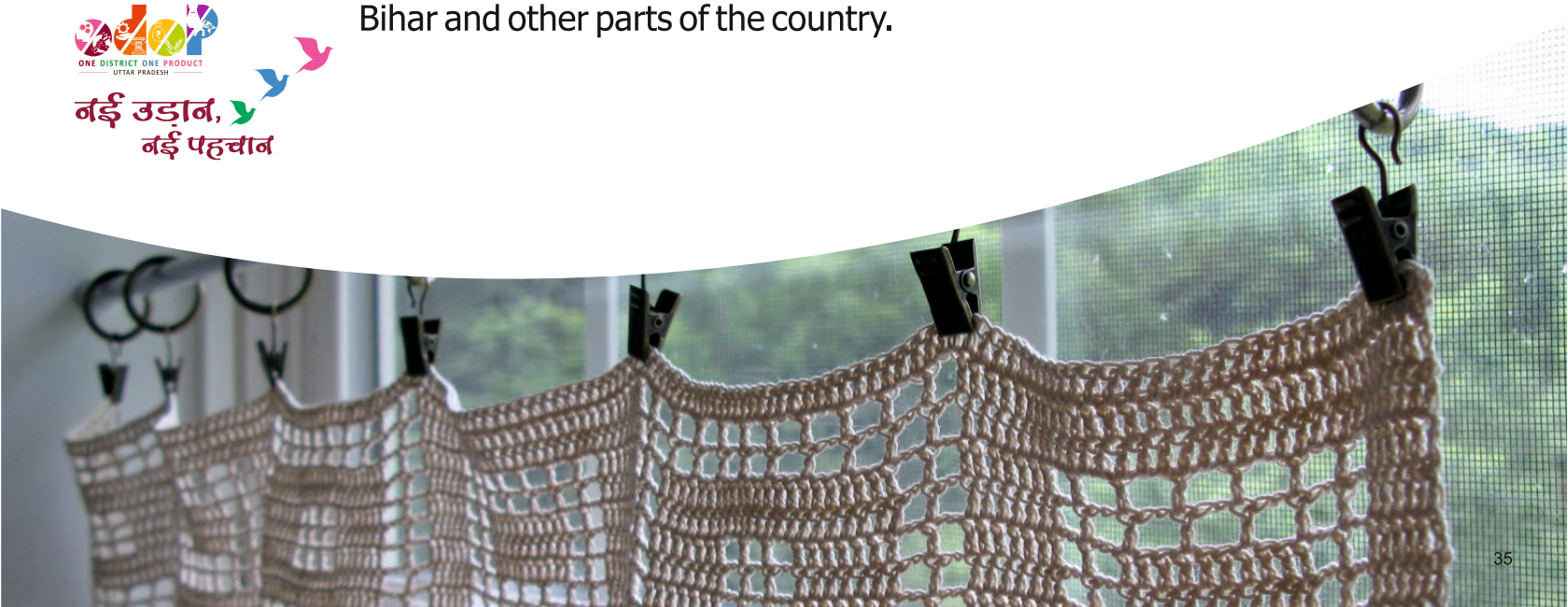
Deoria

DECORATIVE PRODUCTS

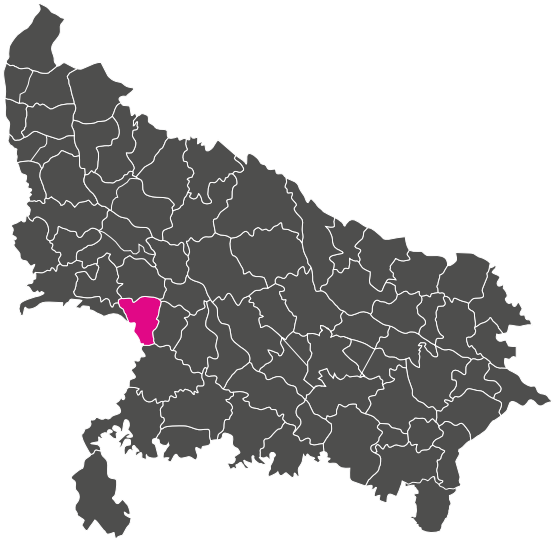
The district is famous for knitting and embroidery work on home furnishings and other decorative items such as chandeliers, skirting, curtains and more. These products are sent to be sold in local markets as well as for sale in Bihar and other parts of the country.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Etawah

TEXTILE PRODUCTS

Textile production is carried out on a large scale in Etawah. The craft of block printing on garments through handheld tools is prominent here. The craftsmen primarily make products like cushion covers, pillow covers, Gamcha/angocha, bed sheets etc. There is a great scope for this craft to flourish and prosper owing to the high demand of designer clothes printed in Etawah.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

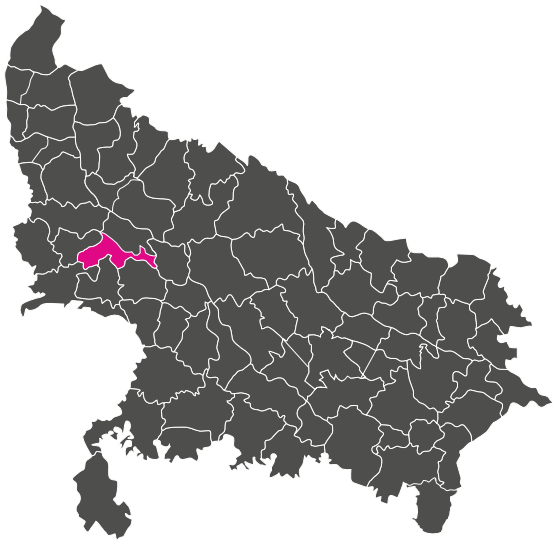
नई उड़ान, नई पहचान











Etah

GHUNGROO AND GHANTI, BRASS BELLS

Jalesar is a historic town, which was the capital of Magadha king Jarasandha. The district is mainly known for production of brass bells or Ghungroo Ghanti. The materials used for making the bells, such as mud, white powder and brass are in abundance in this area.

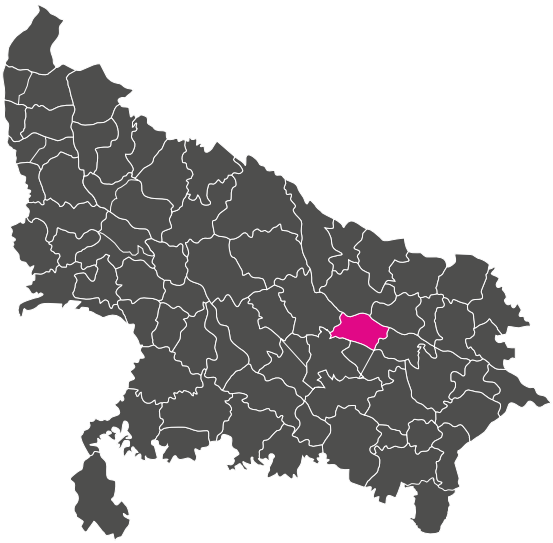
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान





Faizabad

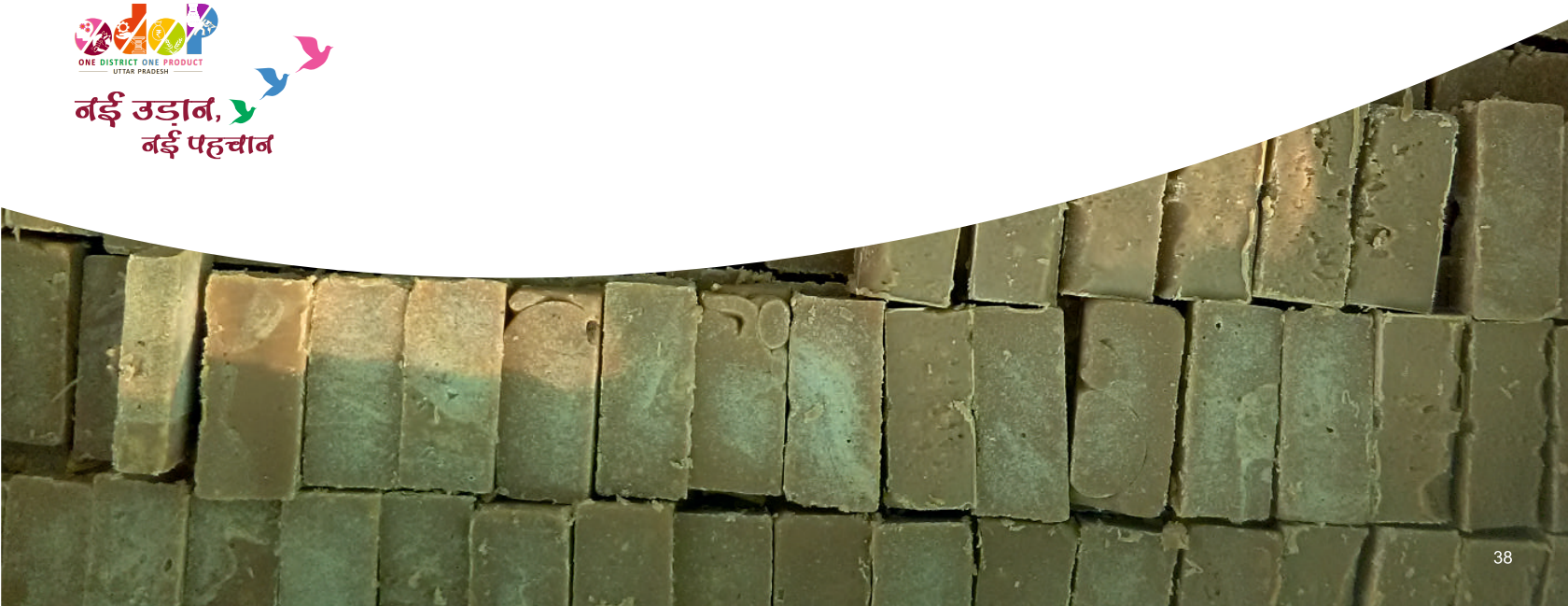
JAGGERY



Jaggery making in Faizabad is being carried out traditionally since generations. 20% of the total agricultural land of the district is used for sugarcane cultivation. The district mainly produces jaggery and jaggery-products like sesame gajak, laddoo, chikki, gudkaj ladoo etc. Sugarcane, the raw material required for making jaggery, is present here in abundance.

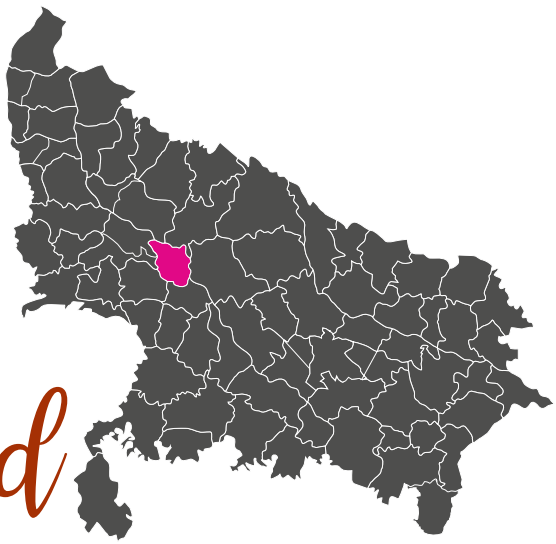
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Farrukhabad

BLOCK PRINTING

Farrukhabad is known for its block printing (made of wood and brass). These blocks are used on various items including blanket covers, shawls, sarees, suits, scarfs, stoles etc. The products made here are in demand not only in India but also in U.S., Brazil and several Asian and European countries.

