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Bareilly's Zari dazzles global market

UP State Bureau

BAREILLY

Uttar Pradesh's flagship One District One Product (ODOP) initiative and the 'Local to Global' vision of the state government are giving Bareilly's famous Zari-Zardozi embroidery a global platform. Once confined to local markets, Bareilly's intricate golden embroidery is now capturing attention in Europe and Arab nations.

At the upcoming India International Trade Fair (IITF 2025) in Delhi, Bareilly's craftsmen will showcase their



exquisite handwork as part of the UP pavilion. Officials said more than 40 countries currently import Zari-Zardozi products from Bareilly, highlighting its expanding global footprint. Traditional Craft

Under Chief Minister Yogi

Adityanath's 'Local to Global' policy, the ODOP scheme was launched to promote traditional crafts, create employment, and attract investment. Industrial Deputy Commissioner Vikas Yadav said Bareilly's artistry has

UP's ODOP initiative gives international exposure to Zari-Zardozi artisans

found growing markets in Australia, Singapore, and Gulf countries. Zari-Zardozi embroidery on leather jackets, bags, scarves, and gowns has become a top choice for international buyers.

Encouraged by government support and ODOP facilities, several Bareilly-based enterprises — including Nawab Zari

Art, Rashmi Zari Art, Sanam Zari Art, Shikha Enterprises, Kamal Traders (Shalu Saxena), Aman Attire Pvt. Ltd. (Atif Khan), MA International, Kadri & Sons, Saqib Zari Art, and Kumkum Zari-Zardozi — are set to display their finest collections at the trade fair.

Officials expect new export agreements to be signed during the fair, further strengthening Bareilly's reputation in the international craft market. The participation marks another milestone in Uttar Pradesh's strategy to turn local artistry into a global economic asset.