

‘One Dist, One Cuisine’: UP govt to develop food clusters across all 18 divs

TIMES NEWS NETWORK

Lucknow: In an initiative aimed at linking the state’s rich culinary heritage with economic growth and employment generation, the Yogi Adityanath govt is preparing to develop cuisine clusters across all 18 divisions of Uttar Pradesh under the proposed One District–One Cuisine (ODOC) model.

The initiative seeks to provide an organised identity, better market access, and modern infrastructure to the distinctive and traditional cuisines of each district. The cuisine cluster model is envisioned as a strong bridge between Uttar Pradesh’s cultural legacy and contemporary markets, while also strengthening the state’s vision of an Atmanirbhar UP.

Under the model, signature dishes from districts within each division will be identified and promoted through quality enhancement, packaging, marketing, and branding at state and national levels. This will help preserve traditional flavours while presenting them in line with modern consumer preferences. Popular foods such as Agra’s petha, Mathura’s peda,



Signature dishes include Agra’s ‘petha’ and Mathura ‘peda’

Gorakhpur’s litti-chokha, Kanpur’s samosa, and laddoo are proposed to be developed as recognisable food brands of Uttar Pradesh. These products will no longer remain confined to local markets but will be promoted through e-commerce platforms, food festivals, and tourism hubs across the country and abroad. The initiative will also support food startups, MSMEs, and local entrepreneurs. Facilities related to food processing, packaging units, cold chains, quality testing, and skill training will be developed, creating new opportunities for youth and women. With ease of doing business measures, single-window clearances, and policy support, the ODOC cuisine cluster model is expected to boost investment, employment, and food tourism.