

UP Govt's 'One District, One Cuisine' initiative gains new momentum through Global Market

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The 'One District, One Cuisine' (ODOC) initiative not only effectively showcased the unique culinary identities of the state's 75 districts to a national and global audience at the Uttar Pradesh International Trade Show (UPITS) but also opened a new chapter of partnerships with major business entities and prestigious technical and regulatory institutions.

Officials here on Thursday said during UPITS, ODOC signed Memoranda of Understanding (MoUs) with Walmart Vriddhi, the Indian Institute of Packaging, and Birla Aircon.

Additionally, the Central Food Technological Research Institute (CFTRI) and the Food Safety and Standards Authority of India (FSSAI)



joined as partners in the ODOC initiative. These partnerships have broadened the scope for integrating the state's traditional food products with critical aspects such as market access, packaging, technical support, and food safety.

The UP government's ODOC (One District, One Cuisine) vision goes beyond merely preserving the state's local delicacies and food products

as cultural heritage; it focuses on energizing the local economy by linking them to branding, markets, and business opportunities. The extensive presence of ODOC at an international business platform like UPITS served to bring this vision to life.

The ODOC pavilion showcased Uttar Pradesh's diverse culinary culture, highlighting regional specialties.

The state's diversity, flavors, and traditions were brought together on a single platform through regional segments such as 'Braj ki Mithas' (Sweetness of Braj), 'Awadh ka Zayka' (Flavors of Awadh), 'Ruheli Rasdhar' (Essence of Rohilkhand), 'Bundeli Bahar' (Delights of Bundelkhand), 'Pashchimi Parimal' (Aroma of the West), and 'Purbiya Swad' (Flavors of Purvanchal).

The MoUs signed under the ODOC initiative mark significant steps toward strengthening the entire value chain, moving beyond mere product display and sales. A partnership with the Indian Institute of Packaging offers opportunities to upgrade local product packaging to meet modern market demands, while collaboration with a technical institution like CFTRI bolsters the technical aspects of food products. FSSAI's

involvement underscores the importance of food safety and standards.

Meanwhile, an MoU with a major business platform like Walmart Vriddhi presents a vital opportunity to connect local products with broader markets and extensive procurement networks. The partnership with Birla Aircon further illustrates the expansion of institutional support for the ODOC initiative.

Through the ODOC initiative, Uttar Pradesh's local culinary heritage is being showcased alongside its unique geographical identity. The overarching objective is to prepare local cuisines and food products for larger markets by integrating quality, packaging, branding, market linkages, and institutional support. ODOC's participation in UPITS-2026 has given this concept fresh visibility on the international trade stage.