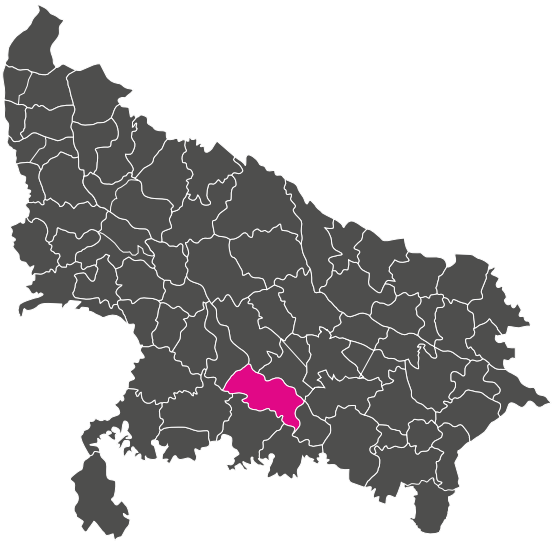
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Fatehpur

BEDSHEETS

There are a number of units associated with textile industry in Fatehpur. These units manufacture products like towels, cloth for making jeans and bed sheets. The products made here have a unique place in national as well as international markets. The industry has a great scope of expansion owing to the high demand of designer clothes/bed sheets manufactured here.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

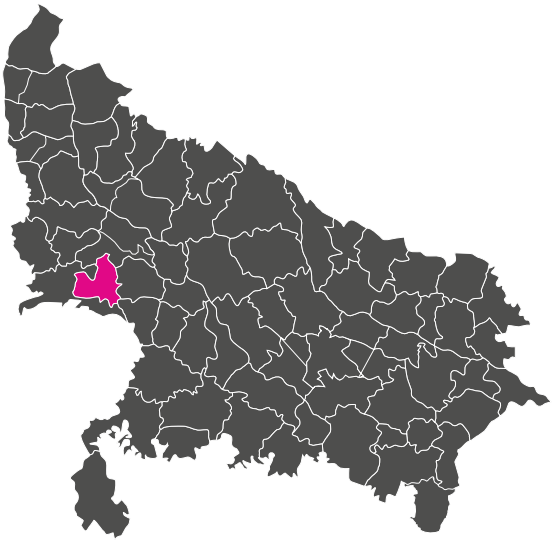
नई उड़ान, नई पहचान





Firozabad

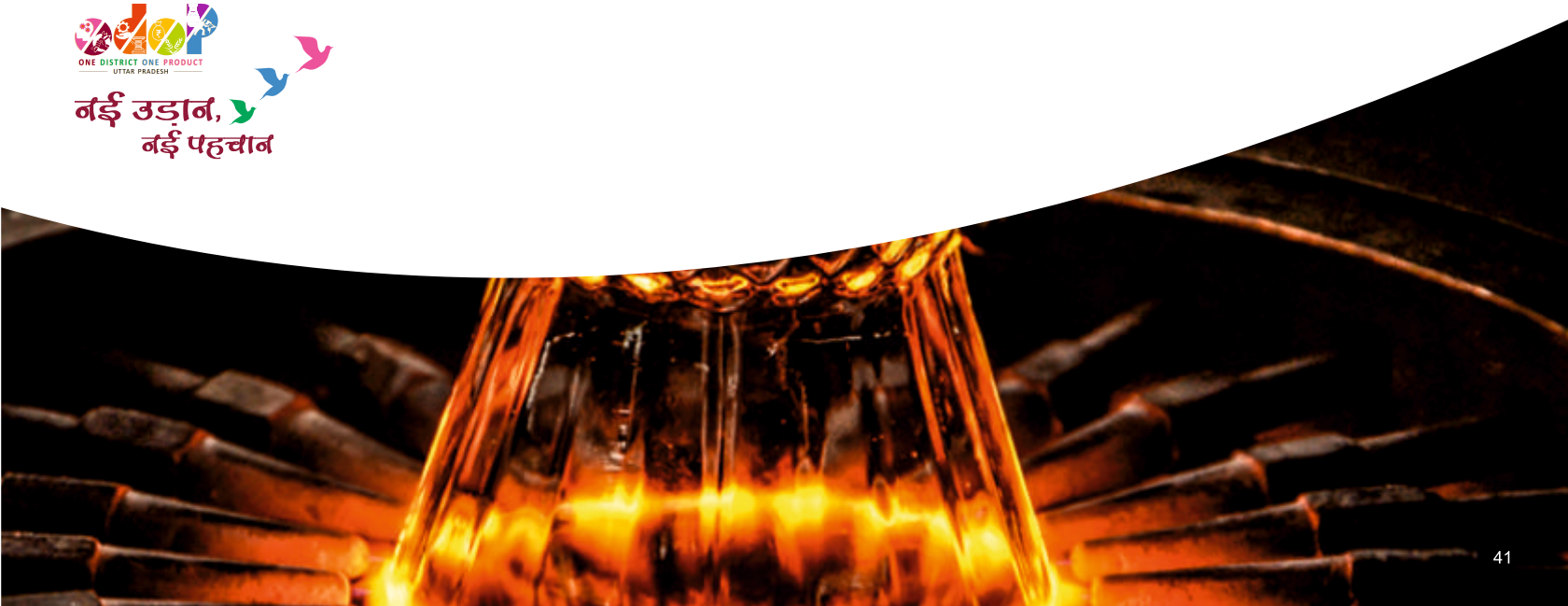
GLASSWARE



The artisans in this district are engaged in manufacturing glassware. They use a special traditional technique called 'Mouth-Blowing' for making various products such as lantern, Christmas tree, kitchenware and various decorative items. Approximately 20,000 artisans make a variety of glassware in the district.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

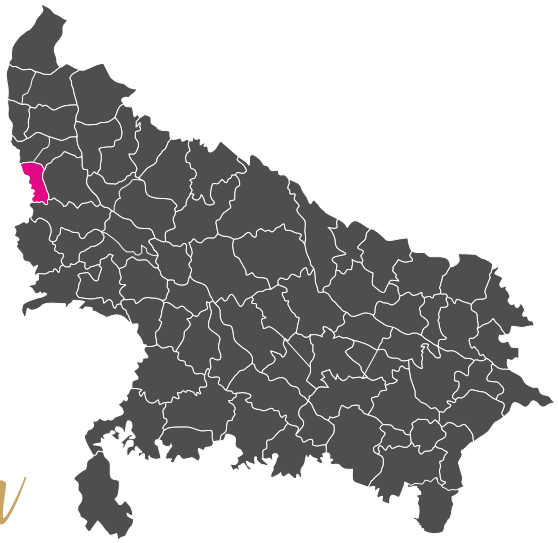
नई उड़ान, नई पहचान











Gautambudh Nagar

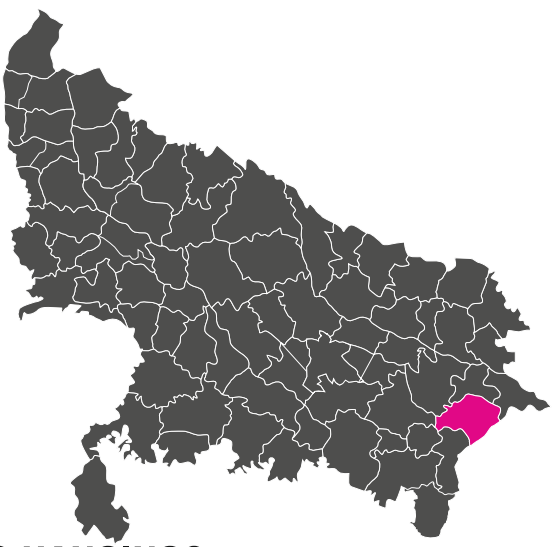
READYMADE GARMENTS

Gautam Budh Nagar is also known as the 'City of Apparel'. Approximately, lakhs of people are employed in this industry, out of which around 60 per cent workers are women. As many as 2500 readymade garment factories are present in Gautam Budh Nagar. Finished goods are exported abroad. An Apparel Training Center has been established here to provide skilled craftsmen to all the units engaged in garment factories.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







Ghazipur

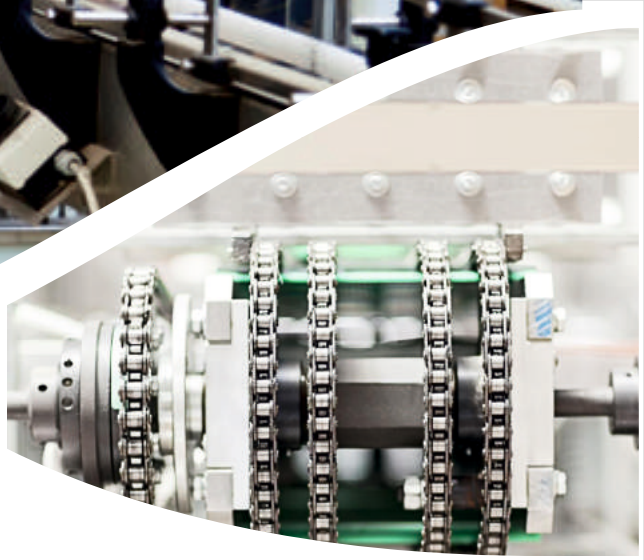
JUTE WALL HANGINGS HANGINGS

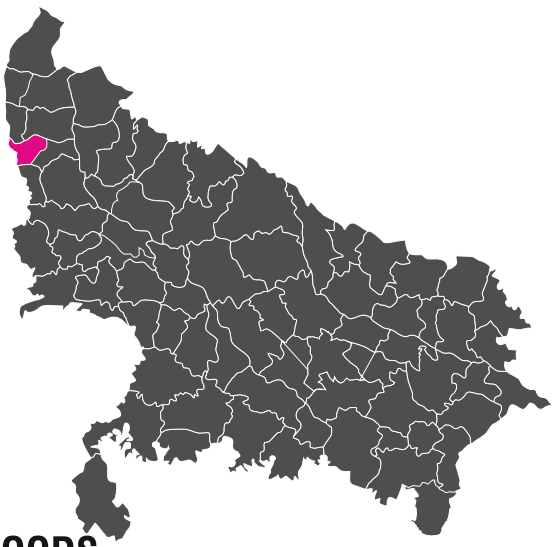
For the past several years, the craftsmen of Ghazipur district have been engaged in making jute wall hangings using traditional techniques. This product is also exported to other regions. In order to enhance the production of this exclusive craft, there is a need to ensure easy availability of raw materials and provide adequate training for product development and marketing.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान









Ghaziabad

ENGINEERING GOODS

There are a number of engineering industries in the district of Ghaziabad. Units manufacturing automobile spare parts, sugar mills, machinery parts, lift, and furnishing are present here. The region is known for manufacture and export of machinery parts and machines. Rolls, gears, shafts, steals tubes etc. are constructed by various forging units of the district.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

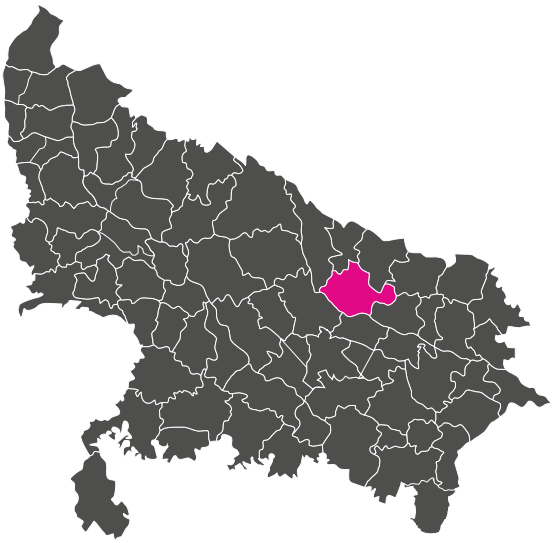
नई उड़ान, नई पहचान











Gonda

FOOD PROCESSING (PULSES)

Cultivation of pulses, sugarcane, maize, paddy etc. is prominent in Gonda as it is a lowland area. Lentils are cultivated here on a large scale. Many traditional dishes are prepared using pulses.

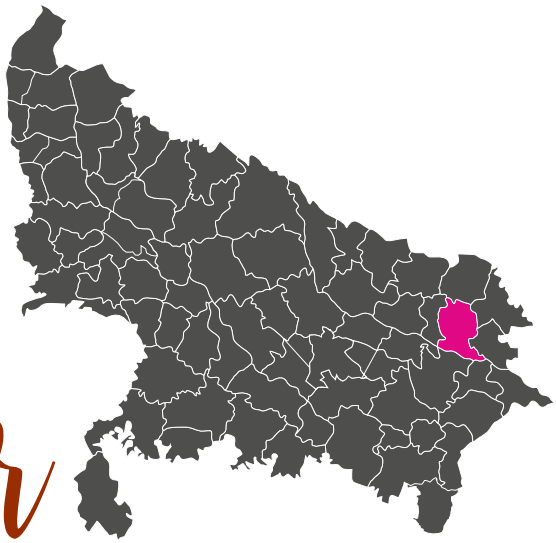
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Gorakhpur

TERRACOTTA

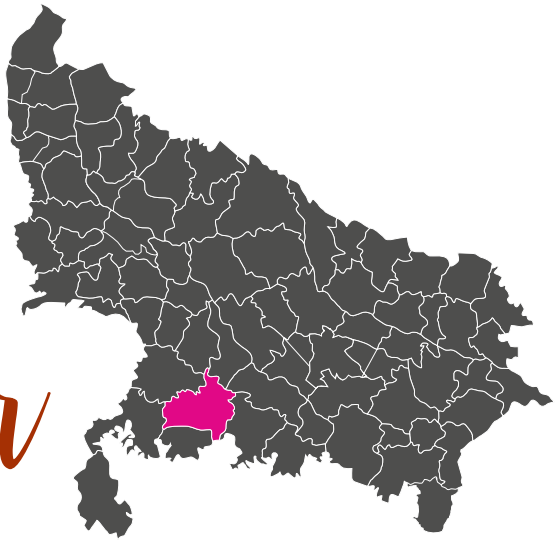
Terracotta is a very unique and special kind of ceramic craft. Traditionally, what makes it different from other terracotta crafts is that it involves ornamentation, use of natural colours/dyes and experimentation with innovative shapes. The raw material used for this craft is a type of soil available locally. It gives the item a natural colour. Around 200 households are engaged in this work.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Hamirpur

SHOES

Sumperpur town of the Hamirpur district has been known for its production of leather shoes or juti which is completely handmade. Technical training and financial aid is required for ensuring high quality production and promotion of this industry.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान











Hapur

HOME FURNISHINGS

The Pilkhua region of the district is known as the 'power loom city' of India. Decorative and household items like curtains, kitchen towel, table cover, cushions etc made here with handloom/power loom are quite in demand all over the world. Block printing, bedsheets etc are made here. The industry has provided direct and indirect employment to 10,000 people.

