

Ceramic haat finds its place in Khurja's masterplan 2031

TIMES NEWS NETWORK

Lucknow: Days after directing officials to merge the Moradabad and Khurja development authorities so that they can pursue a common development plan for the two neighbouring districts, chief minister Yogi Adityanath is now pushing to set up a Ceramic haat in Khurja under the Khurja masterplan 2031.

This project will benefit around 400 units. Currently, UP is exporting ceramic and pottery goods worth about US\$ 23 million, a large portion of which is contributed by Khurja. Under the new masterplan, govt will also shift ceramic units from the old parts of the city to developed areas.

A senior official in the CMO said that Khurja pottery has already been given the tag of 'One District-One Product' (ODOP) which has been the pottery achieve international fame. "Many cities around Delhi, as part of the National Capital Region, are be-

EXPORT PUSH

ing developed by UP govt. The focus on Khurja, in addition to providing basic amenities and planning for growth, is also on its pottery industry. The planning will especially take care of units, where they should be placed with regard to easier transport and access etc," the official said. Detailing how

Khurja's location was strategic and if planned well, could provide a huge impetus to the city and the ceramic industry, the official said that it is 129-km from Delhi, 92-km from Meerut, and just 33-km from the under-construction Jewar International Airport.

"Khurja is one of the oldest pottery clusters in the country, with over 400 small-scale units currently active in this industry. Additionally, Khurja is strategically linked to projects such as the Eastern Dedicated Freight Corridor and Free Trade Warehousing Zone, which are expected to benefit the ceramic and pottery industry. The industry currently directly employs around 25,000 people," he said.