

45-Member Diplomatic Delegation Explores Uttar Pradesh's Culture and ODOP Products

Lucknow, November 2, 2025: A 45-member diplomatic delegation from 21 nations across Central and South America and the Caribbean explored the rich cultural and artistic heritage of Uttar Pradesh in their visit to Lucknow. The three-day visit was facilitated by **Invest UP** as part of the delegation's training programme under the Sushma Swaraj Institute of Foreign Service (SSIFS), Ministry of External Affairs.

Accompanied by Mrs. Anita Shukla, Joint Secretary (MEA), the diplomats visited the iconic Bara Imambara, a magnificent symbol of Lucknow's architectural splendor and composite culture. They were captivated by its intricate design, historical significance, and the grandeur that reflects the state's glorious past.

In the evening, the delegation visited the **Uttar Pradesh Institute of Design and Research (UPIDR)**, where they experienced the creativity and craftsmanship behind the state's flagship **One District One Product (ODOP)** initiative. The diplomats admired the handmade products, traditional crafts, and innovative designs created by students and local artisans. The Art and Design Museum at the institute left a lasting impression on the visitors, highlighting Uttar Pradesh's blend of heritage and modern design.

Officials from Invest UP felicitated the diplomats, extending gratitude for their enthusiastic participation and engagement. The delegation appreciated the state's dynamic approach toward promoting culture alongside investment opportunities, recognizing Uttar Pradesh as a promising destination for global partnerships.

The visit concluded with a group photograph, marking the culmination of a meaningful and insightful journey. The diplomats departed with a deeper appreciation of Uttar Pradesh's cultural richness, artistic excellence, and its growing stature as a hub of creativity, innovation, and investment potential.
