

UPITS 2025 to showcase each district's unique identity and heritage through ODOP products

STATESMAN NEWS SERVICE
Lucknow, 20 September

The Uttar Pradesh International Trade Show (UPITS 2025) promises a special highlight this year with the ODOP Pavilion in Hall No. 9, dedicated to showcasing the state's rich cultural heritage, crafts, and craftsmanship on a global stage.

Every district's unique identity and story will be reflected through its signature products, brought together across 343 stalls from all corners of the state, officials here on Saturday said.

The pavilion will symbolise the harmony of tradition and modernity, giving Uttar Pradesh's arts



and crafts international visibility while contributing to the state's economic growth.

From Bhadohi's world-famous carpets to Firozabad's exquisite glasswork, Moradabad's celebrated metalware, and Saharanpur's intricate wood carvings, the exhibition will display the artistry that defines each district. These products will not only highlight regional identities

but also advance the vision of taking "Local to Global."

The pavilion will recreate the feel of a global marketplace, bringing together tradition, innovation, and excellence under one roof.

Visitors will have the chance to explore diverse products while discovering how deeply they are rooted in the culture, history, and society of each district. At the same time, the platform

will connect start-ups, designers, and international buyers, creating opportunities for networking, business collaborations, and future partnerships.

The UP government envisions this as a direct global launchpad for local industries and artisans, enhancing both their recognition and income.

This year, special emphasis has also been placed on sustainability and innovation. Efforts are being made to blend traditional crafts with modern techniques, enabling artisans to meet contemporary market demands while adopting eco-friendly, sustainable production practices.