

BANKING ON DELICACIES

'One District, One Cuisine': Govt to now promote culinary tourism

Idea got boost after Lucknow nominated for UNESCO Creative City of Gastronomy

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AFTER PROMOTING "monument tourism", the Uttar Pradesh government has decided to push "culinary tourism" in the state with a view to promoting one local delicacy in each of the 75 districts.

The idea got a boost when Lucknow's nomination for "UNESCO's Creative City of Gastronomy" was accepted. Besides promoting different cuisines of Lucknow, the government is contemplating on launching "One District, One Cuisine" initiative, wherein one cuisine of each district would be popularised by the government. Hyderabad was the only Indian city in the UNESCO's list of Creative City of Gastronomy till the Central government nominated Lucknow in the category last month. A UNESCO team had recently visited



Principal Secretary, Tourism, Mukesh Meshram

Lucknow after the nomination, it is learnt.

"So far, only Hyderabad was on the list. So we thought that Lucknow with a rich history of culinary delights — vegetarian and non-vegetarian — is a perfect candidate for the project. Lucknow's nomination has been accepted from applications from across the world. It is a feat in itself and we are confident that soon the city will officially find a place in the final list as well," said Principal Secretary, Tourism, Mukesh Meshram.

Tourism Department officials said once Lucknow finds a place in the list, the city would

automatically start getting inquisitive tourists just for "culinary visits". Under the "One District, One Cuisine" initiative, at least one cuisine to look out for in each district will be shared on social media besides organising food festivals exhibiting these local dishes by roping in hotels.

"Uttar Pradesh has the potential of becoming a culinary tourism destination as many of its delicacies such as 'Agra ka petha', 'Mathura ka peda', 'Banaras ki chaat', 'Sandila ke ladoo' or Lucknow's Awadhi cuisine etc are already quite popular across the world. It is for this reason that we are thinking of coming out with the "One District, One Cuisine" initiative. For this, we will promote the local delicacies and their traditional makers and it will help them generate more business," Meshram added.

As to how they plan to promote these local delicacies, the

officer said, "Since social media is very effective, we are making a good use of it. At the same time, we will plan food festivals, rope in traditional eateries, ask local restaurants and hotels to promote local delicacies so that tourists can plan their visits for authentic flavours."

Officials said that they have already started promoting prominent delicacies on social media platforms, where dishes, specialties, uniqueness and the districts to which they belong are shared with photographs.

For example, recently on World Biryani Day, the slow-cooked traditional 'dum pukht' technique of 'Lucknawi biryani' was highlighted, with the tagline "It's not just a food, it's a heritage sealed in Handi". Every layer has saffron, spice and centuries of craft. Every bite is a comfort, culture and celebration," they added.