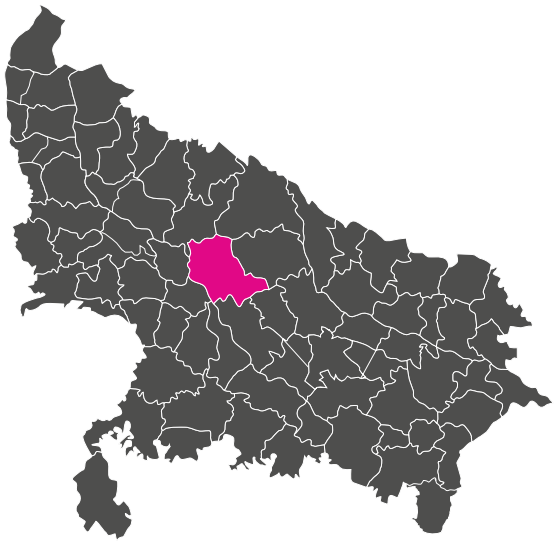
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Hardoi

HANDLOOM

In the district, weavers are engaged in plain cloth weaving and making products like lion-cloth, Gamcha, shirts and more. The weavers in the Mallawa region manufacture products worth 70 crores every year. This sector provides employment to approximately five thousand weavers.

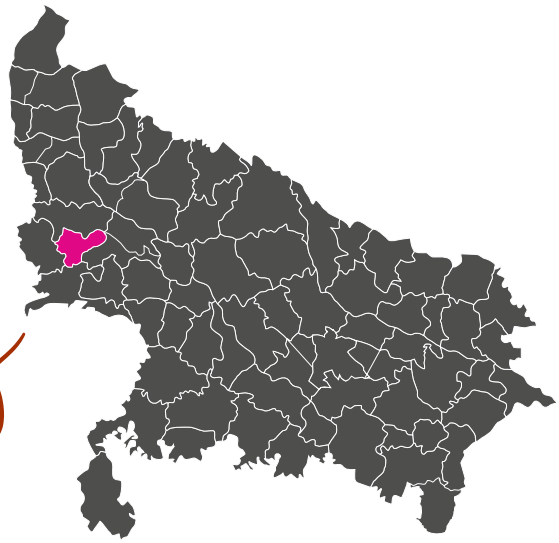
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









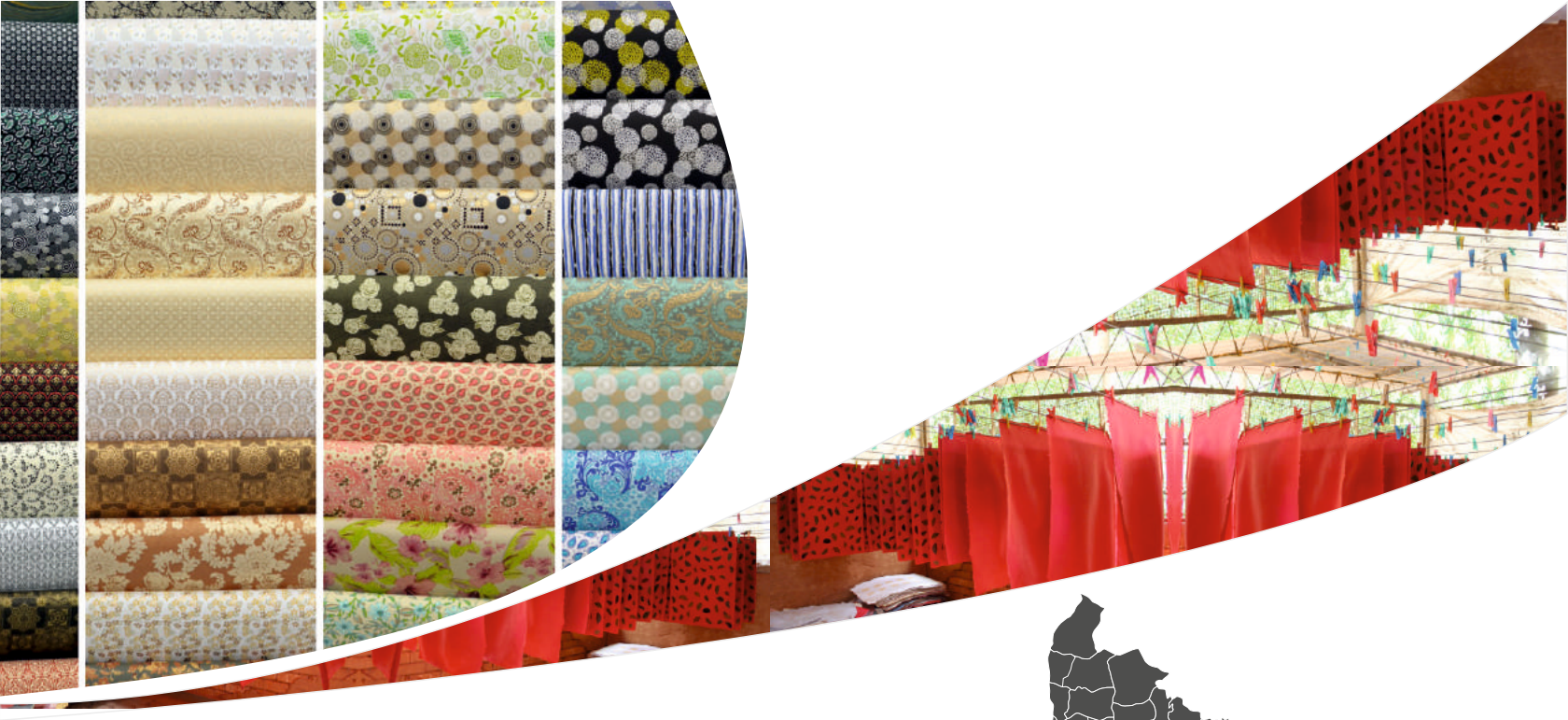
Hathras

ASAFOETIDA, 'HING'

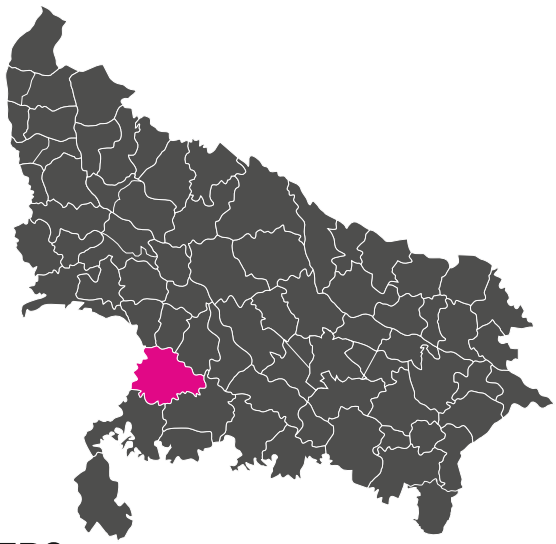
Hathras has been a large scale producer of asafoetida or hing since the last 100 years. This has given the district a distinct identity. Raw asafoetida is mainly imported from countries like Afghanistan, Tajikistan, Uzbekistan among others. Various communities in Hathras are involved in production of asafoetida. There is a need to replace obsolete processing machinery with latest machines and technology to boost the production.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान









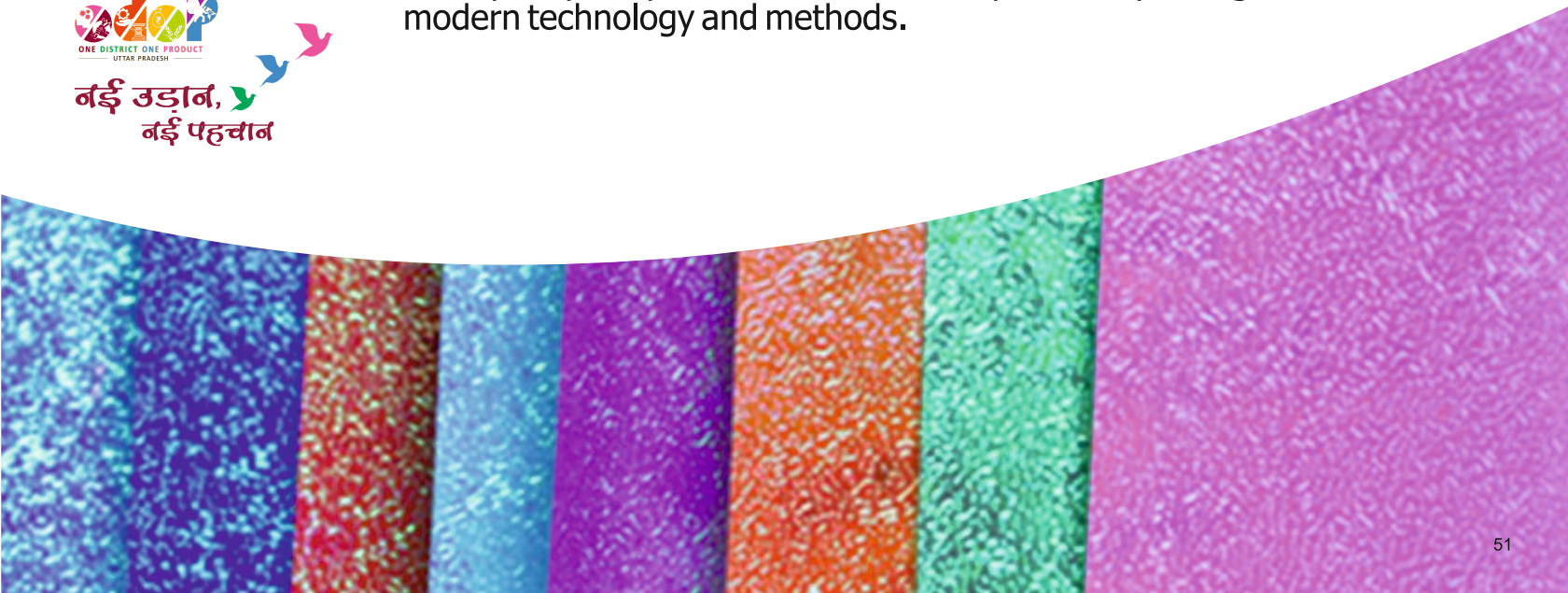
Jalaun

HANDMADE PAPERS

The craft of making handmade papers from junk paper and cloth strings is prominent in Kalpinagar, situated on the banks of Jamuna River in the district. This paper is used to make a variety of products such as office files, carry bags, absorption papers, visiting cards and more. The quality of production can be improved by using modern technology and methods.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

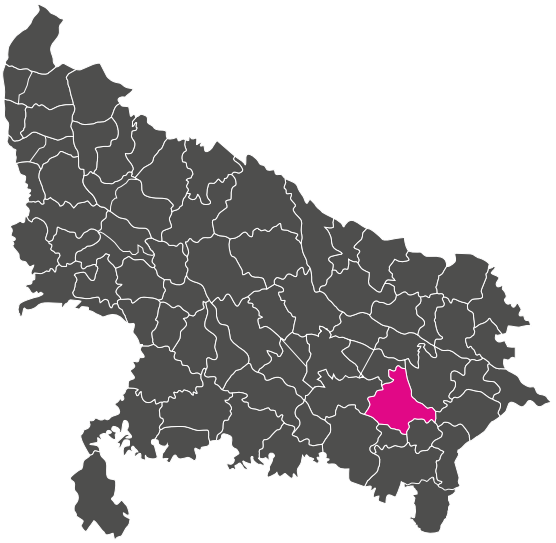
नई उड़ान, नई पहचान











Jaunpur

WOOLEN CARPETS, DARI

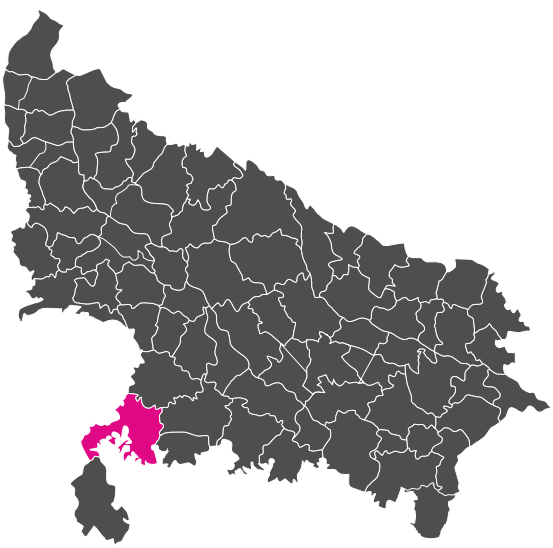
The craft of making woollen carpets or dari using traditional techniques has been going on since centuries in the region adjacent to Madhiyah tehsil of the district. The products made by the craftsmen here are also exported to other regions. Employment is generated through this craft.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Jhansi

SOFT TOYS

Presently, there are over 50 soft toys manufacturing units in Jhansi which have lead to the creation of jobs. The materials used for making these toys include polycloth, nylax cloth, fiber etc. The toys made in Jhansi are supplied to major cities such as Delhi for sale.

