

UP named theme state for Surajkund Craft Mela

TIMES NEWS NETWORK

Lucknow: UP was selected as the theme state for the 39th edition of the Surajkund International Craft Mela, scheduled to be held from Jan 31 to Feb 14 in Haryana.

The globally recognised fair brings together traditional artisans, folk performers and craftspeople from across India and abroad.

As the theme state, UP will showcase its handicraft heritage, folk traditions, handloom products, music, dance and regional cuisine. The initiative is also aimed at providing wider market access to artisans and strengthening the state's visibility as a heritage tourism destination.

Tourism and Culture minister Jaiveer Singh said the upcoming edition would be special for UP with a strong focus on traditional craft and weavers. "Around 40 stalls based on the One District One Product (ODOP) initiative will be set up to showcase signature products from different districts," he said.

The ODOP stalls will feature Firozabad's glass bangles, Kannauj's perfumes, Azamgarh's black pottery, Khurja pottery, Bhadohi carpets and zardozi and chikankari craft from Varanasi and Lucknow, among others.

Cultural programming will be a major highlight of the fair. According to officials, five to six performances will be staged daily between 10 am and 6 pm. Principal secretary, tourism and culture, Amrit Abhijat said the mela offers a global platform to highlight UP's folk traditions and craftsmanship.