



ONE DISTRICT ONE PRODUCT  
UTTAR PRADESH



**EMPOWERING  
UTTAR PRADESH**



**ONE DISTRICT ONE PRODUCT**  
— UTAR PRADESH —

**EMPOWERING  
UTTAR PRADESH**



## MESSAGE

I am happy to learn that Uttar Pradesh Government is publishing a booklet 'Ek Janpad Ek Utpad' on the occasion of 'Uttar Pradesh Divas'.

It is the duty of the Government to make all efforts for the social and economic development of the citizens and work for their interest and welfare. I am happy to learn that Uttar Pradesh Government is implementing 'Ek Janpad Ek Utpad' Yojana with the aim of achieving comprehensive and balanced economic development of the state.

I hope that as part of this scheme, the Government will take all necessary steps to usher in all-round development and will continue with its efforts to achieve the goal of 'Sabka Sath Sabka Vikas'.

I convey my good wishes for the successful publication for this booklet being published on the occasion of Uttar Pradesh Divas.

*Ram Nath Kovind*

(Ram Nath Kovind)

New Delhi  
January 24, 2018





भारत के उपराष्ट्रपति  
VICE-PRESIDENT OF INDIA

**MESSAGE**

It is heartening to note that the Government of Uttar Pradesh is formulating and implementing policies on priority, which are designed to create congenial environment for accelerated industrial development and capital investment. Recently announced U.P. Industrial Investment and Employment Promotion Policy and Micro, Small and Medium Enterprises Policy, 2017 the government has infused a renewed confidence in entrepreneurs, exporters and artisans of the State.

Traditional crafts, craftsmen, weavers and artisans play an important role in imparting pace to the economic development of the State. Driven by innovative idea and commitment to balanced industrial development, the Government of Uttar Pradesh has decided to implement 'One District – One Product' scheme. This scheme will pave a new way for inclusive development of the State. I am convinced that this scheme can take the State to new heights of economic development by linking the production with tourism, the development of local craft skills and employment opportunities.

I convey my good wishes and full cooperation to Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath for adopting this dynamic concept of 'One District – One Product' and its successful implementation.

  
(M. Venkaiah Naidu)

New Delhi  
19<sup>th</sup> January, 2018.





सत्यमेव जयते

प्रधान मंत्री  
Prime Minister



## संदेश

उत्तर प्रदेश सरकार द्वारा 24 जनवरी 2018 को 'एक जनपद एक उत्पाद' योजना के शुभारम्भ के बारे में जानकर प्रसन्नता हुई है। इस पहल से पं. दीन दयाल उपाध्याय द्वारा समाज के अंतिम पायदान पर खड़े व्यक्ति तक लाभ पहुंचाने के विचार को बल मिलेगा।

गांधी जी ग्रामीण विकास के लिए जिन बुनियादी चीजों को आवश्यक समझते थे उनमें ग्राम स्वराज, ग्रामोद्योग और समग्र ग्राम विकास प्रमुख हैं। गांधी जी कहते थे कि 'भारत गांवों में बसता है'। भारत के विकास के लिए गांवों का विकास करना आवश्यक है। विकास की यात्रा में गांवों को साथ लेकर चलने और किसानों की आय को दोगुनी करने के लिए सरकार प्रतिबद्ध है।

उत्तर प्रदेश के समृद्ध कारीगरों ने अपनी उत्कृष्ट कला से देश में एक अलग पहचान बनाई है। हर जनपद को किसी विशेष उत्पाद के लिए जाना जाता है। मुझे आशा है कि श्री योगी आदित्यनाथ जी की 'एक जनपद एक उत्पाद' की अवधारणा से पिछड़े वर्गों, महिलाओं और युवाओं को विशेष लाभ पहुंचेगा। हर जनपद विकास की एक नई कहानी लिखेगा और असंतुलित क्षेत्रीय विकास दूर करने में मदद मिलेगी।

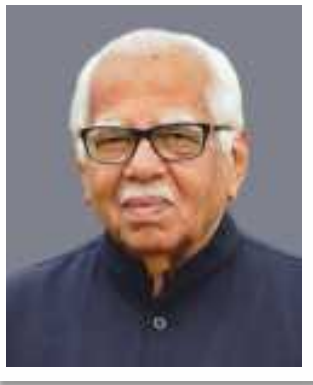
इस महत्वपूर्ण और दूरगामी परिणाम देने वाली पहल के लिए मैं उत्तर प्रदेश सरकार को बधाई देता हूं। 'एक जनपद एक उत्पाद' योजना की सफलता के लिए शुभकामनाएं।

(नरेन्द्र मोदी)

नई दिल्ली

19 जनवरी, 2018





**Ram Naik**  
Governor, Uttar Pradesh



Raj Bhavan  
Lucknow - 226 027

17 January, 2018

## Message

Natural resources are in abundance in the State of Uttar Pradesh. Being rich in geographical and cultural diversity, it has great potential for development. The Government has declared new Micro, Small and Medium Enterprises (MSME) Policy and Infrastructure & Industrial Development Policy 2017 within a short span of its formation which shows its commitment for the all round progress of the State.