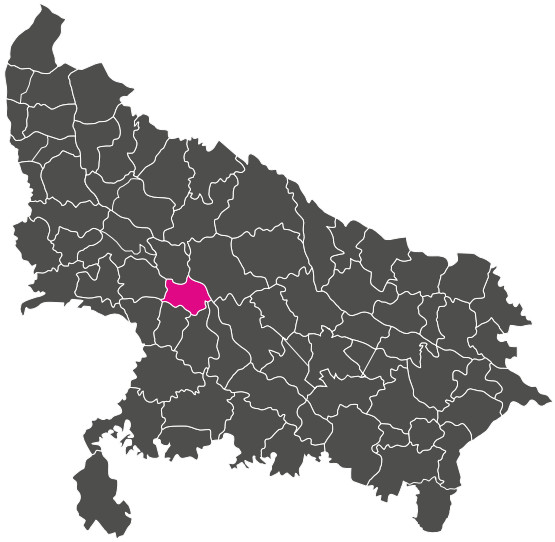
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान











Kannauj

PERFUME, ATTAR

Kannauj- is popularly known as the 'perfume city' . Though there is a plethora of attars ,kannauj produces only six types of perfumes-rose, bela, mogra, mehendi,Hina shamama and mitti. The century old method of extracting perfume is used which involves boiling flowers in a copper vessel and later, considering the vapours with cold water. The 'suras' and aroma development center (FFDC) in the district has been operational since 1991.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Kanpur Dehat

ALUMINIUM UTENSILS

The Pukhrayan region of the district is known for the utensils produced here. Various products made from aluminium (e.g. vessels, tanks, spoons, kettles) and steel (e.g. buckets, plates, glasses, spoons and pressure cooker) are made. These are sold in local markets as well as in other districts like Jhansi, Hamipur, Banda, Kanpur, Auraiya, Etawah and more.

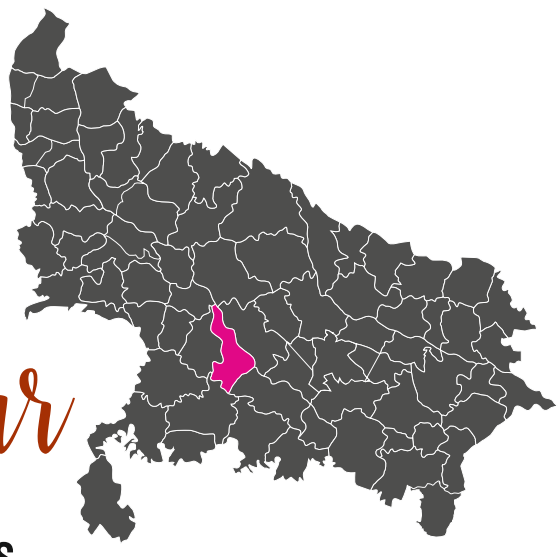
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Kanpur Nagar

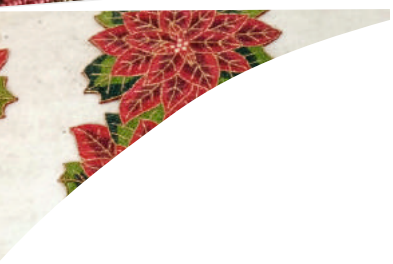
LEATHER PRODUCTS

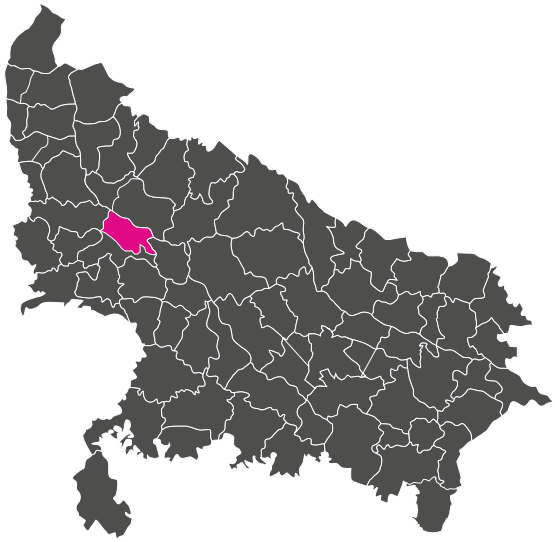
Kanpur city is the largest centre of leather industry in the country. A variety of leather products like footwear, belts, purses, slippers, garments, saddles are made here. Kanpur city contributes over 20 per cent of the total leather and leather goods export of India. The products made here are exported to various countries including several US and European countries.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान









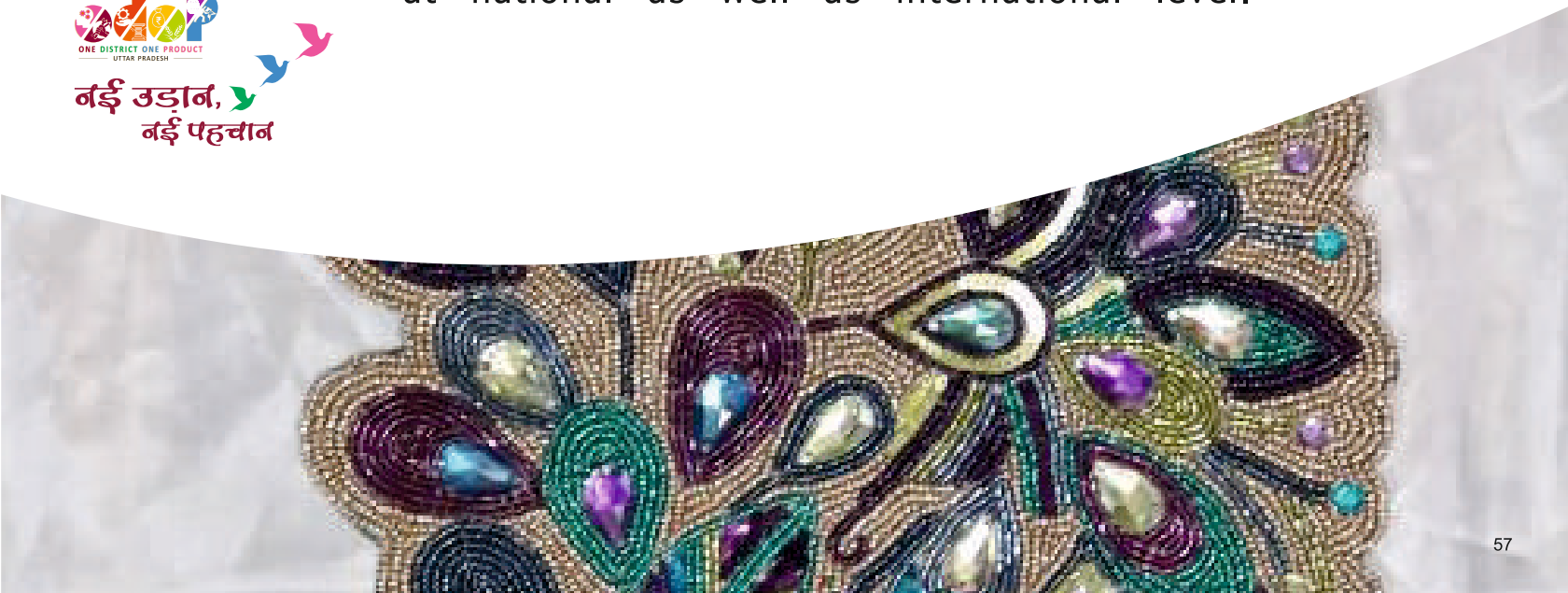
Kasganj

ZARI ZARDOZI

Even though Zardozi craft is prevalent from the Mughal era, work related to embroidery, hand embroidery, muga pearls, silk etc. was also prevalent in years before that. The unique hand embroidered coral pearl has a place of its own. About 65 thousand artisans in the district are presently engaged in this craft. Their work is in demand at national as well as international level.

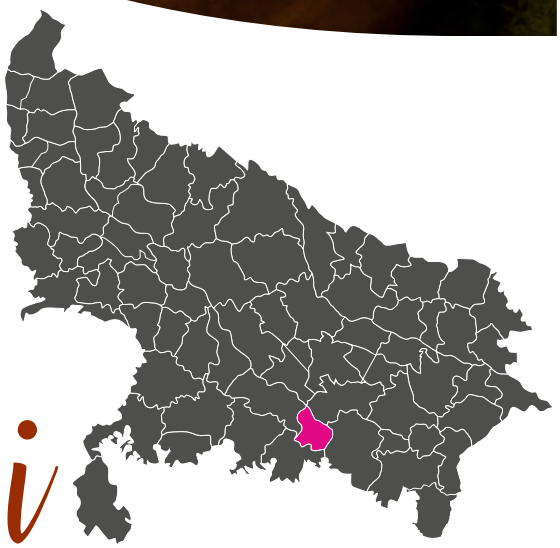
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Kaushambi

FOOD PROCESSING, BANANA

Bananas are cultivated on a large scale in the district and this makes it possible for associated/similar industries to flourish here. The food processing units produce a variety of items including banana chips, beauty products, toiletries etc. These units provide direct as well as indirect employment to a large number of people.

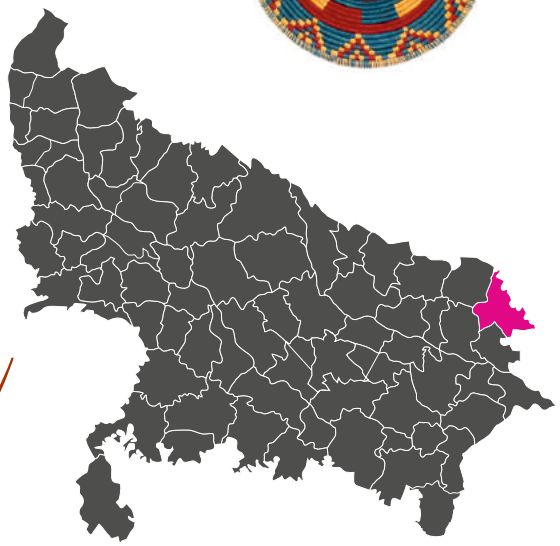
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Kushinagar

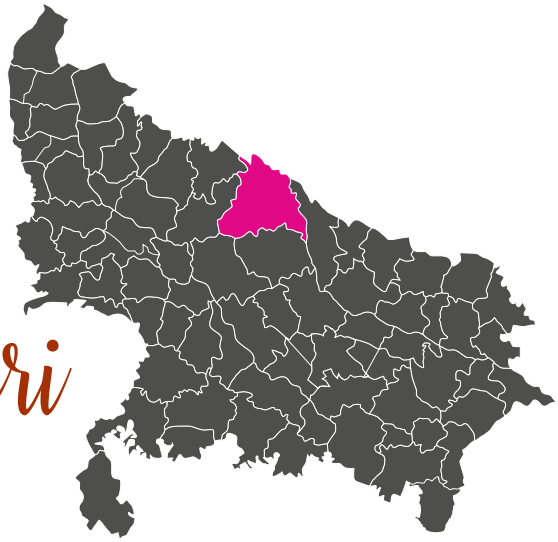
FIBER PRODUCTS BANANA

The banana fiber is used for making threads, carrybags, filaments and organic compost. The industry has very promising prospects in districts owing to the abundant cultivation of banana in the district.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







Lakhimpur Kheri

TRIBAL CRAFT

The Tharu tribe of district is engaged in making traditional craft items with the help of hand-made tools. The items made by these craftsmen are sent to Dhudhva national Park as well as district level, state level and national level exhibitions.

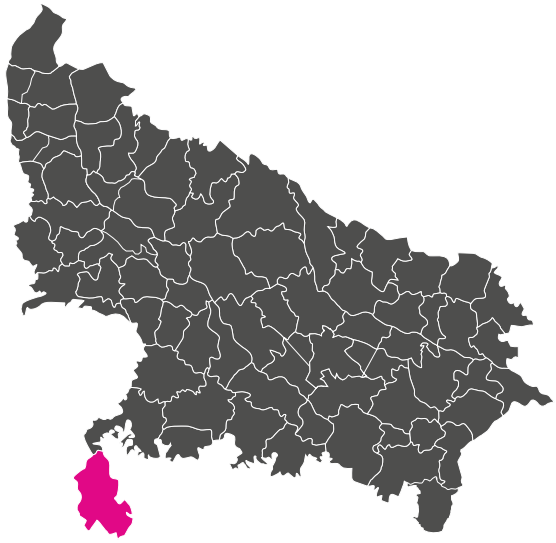
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Lalitpur

ZARI SILK SAREES

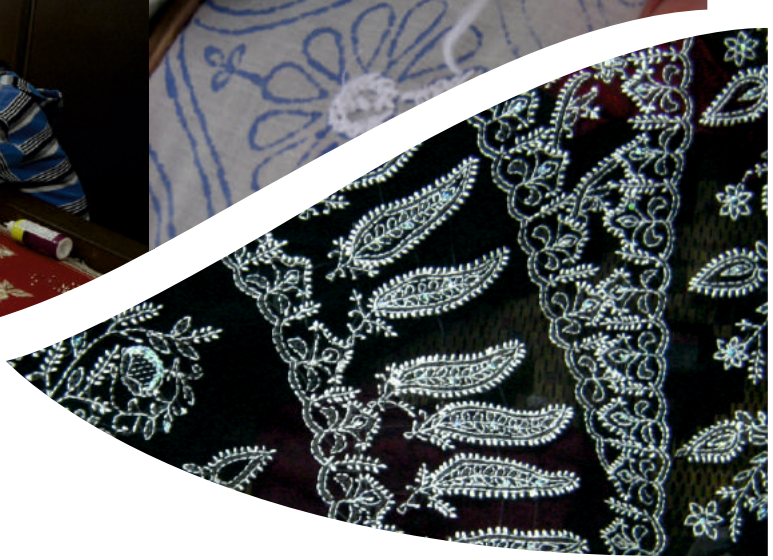
There are around 400 weavers who are engaged in making silk sarees in this district. These elegant sarees are known all over the world for their transparency, exquisite designs and engraved buti work. These are supplied to be sold in all major cities of the country. As many as 5000 cotton and silk sarees are made here every year.

