

Foreign delegates have glimpse of Lucknow's culture, ODOP

TIMES NEWS NETWORK

Lucknow: On the second day of its visit to Lucknow, the 42-member diplomatic delegation caught a glimpse of city's rich heritage besides exploring the power of One District, One Product (ODOP) Scheme — state's flagship programme that has revived traditional handicrafts of Uttar Pradesh besides creating jobs and bolstering exports — at the Uttar Pradesh Institute of Design and Research (UPIDR).

The three-day visit is being 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.

The team, comprising experts in design, art, education and fashion, explored rich craft heritage.

A special exhibition was held at the institute to showcase traditional arts such as



DATE WITH HERITAGE: Foreign delegates in Lucknow on Sunday

bone carving, zari-zardozi, chikankari, batik and block printing, and terracotta.

The delegation also toured the library and museum preserving rare art works and the ODOP (one district one product) design studio, observing products made by artisans trained at the institute.

The event concluded with the presentation of mementos



and ODOP products to the delegates. Senior MSME officials, including joint commissioner (ODOP) Sunil Kumar, were present.