

## Repertwahr Day 2: Music, Masti And Much More

# ODOP a huge draw for Gen Z

Anjanaya Singh | TNN

Sunil Kumar

**Lucknow:** The One District One Product (ODOP) initiative of the Uttar Pradesh govt emerged as a major attraction at Repertwahr Season 13, seamlessly blending culture with commerce.

Set against the backdrop of theatre, music and literature, the ODOP stalls showcased the state's rich artisanal legacy, drawing steady footfall from festival goers eager to explore authentic, locally made products.

The ODOP Bazaar featured a diverse range of crafts, including Banarasi silk, Lucknow chikan embroidery, Bhadohi carpets, Azamgarh black pottery, Kannauj perfumes, Moradabad brassware, block-printed textiles, handloom fabrics, wooden handicrafts and traditional home decor items.

"I came primarily for the performances, but the ODOP



ODOP stalls have been a show stealer at the festival

section really caught my attention, the block printed textiles and chikan work are beautifully done, and it feels meaningful to buy directly from those connected to the craft," said Neha Verma, a buyer.

Another visitor, Amit Srivastava, said, "The Bhadohi carpet and brass decor pieces I bought are impressive in both design and finish. These

are products we usually associate with specific regions and seeing them together at one venue is remarkable."

"People here understand handmade work. Many buyers were keen to know how block printing is done and the time it takes. Such festivals connect our traditional skills with a new generation," said a block-printing artisan, Riyaz Ahmed.