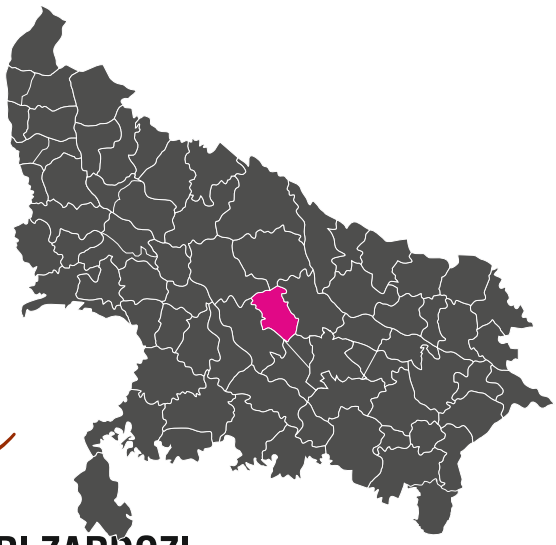
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









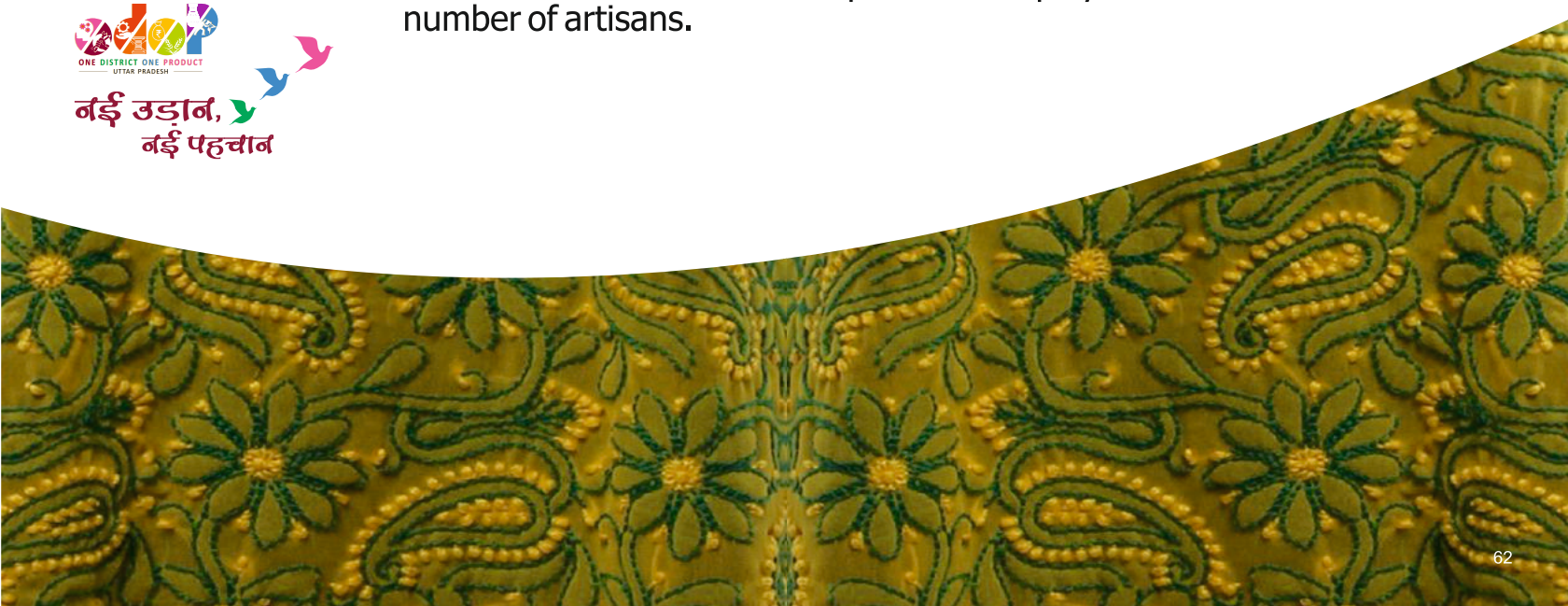
Lucknow

CHIKANKARI AND ZARI ZARDOZI

Chikankari is a traditional embroidery done using a needle and several types of threads whereas zari-zardozi work is made with golden and shiny sequins and other decorative materials. Chikankari and Zari-Zardozi work are registered in the G.I. Lucknow embroidery is popular all over the world. The craft provides employment to a number of artisans.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

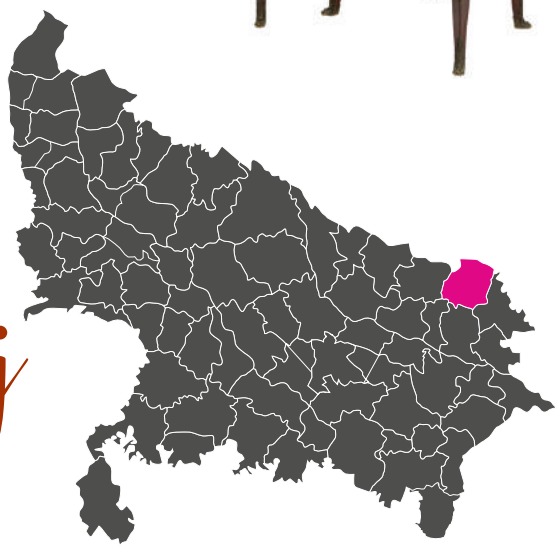
नई उड़ान, नई पहचान











Maharajganj

FURNITURE

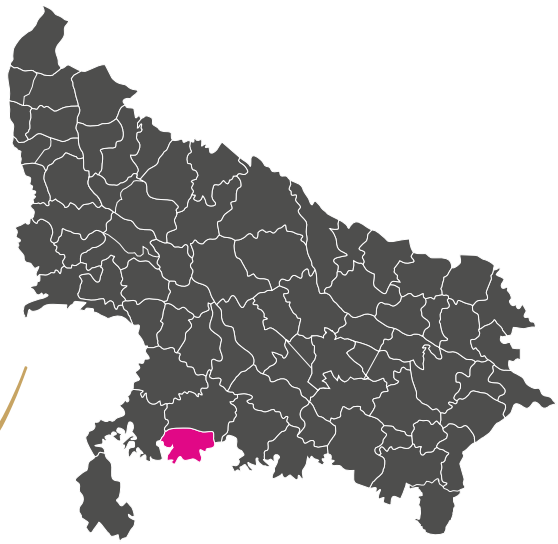
Owing to the presence of a large forest area, the district of Maharajganj has sufficient raw material for making various furniture items like chairs, doors beds, sofas, tables, dining tables, dressing tables and more. These items are made by skilled craftsmen.With the use of new technology and methods, the quality of the products can be enhanced and the production can be boosted to meet the demand within the district as well as in other regions.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान









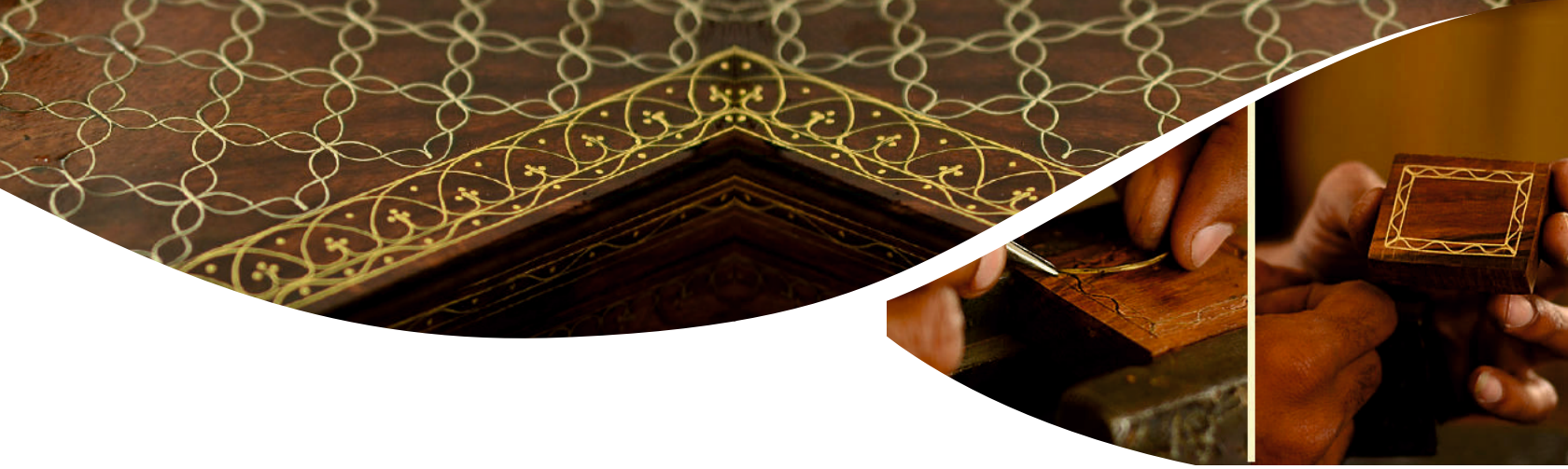
Mahoba

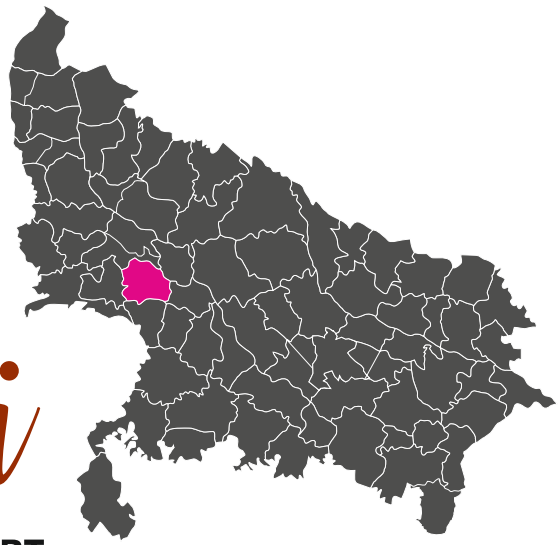
GAURA STONE

The Gaura stone craft holds a very special place in the world of art and craft. Gaura stone has a soft texture. It is divided into several pieces which are then used for making various craft items.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







Mainpuri

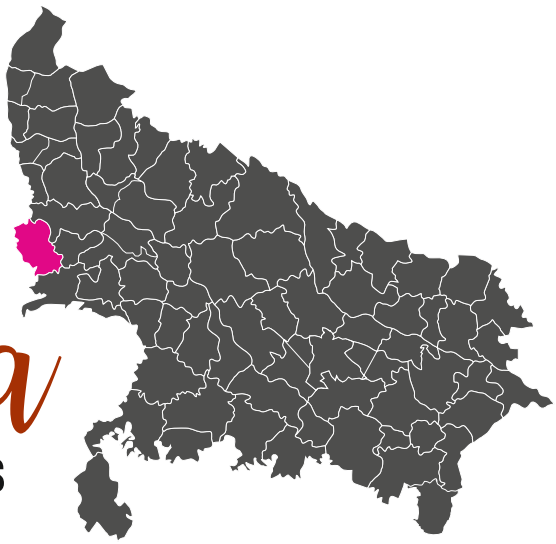
TARKASHI ART

A very unique and artistic product is manufactured by brass wire on Shisham wood. This art is known as Tarkashi and is used for decorating jewellery boxes, name plaque and other similar items.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







Mathura

SANITARY FITTINGS

Sanitary fittings such as taps, etc are produced in the district. The industries manufacture beautiful products with core mechanism and sand die casting method. There are as many as 50 micro and small units involved in production of taps and cocks in the district.

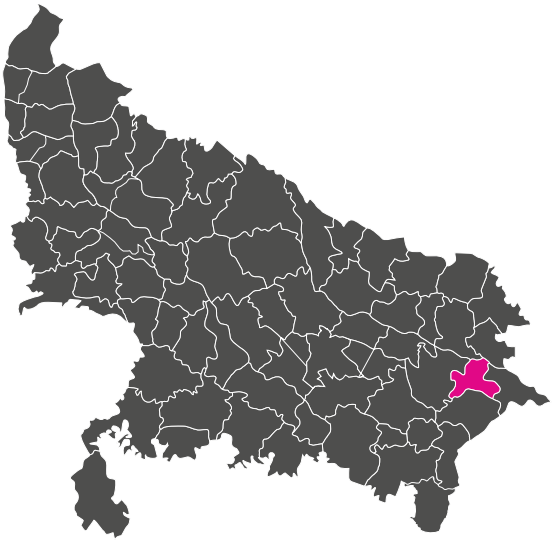
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Mau

TEXTILE PRODUCTS

Almost every household in the district has a loom, which is used for making sarees, loincloth, suits etc. The sarees made here are beautifully embroidered by craftsmen with zari yarn. These are in great demand in Uttar Pradesh as well as other states. Mau is known for saree production, zari work and kashidakari work.

