

UP INTERNATIONAL TRADE SHOW-2024

ODOP products captivate visitors

PNS ■ GREATER NOIDA

Visitors at the UP International Trade Show are showing a clear preference for organic products, seeking them out in almost every pavilion. The excitement surrounding UP's One District, One Product (ODOP) initiative is also unmistakable, drawing large crowds to the ODOP pavilion.

Products from districts like Aligarh, Meerut, Banda, Siddharthnagar and Gorakhpur are particularly popular among visitors.

Anjana, a visitor from Bulandshahr, praised the high quality and purity of ODOP products, noting that there is no adulteration. She had visited the trade

show last year as well, shopping for two days, and this year purchased Kala Namak rice from Siddharthnagar.

The stalls featuring local products like jaggery, asafoetida, ghee, pickles and jams bustle with visitors. The seller of Hathras's asafoetida proudly mentioned their 100 per cent purity guarantee, which seems to be a major reason for the product's popularity.

The Aligarh Metal Craft stall saw a steady stream of visitors, especially women, throughout Friday. According to stall operator Kushan Kumar Vasnik, the most sought-after items include idols of gods, along with decorative products such as grass trees, lamps and diyas. Lord Krishna idols, in par-

ticular, are in high demand.

At the ODOP pavilion, a painting of Uttar Pradesh Chief Minister Yogi Adityanath became a major attraction, with many visitors eager to purchase it. However, Bareilly-based artist Rachna Agarwal, who created the piece, politely declined, stating that the painting was not for sale. Rachna explained that all the artworks displayed at her stall are crafted from cow dung and painted using only natural pigments.

Her mother, an expert in Madhubani, Warli and Lippan art, taught her these techniques, and the paintings are known to last for 8-10 years.

Rachna expressed her desire to personally gift the painting to Yogi

Adityanath, which is why she has chosen not to sell it.

The UP International Trade Show has heightened expectations for the textile industry in Greater Noida, largely due to the current internal situation in Bangladesh. As one of the world's largest textile exporters, Bangladesh's trade has been disrupted, creating a golden opportunity for India to expand its reach in the global textile market. Business leaders are optimistic that regions like Gautam Buddha Nagar and Lucknow will see rapid growth in this sector. Additionally, visitors flock to buy bangles from Firozabad, perfumes from Kannauj, and sattus from Ballia, with these local products selling in large quantities.