Taking its mission a step forward, the Government has decided to implement the novel concept of 'One District One Product' (ODOP) for the development of local crafts/products, value addition of the products, employment generation and improvement in economy of the State. Through this Scheme, traditional crafts/skills will be retained with suitable and desired modification as per market requirement.

I trust that the Scheme will usher a new pace of progress through employment generation at local level. I am hopeful that the concept will go a long way in achieving its goal and giving future generations a chance to be proud of their rich heritage.

I compliment the Government for taking this initiative and extend my bestwishes for the successful implementation of 'One District One Product' Scheme.

*Naik*  
( Ram Naik )



Yogi Adityanath



CHIEF MINISTER  
UTTAR PRADESH

No - O -

/CM-1/2018



Dated: 17 JANUARY, 2018



## Message

Our state of Uttar Pradesh is rich in terms of natural and human resources, traditional handicrafts as well as various arts and skills. It is endowed with a panorama of geographical and cultural diversity. But despite this, considering the existing situation of artisans and crafts persons in various crafts, skills and enterprises, a need is felt for their balanced and inclusive economic development.

Keeping these requirements and gaps in mind, the Government of Uttar Pradesh has taken a very important and innovative decision to implement the concept of 'One District One Product'. This concept is based on the distinct identity of handicrafts, agro and processed products, as well as other specialized products of different districts of our state. This scheme would cover every district of the State and skilful production and market promotion strategies would be developed, based on the analyzed findings emerged from the survey of identified products at district level.

The implementation of 'One District One Product' scheme would be reviewed on regular basis by the District Magistrate at the district level and Infrastructure and Industrial Development Commissioner at the state level, so that district products could be made commercially profitable. In this scheme efforts would be made for optimal utilization of local resources.

I believe that "One District One Product" scheme would be helpful in culminating the feeling of prosperity and respect through self-employment among the youth of Uttar Pradesh and also in preserving and promoting the skills and crafts which are losing their identity and charm.

My best wishes for the successful implementation of the scheme.

( Yogi Adityanath )





**सत्यदेव पचौरी**

मंत्री

खादी एवं ग्रामोद्योग, रेशम उद्योग  
कस्त्रोद्योग, सूक्ष्म, लघु एवं मध्यम  
उद्यम एवं निर्यात प्रोत्साहन विभाग



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81-82 मुख्य भवन,

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9, कालीदास मार्ग, लखनऊ

मो 9455073843

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दिनांक : 16.1.2018

### Message from Minister

Micro, Small and Medium Enterprise (MSME) is known as the Engine for Growth and Development due to its important partnership in employment creation, export and socio-economic development of the State. In our State, there are abundant natural and human resources, diverse culture, rich heritage of handicrafts, knowledge and skills on one hand, whereas on the other, we have the least innovative brilliance of youth population filled with energy. But despite these, it has not been possible to take the advantage of opportunities.

On the occasion of Uttar Pradesh Diwas, Government is initiating the scheme "One District One Product" for achieving the objectives of all inclusive, continuous and balanced growth and development of the State through adaptive coordination of available natural and human capital as well as skills and arts from our heritage.

This scheme will be implemented in every district of the State. Wherever required, production and marketing related infrastructure will be developed as per the international standards and demand in global market. In order to ensure the result-oriented implementation of this scheme all the needed arrangements and systems have been ensured for follow up, review and evaluation at different levels so that the benefits of this scheme should reach to the target group on time-bound, easy and transparent manner.

I express my sincere thanks to the determination and progressive thinking of our Hon'ble Chief Minister because of whose motivation and able leadership Uttar Pradesh is celebrating its first 'Uttar Pradesh Diwas' on January 24, 2018. In alignment with this, MSME Department has resolved to conceptualize and implement 'One District One Product' scheme, which would bring revolutionary transformation in the economic and social scenario of the State.

  
(Satyadev Pachauri)





Rajive Kumar  
IAS



Lal Bahadur Shastri Bhawan  
Lucknow- 228001  
Uttar Pradesh  
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## Message

Uttar Pradesh is one of the leading state in the country in handicrafts, and small/micro industries. While the entire Uttar Pradesh is well known for its diverse products and handicrafts, every district of the state produces some special product which has unique identity.