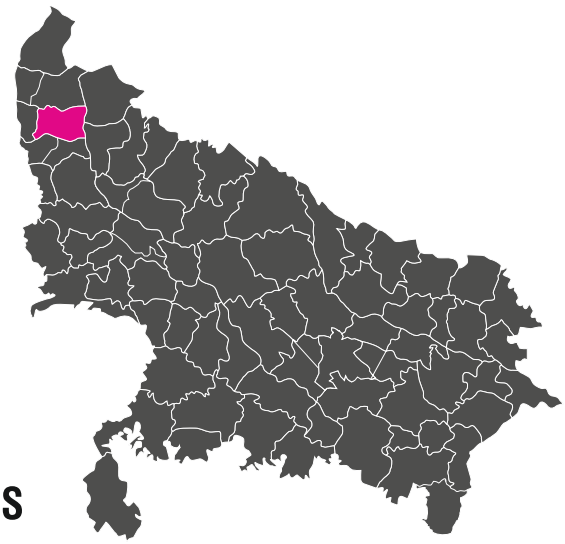
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Meerut

SPORTS GOODS

The district is the second largest producer of sports goods and accessories in India after Jalandhar. The products made here are quite popular in the country as well as aboard. Small and medium scale units are engaged in producing sports goods. These products have a lot of scope to do well in the export sector.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

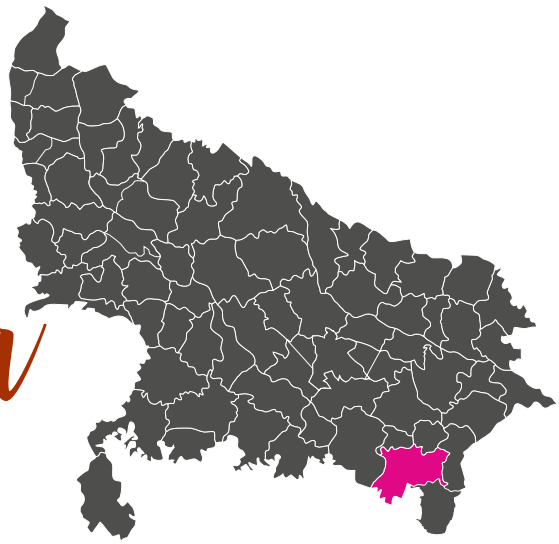
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Mirzapur

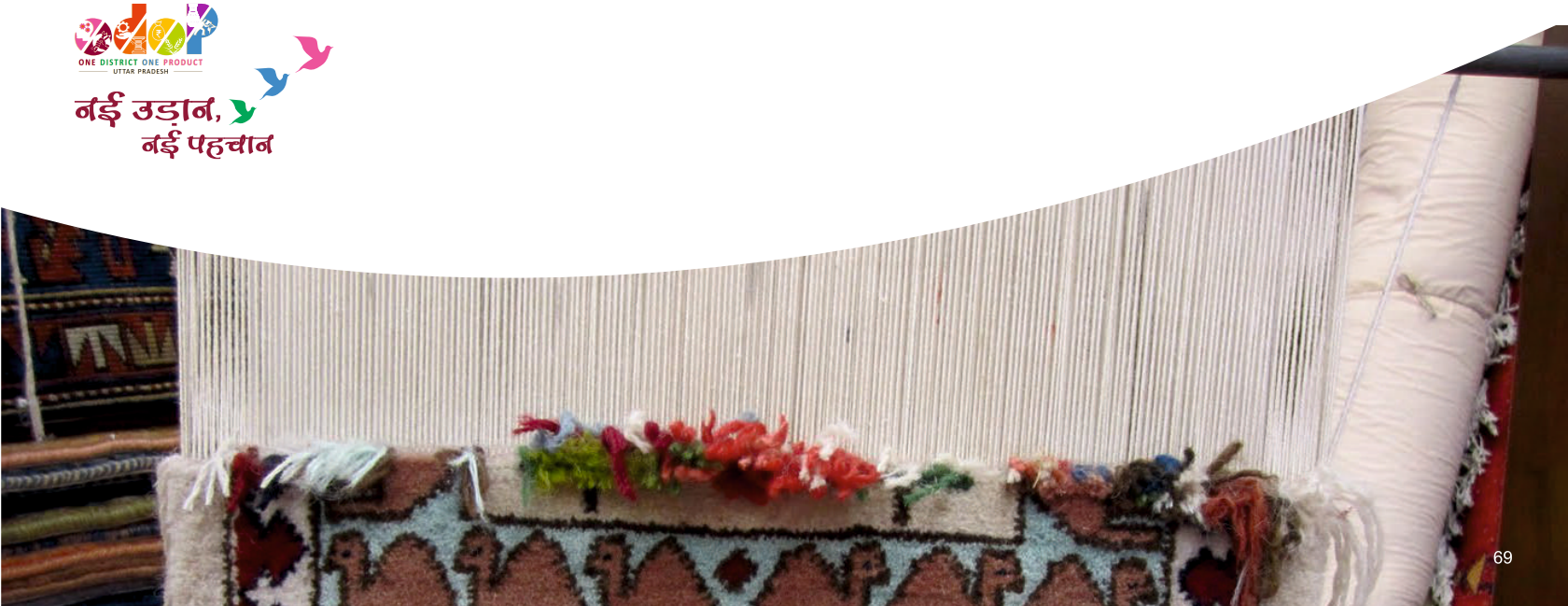
CARPETS



Mirzapur's carpets and dari hold a very unique place in India as well as the rest of the world. These hand-made carpets are famous for their artistry. These are made in a traditional manner using natural wool. Such intricate designing is only found in hand-made carpets.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान

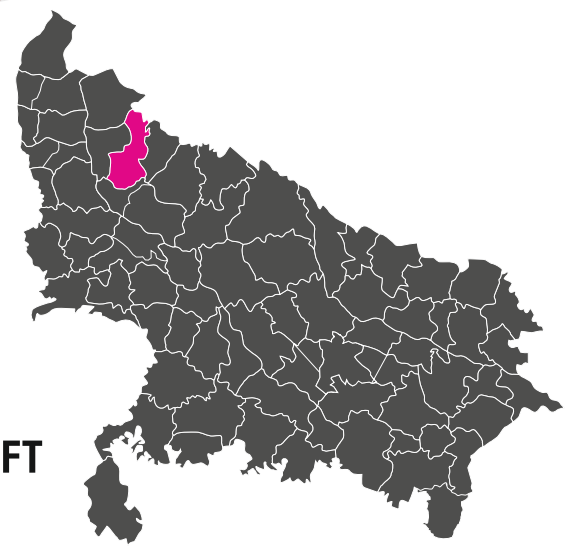






Moradabad

METAL CRAFT

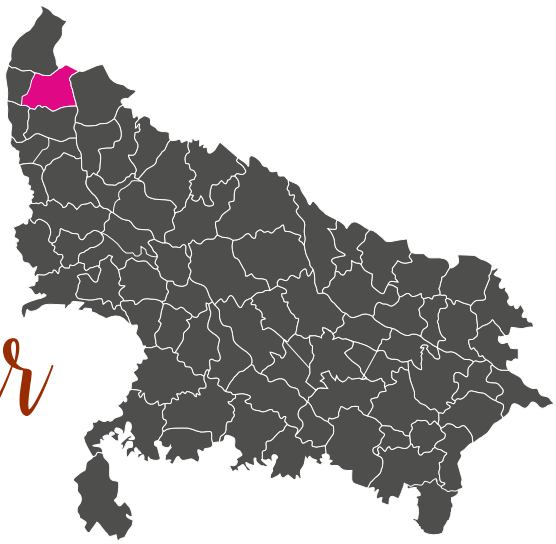


Moradabad is known as the 'Brass City.' The designs made on the brass products here display culture, heritage, history and diversity. The patterns and designs used for decorating these items are inspired from a variety of sources, varying from Hindu Gods and Goddesses to paintings of the Mughal Era. The district has domestic units as well as large industries engaged in the manufacture of metal goods. The work of washing, shaping and polishing handicraft metal items is carried out in the domestic units. The exporters in Moradabad have now begun to work with other metals like aluminium, stainless steel, iron etc.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान







Muzaffarnagar

JAGGERY

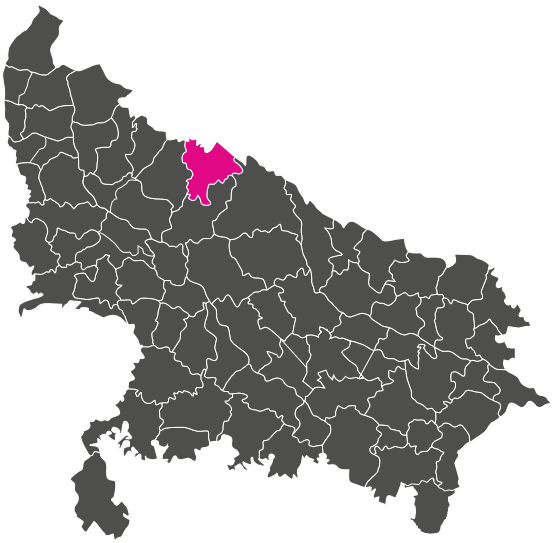
Muzaffarnagar is primarily an agriculture based district. For the past 50 years, it is known for its traditionally prepared jaggery. The gud or jaggery made here is also sent for sale in other states like Gujarat, Rajasthan and Haryana.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Pilibhit

FLUTE

The district is famous for its flutes nationally as well as internationally. The raw material used to make bansuri or flute comes from silchar Assam. Pilibhit is the only district in the country known for production of Bansuri.

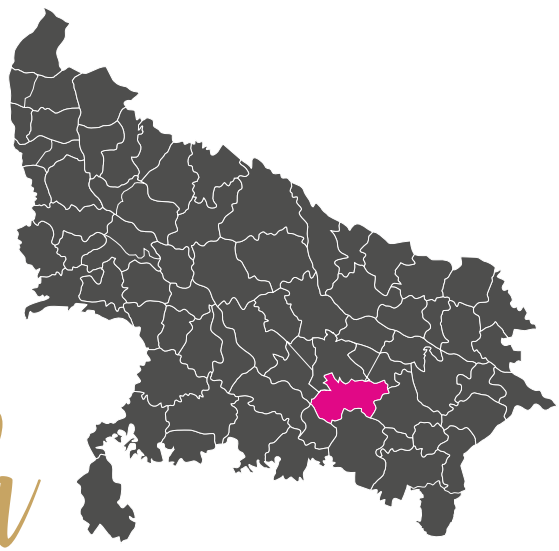
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Pratapgarh

FOOD PROCESSING, AAMLA

The Aamla grown in Pratapgarh is a major part of its identity. Guavas and mangoes are also cultivated in the district on a large scale. There are a number of food processing units in Pratapgarh which manufacture a variety of products including murabba, pickle, jam, jelly, laddoo, candy, powder, juice, aamla powder and more. Currently, a large number of small and medium enterprises are operational in this area. Thousands of people are being employed by these units either directly or indirectly.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान

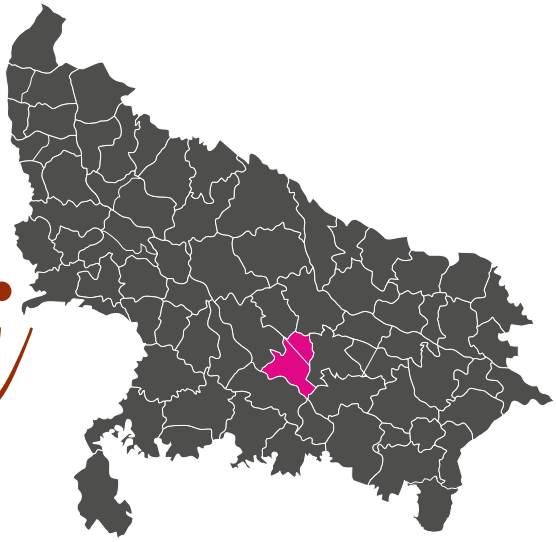






Raebareli

WOOD-CRAFT



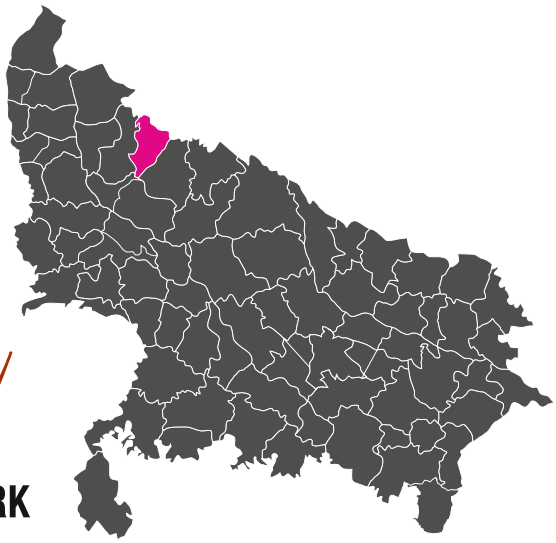
There is a considerable amount of wood related work in the district. The wood items manufactured here include household items such as doors, charms, beds, and artistic works such as wooden toys and artwork. The raw material required for wood work is available locally. The market for these products is in local regions and adjoining districts such as Lucknow, Kanpur and Allahabad.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Rampur

PATCH WORK

Patchwork and Zari work is the main handicraft of the district. This work is generally considered as 'job work' here. As many as 25000 artisans are associated with this craft.

