

intiative

ODOP crafts take global spotlight at Jamboree

UP State Bureau

LUCKNOW

Uttar Pradesh's craftsmanship and cultural heritage will take centre stage at the 19th National Jamboree of Bharat Scouts and Guides, set to be held in Lucknow from November 23 to 29. After nearly six decades, the state is hosting this major event, which will bring together thousands of national and international participants. A dedicated ODOP pavilion will feature the state's distinctive crafts, giving artisans an opportunity to present their work to global delegates.



The Jamboree is expected to serve as a significant platform for showcasing traditional products such as Banarasi silk saris, Chandauli's zari-zardozi, Lucknow's Chikankari, Agra's Petha, Ghazipur's jute

wall hangings, and Jaunpur's woollen carpets. By highlighting these crafts, the event aims to expand market opportunities and increase visibility for local artisans. Officials involved in the event said that the

Heritage, cuisine, crafts, and youth participation to highlight state on a global platform

Jamboree's international participation will help attendees understand the craftsmanship, skills, and traditions behind these products. According to Assistant Regional Organization Commissioner Jai Prakash Daksh, delegates will get a close look at the working process of artisans,

enhancing appreciation of their labour and artistic techniques.

Leader Trainer Scout Amitabh Pathak stated that the platform would help create stronger demand for ODOP items by connecting artisans with diverse visitors, including those from various Asia-Pacific countries. Alongside craft exhibitions, the Jamboree will offer a broad glimpse of Uttar Pradesh's food culture. Traditional dishes such as puri-kachori, jalebi, chaat, Banarasi paan, and regional sweets will introduce participants to the state's culinary diversity.