

Gift ODOP goods on Diwali, says CM Yogi

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Lucknow: Chief Minister Yogi Adityanath has appealed to people to gift a locally produced goods under ODOP from their city to their families and friends during this Diwali. This, he underlined, would help local traders and contribute in the country's progress. Varanasi's silk traders hope this will help them recover their businesses during the festival season.

Silk traders in Varanasi feel that by gifting silk items this Diwali, the market will get a momentum and help in recovering from Covid led downturn. This will especially help small shopkeepers and weavers who have seen business plummet over the past few months.

"When shopkeepers are able to sell, they will get money with which they will be able to shop. This creates a cycle of demand and supply and will help the economy bounce back," said a government spokesperson.

In Varanasi, there is a tradition of offering silk angavastaram to guests. A weaver in Varanasi has also sent a similar gift to Prime Minister Narendra Modi, inscribed with a couplet by Kabir. A silk merchant from Sarnath and Padma Shri awardee Rajinikanth said that Banarasi silk is used for worship even by Buddhists. The cloth is known as Kimkhab, Gyasar, Gyanata, Durje or Pemachandi and the brocade is exported to various countries like Thailand, Sri Lanka and Mongolia.