

UP's arts, craft, delightful bites beckon the world

TIMES NEWS NETWORK

Lucknow: Entrepreneurs and artisans from different districts will showcase products under ODOP, MSME, GI, emerging exporter and One District One Cuisine categories, giving buyers a glimpse of the state's traditional strengths and newer enterprises at UP International Trade Show-2026 in Greater Noida from Sept 25 to 29.

45 entrepreneurs from Varanasi: Traditional crafts and contemporary products from Varanasi will be presented by 45 entrepreneurs representing ODOP, MSME, GI, emerging and established exporters, ODOC and Mukhyamantri Yuva Yojana categories, said deputy commissioner Abhishek Priyadarshi. The list includes Banarasi silk, wooden toys, pink meenakari and soft-stone jali work, alongside newer products such as well-



Districts to showcase their products at the UP ITS 2026

ness items, container bags and multifilament yarn. ODOC products include launglata, tirangi barfi and Banarasi paan.

Ayodhya's dahi-jalebi, khurchan: Kulhad dahi-jalebi and khurchan peda of Ayodhya will be featured under One District One Cuisine through live kitchen and packaging formats, while MSME units will highlight Ayodhya's handicraft and industrial enterprise. Deputy commissioner industries Prabhat Ranjan Shukla said the Ayodhya stall will be specially decorated.

Moonj craft, samosas from Prayagraj: Operating 12 stalls, 10 entrepreneurs from Prayagraj will showcase Moonj handicrafts, packed samosas, food products, khadi, cotton and embroidered apparel.

Firozabad's glassware: With 46 entrepreneurs setting up 54 stalls, Firozabad's signature glassware, chandeliers and decorative products will be showcased alongside textile, garment and dairy products.

Banda's Shajer stone, Bundeli sweets: Two ODOP entrepreneurs from Banda, Dwarka Prasad Soni and Arjun Gupta, will display Shajer stone handicrafts along with traditional sweets and newer enterprises. Under ODOC, Soni will showcase balushahi and sohan halwa, while an MSME bakery unit and two Yuva scheme beneficiaries will represent Banda's enterprises.

Amroha dholaks, sev and

crafts: Representing Amroha's traditional crafts and local products, six units from the district will display GI-tagged wooden musical instruments, including dholaks, along with the district's famous sev, handloom textiles, wooden handicrafts and woollen products.

Woodcraft, beetroot jaggery from Bijnor: Bijnor's traditional crafts and emerging enterprises, including Nagina's intricate sheesham wood carving, will be displayed alongside stone handicrafts, textiles, premium wigs, Vidur Herbal Tea, beetroot jaggery and traditional sweets.

Habshi Halwa, zari patch work from Rampur: Rampur's zari-patchwork, royal Habshi Halwa and traditional handicrafts will be showcased alongside hand-embroidered products, eco-friendly grass mats, table runners and mentha oil and crystals.