
UP plates up 'One District, One Cuisine' as next growth recipe

UP State Bureau

LUCKNOW

Building on the success of the 'One District, One Product' (ODOP) scheme, the Uttar Pradesh government is actively exploring a new initiative tentatively titled 'One District, One Cuisine'. The plan aims to systematically promote the distinct culinary heritage of each district on national and international platforms to reinforce cultural identity and spur economic growth.

The proposed scheme seeks to brand and promote district-specific cuisines, which officials believe could significantly boost

Goal to revive fading traditional recipes, create market linkages for farmers and artisans

tourism by encouraging visitors to explore local flavours. It is expected to create wide-ranging opportunities, from supporting small hotels, restaurants, and food start-ups to generating rural employment. Increased demand for authentic local ingredients like grains, pulses, spices, and vegetables would directly benefit farmers and strengthen the rural economy.