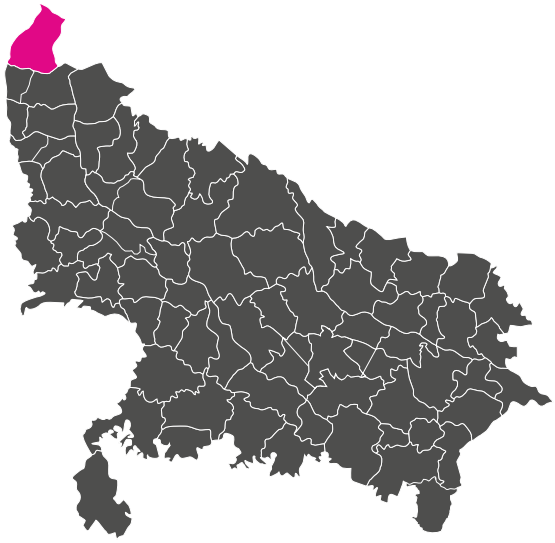
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान









Saharanpur

WOOD CARVING

Wood craft, which is the main handicraft of this district, is about 400 years old. These products are famous for their beautiful and intricate designs and carvings. Sheesham wood is the main raw material used in this industry. The export of wood carving furniture and handicraft products to various countries is carried out by exporting units in the district.

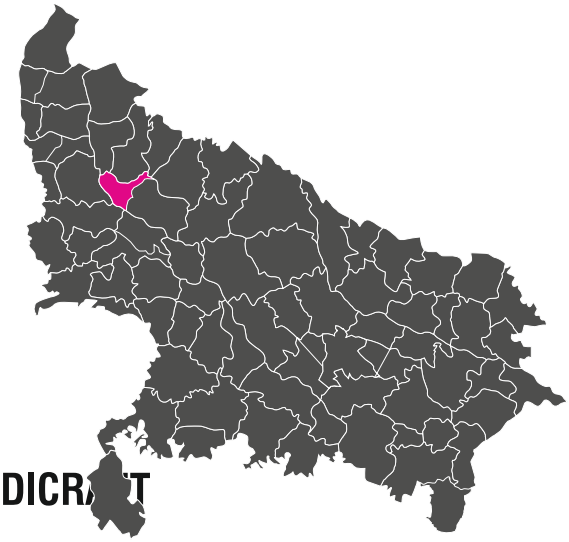
ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH
नई उड़ान, नई पहचान











Sambhal

HORN-BONE HANDICRAFT

The horn-bone handicraft products made in Sambhal are immensely popular. The raw material used for making these craft items is procured from dead animals and that makes this industry environment friendly. Sambhal's horn and bone products are known all over the world.

ODOP
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

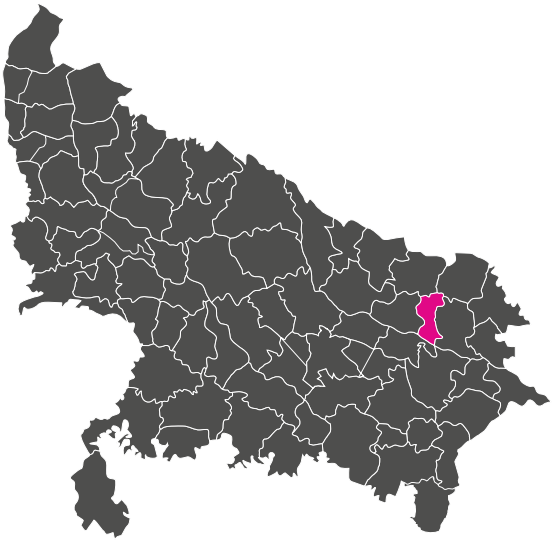
नई उड़ान, नई पहचान











Sant Kabir Nagar

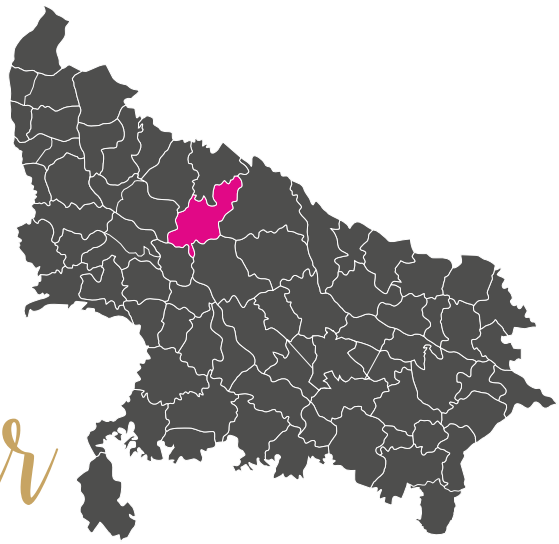
BRASSWARE

The bakhira brassware craft of Sant Kabir Nagar is an ancient craft. The artisans engaged in this craft make various types of artistic utensils and show pieces such as bowls, plates, glasses, vessels, jug, vase, bells and more.

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UTTAR PRADESH
नई उड़ान, नई पहचान







Shahjahanpur

ZARI-ZARDOZI

The main occupation of approximately 80 percent of the population is agriculture based business and industries. Carpet making, zardozi work etc are prominent in the eastern part of the district. Approximately 10,000 to 15,000 artisans are engaged in zardozi work. The zardozi craft is popular since the Mughal Era. Zardozi work on dress material, suit saris, purses, bags, hand bags, shoes, slippers, hats, gowns etc is very popular.

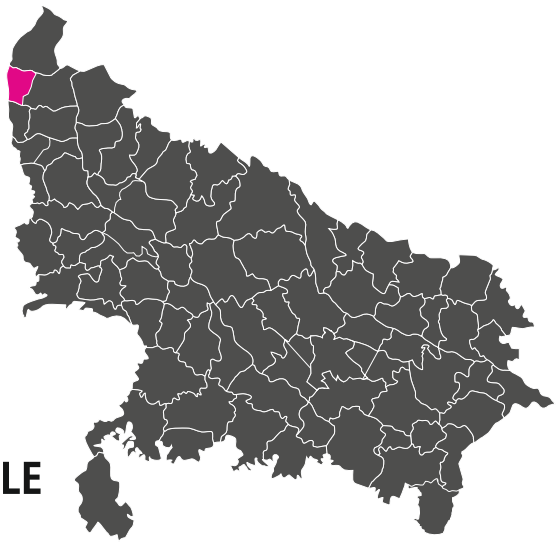
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

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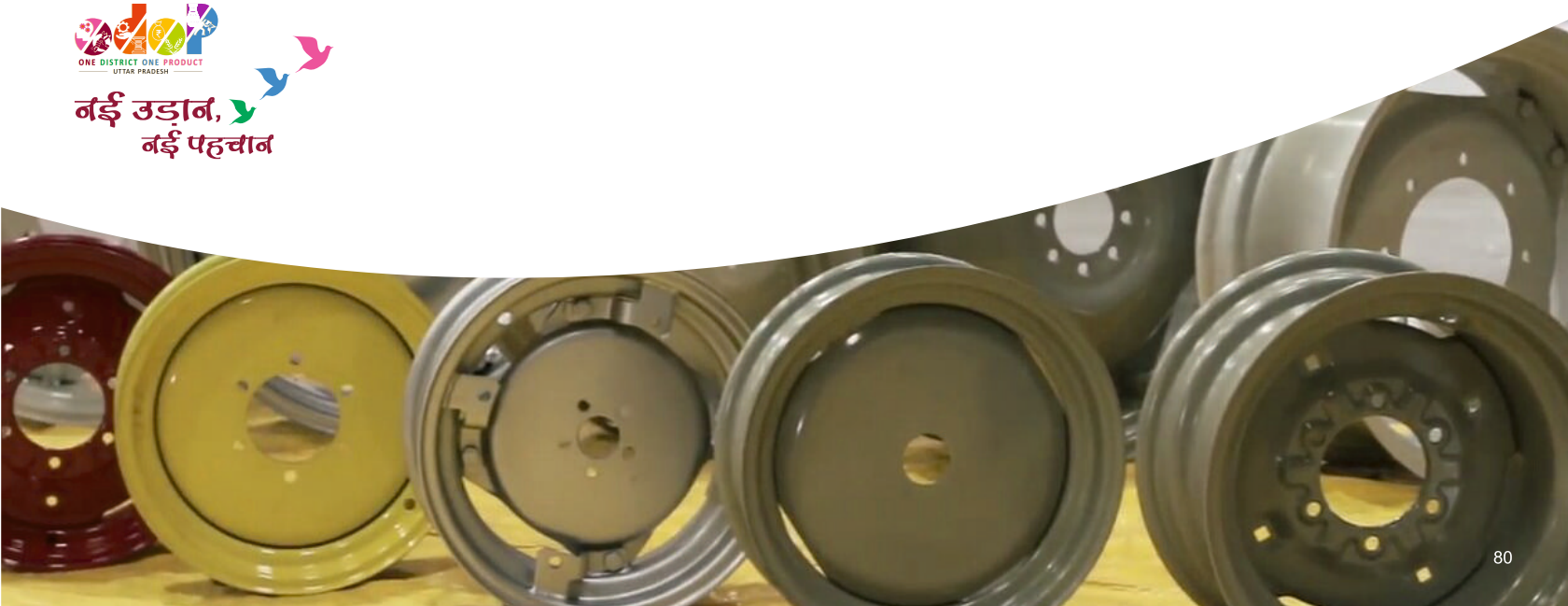
Shamli

RIM AND AXLE

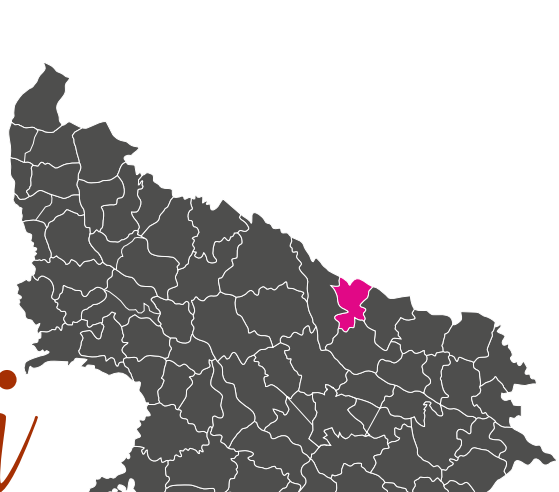
The rim and axle made here is in demand in the national as well as international markets. The products are exported to several countries including Sri Lanka, Bhutan, Nepal and various African nations. There are around 30 units of rim and axle in the district. The industry provides employment to a major percentage of unskilled labour. These products are made using traditional techniques. Modern technology can give a boost to the rim and axle industry here.

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UTTAR PRADESH

नई उड़ान, नई पहचान







Shravasti

TRIBAL CRAFT

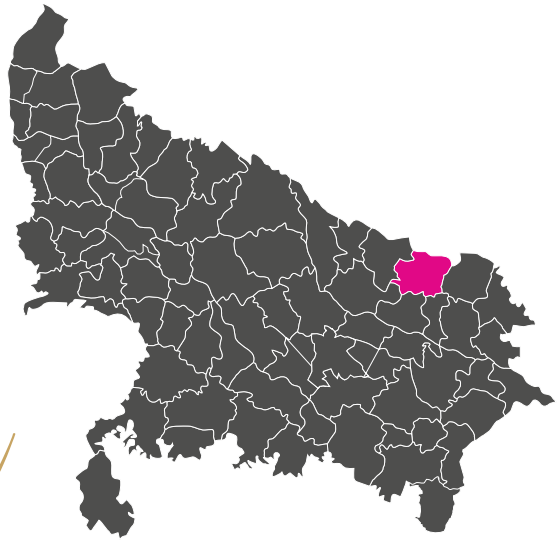
The tharu craft is a very old traditional handicraft of the district. The craftsmen make a variety of products including cloth sheets, covers, tablecloth and more. The exquisite embroidery done through patching on women suits by these craftsmen is also quite popular.

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UTTAR PRADESH

नई उड़ान, नई पहचान







Siddharthnagar

FOOD PROCESSING, 'KALA NAMAK' RICE

Kala namak rice is a kind of aromatic and soft rice which has a unique identity owing to its special qualities.The district has several hybrid calcareous rice yields. There are more than 45 units operating in the rice industry here.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

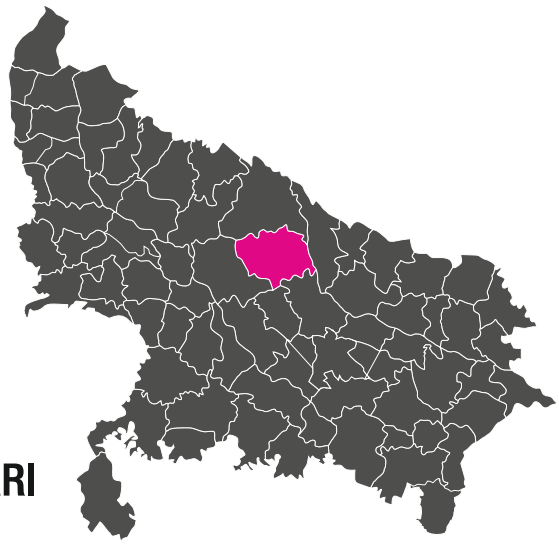
नई उड़ान, नई पहचान











Sitapur

CARPET, DARI

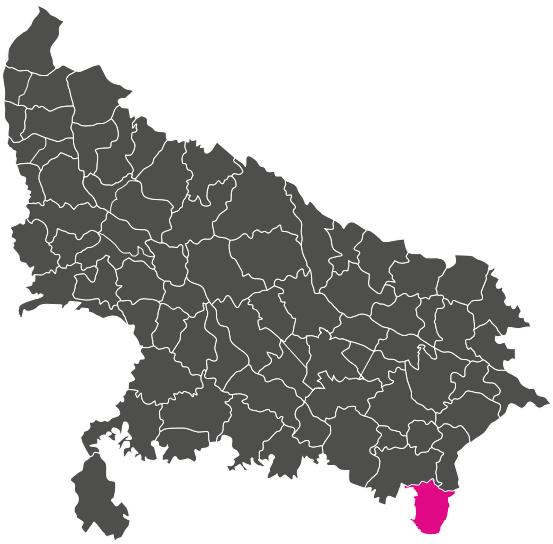
The district is known for the cotton and woollen carpets (dari) made here. These products come with appealing and artistic designs.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Sonbhadra

CARPET

The elegantly designed carpets of Sonbhadra are immensely popular. These handmade products are known for their artistry and creative designs and patterns. Artisans use traditional methods for making this unique product. This type of intricate designing can only be found on handmade carpets.

