PM Modi gets a glimpse of UP's ODOP items at Bharat Parv pavilion in Gujarat

TIMES NEWS NETWORK

Lucknow: Prime Minister Narendra Modi visited the Uttar Pradesh pavilion at Bharat Parv in Gujarat on Saturday, where he was briefed on the state's tourism potential, traditional crafts and cultural heritage. The pavilion showcased the One District-One Product (ODOP) initiative through traditional crafts from six districts.

UP state tourism development corporation (UPSTDC) managing director Ashish Kumar received PM and briefed him on tourism initiatives and opportunities for cooperation under the 'Ek Bharat Shreshtha Bharat' programme.

The display featured Varanasi silk with intricate zari work, Moradabad's handcrafted brassware, Firozabad's glass idols, Saharanpur's carved wooden figures, Aligarh's brass idols and Gorakhpur's terracotta idols of Ganesh and Lakshmi.



PM Narendra Modi visits the Uttar Pradesh pavilion at Bharat Parv, where UPSTDC managing director Ashish Kumar briefs him on the state's tourism growth

Regional cuisine was another attraction, with the UPSTDC food court serving Awadhi vegetarian biryani and shami kebab, alongside Bundelkhandi kadhi, bajre ki roti, gud ki kheer, desi chhachh and traditional potato preparations. Visitors appreciated the variety, with sattu sharbat, jaggery kheer and special chaat drawing particular interest.

The cultural showcase featured Mayur dance from the Mathura-Vrindavan region and Rai performances from Bundelkhand, accompanied by traditional music and colourful costumes.

Tourism and culture minister Jaiveer Singh said the presentation aimed to strengthen local livelihoods while taking the state's cultural identity and tourism potential to a wider audience.

ACS (tourism and culture) Amrit Abhijat said showcasing traditional products, cuisine, performing arts and destinations would help create awareness about UP and encourage visitors to explore its diverse tourism offerings.

The pavilion was part of Bharat Parv, organised at Ekta Nagar near Statue of Unity under the theme 'Ek Bharat Shreshtha Bharat' as part of Rashtriya Ekta Diwas celebrations. Gujarat Minister of State for Tourism Dr Jayram Gamit also visited the pavilion.