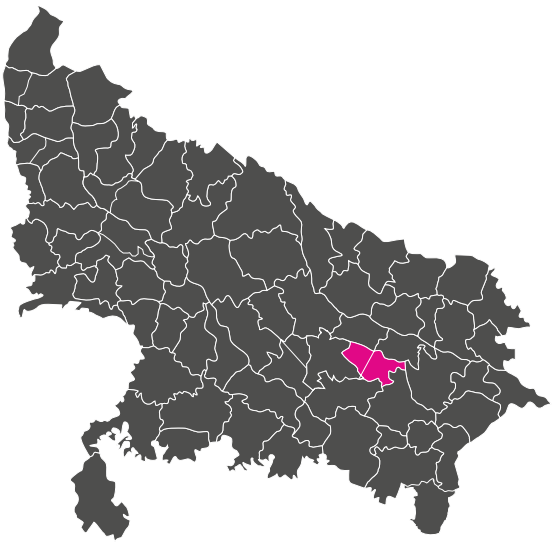
ONE DISTRICT ONE PRODUCT
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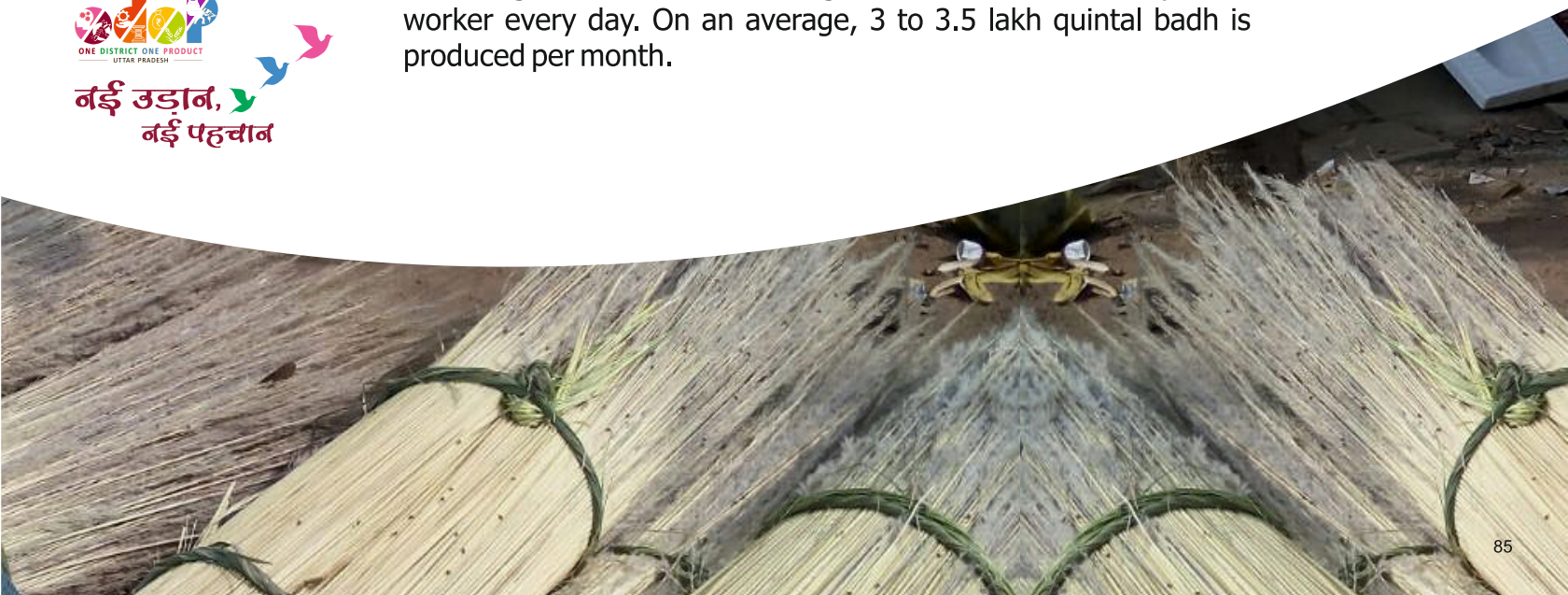
Sultanpur

MOONJ PRODUCTS

Around 1,50,000 people of the Nishad community are engaged in working with Badh made of moonj in the district. Moonj badh is used for making a variety of products including ropes, weaved cots, etc. This is a domestic cottage industry. Moonj products are made without using any advanced equipments or technical knowledge. Around 2 to 3 kilogram of badh is made by each worker every day. On an average, 3 to 3.5 lakh quintal badh is produced per month.

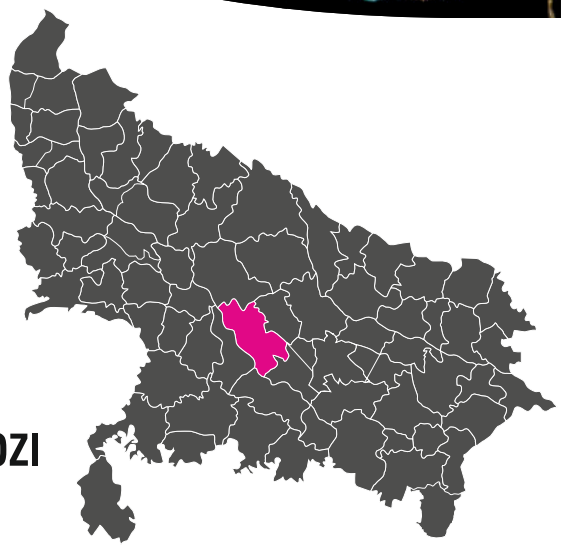
ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

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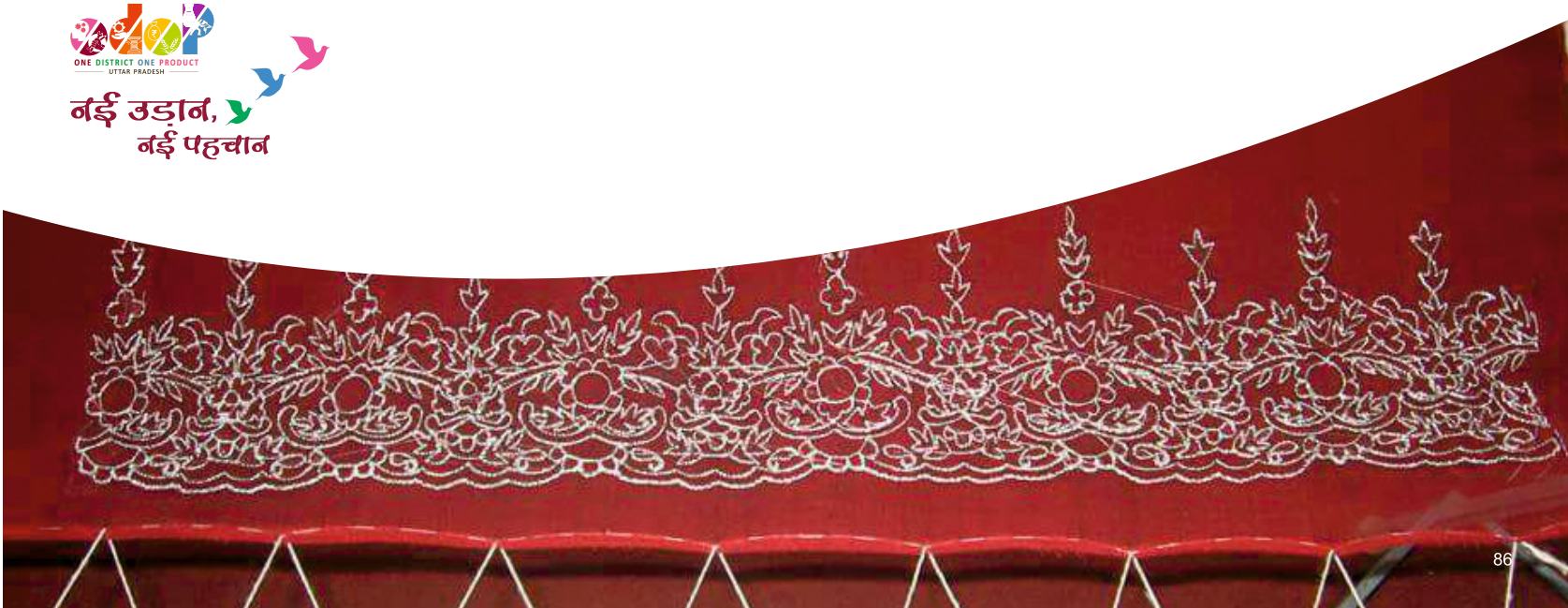
Unnao

ZARI-ZARDOZI

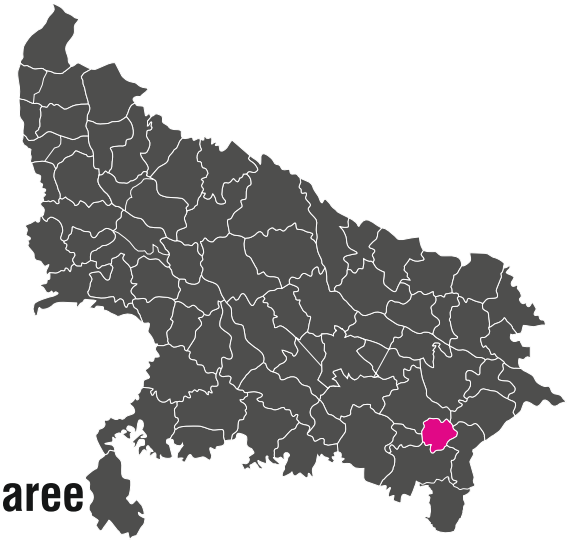
A combination of two words- Zar (gold) and Dozi (embroidery). Zari-Zardozi is a form of embroidery using gold threads to embellish various fabrics with studded pearls and precious stones. Gold being costly these days, artisans use a combination of golden or silver coated copper wire. Unnao region is the hub of this art since Mughal era. The art, which once used to embellish the attire of kings and royals, started loosing it's sheen during British period. This beautiful creative art decorated with sitaars (metal stars), glass & plastic beads and threads like dabkaas stretched over a wooden frame called Adda, has slowly started gaining ground in newer markets. A little more techno-financial assistance would help it regain its past glory.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान







Varanasi

Banarasi Silk Saree

In keeping with the name of the holy city of Varanasi, the elegant Banarsi 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.

ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

नई उड़ान, नई पहचान



U.P. Institute of Design

(An initiative for the development and sustenance of U.P's craft heritage)
Department of M.S.M.E & Export Promotion Bureau
Government of Uttar Pradesh

Inception...

Uttar Pradesh Institute of Design, Lucknow is the first ever design institute of Government of Uttar Pradesh which will be equipped with the latest and modern facilities.

Objective...

Apart from providing degrees, diplomas & certificates in the field of design, UPID also aims to facilitate Design Intervention, Quality Control, Backward Costing, Technical Upgradation & Market Linkage to every craftsmen, weavers and entrepreneurs in order to make our Hon'ble Chief Minister's ambitious project “One District One Product” a great success.



moving forward...

- On the occasion of U.P. Diwas, UPID organised a “Buyer-Seller Meet with technical Session” on 24th & 25th January, 2018 at Awadh Shilp Gram, Lucknow between artisans, weavers and International Buyers.
- UPID organised a “Design Conclave & Artisans-Weavers Summit” on 25th & 26th May, 2018 at Deen Dayal Upadhyay Hastkala Sankul, Varanasi where various issues related to Indian handicrafts & handloom have been highlighted by international and national designers and they emphasized upon the importance of design, quality control and costing of the products.
- UPID has launched a Mobile App in order to empower the “One District One Product” project.
- UPID Mobile App is bringing synchronisation and collaboration between designers, weavers, artisans & entrepreneurs.
- New designs from the renowned designers is being uploaded on the Mobile App and artisans /weavers may use them free of cost.
- Data Bank is being prepared of designers, artisans, weavers, craftsmen etc.
- Design workshops has been conducted in Gorakhpur, Agra & Moradabad to provide new designs to the artisans and Electric Pottery Wheels to terracotta artisans and tool kits to artisans of Agra & Moradabad have being distributed to enhance the product quality.

the road ahead...

- UPID will conduct design workshops in whole of Uttar Pradesh under ODOP project, in this continuation UPID has already conducted design workshops in Gorakhpur, Agra and Moradabad.
- Design studios and extension counters in 8 districts of Uttar Pradesh : Lucknow, Kanpur, Moradabad, Agra, Saharanpur, Gorakhpur, Varanasi and Jhansi
- UPID has proposed to set up a 'Handicraft Emporium' for the display of products from various crafts of the state.
- To further provide support to “One District One Product”, the team of UPID is starting a survey of the craft clusters in different districts of the state.



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ONE DISTRICT ONE PRODUCT
UTTAR PRADESH

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