This is a matter of great pleasure that for promoting the production and marketing of such products, “One District One Product” scheme is being launched in the state on the occasion of UP Diwas by Micro, Small and Medium Enterprises Department.

This scheme, while fulfilling the prime objective of branding of such products, will bring improvement in the quality of products, capacitate for competing at international market, upgrade production through technological improvements and skill development among artisans of the state along with providing employment opportunities to the youth and artisans. Thereby, this scheme will play very important and significant role by enhancing the income levels of the artisans, involved entrepreneurs and employed workers in such units.

I extend my best wishes for the successful implementation of the scheme, so that it accomplishes its desired objectives, and usher an era of glory and growth for the people of the State.

(Rajive Kumar)





Anup Chandra Pandey  
I.A.S.  
Infrastructure & Industrial Development Commission



D.O. Letter No. ....

Government of U.P.  
54, Lal Bahadur Shastri Bhawan  
U.P. Secretariat, Lucknow - 226001  
Ph. : 0522-2238283 (O)  
Ph. : 0522-2215214 (O)

Date : 17-01-2018

## Message

Uttar Pradesh, situated in the heart of nation, has significant contribution in the national economy. U.P. is the 2nd largest economy of the country with about 12% contribution in India's GDP. Uttar Pradesh leads the nation in terms of numbers of registered and unregistered micro, small and medium enterprises . There are many specialized industrial clusters in the State, such as Sports Goods in Meerut, Brass items in Moradabad, Perfumes in Kannauj, Leather in Kanpur, Shoes in Agra, Embroidered Sarees in Varanasi, Carpets in Bhadohi, Chikan in Lucknow etc. These products are internationally renowned and they contribute significantly to the economy of the State through their exports. Though every district of the State has one or more distinct products which have their special identity, but still the commercial production of these products in the national context is yet far from its potential.

Aiming at the commercial production of these renowned products through micro and small industries and creating new opportunities for employment as well as all inclusive economic development of the state, an ambitious scheme "One District One Product" is being launched by State Government on the occasion of U.P. Diwas on January 24, 2018. Through this innovative scheme, a new era would begin in the state for development of handicrafts and micro and small industries which would contribute in making district specific products recognized at global level.

My best wishes to the people for the State for successful implementation of the scheme,

(Anoop Chandra Pandey)





## Preface

The Micro, Small and Medium Enterprises (MSME) sector is of strategic importance for Uttar Pradesh. These enterprises not only play a crucial role in providing large scale employment opportunities at lower capital cost, but also help in industrialization of rural and backward areas, thereby reducing regional imbalance, assuring more equitable distribution of national income and wealth. MSME sector forms the backbone of economic progress and development of Uttar Pradesh, because of its contribution to industrial productivity, employment generation, versatile nature, adaptability and contribution in exports. MSME industries constitute an important segment of the UP economy in terms of employment generation and as a source of foreign exchange earning through exports.

The MSME sector accounts for almost 60% of the total industrial output in Uttar Pradesh. The state has over 44 lac MSME units at present. Out of the total handicrafts export from India, Uttar Pradesh contributes 44%, carpets 39% and Leather Goods 26%. Uttar Pradesh contributes about 4.5% in the total exports from India. MSME sector accounts for second largest employment generation next only to agriculture sector in Uttar Pradesh. There are a total of about 95 Lac people employed in this sector, out of which the unregistered sector employs more than 90 percent (84.86 Lac). Considering the large employment potential and commitment to provide employment to all able hands, hopes are mainly pinned on this sector.

Every district of our state boasts of one or the other unique handicrafts or agricultural products which has attained International standards and contribution to the National GDP and State GDP. There also exists a plethora of products unique to our districts which deserve attention and are potential star export material. The Flute Industry of Pilibhit and Stone Craft from Banda are a few examples of the same. With a proper marketing strategy in place, these products will contribute to sustainable economic development and be the harbinger of "Development for All".

With a view to provide enhanced employment opportunities and percolate the development to all the nook and corner of our state, we are launching "**One District One Product**" Scheme on 24<sup>th</sup> of January, 2018, a solemn day on which we celebrate the 'Uttar Pradesh Divas'.

This book is an attempt to collate the identified products from all the districts, and capture their beauty and glory, albeit in brief, so that it can charm more and more people to contribute in this initiative.

"**One District One Product**" is a unique and one of its kind initiative, borne primarily out of the vision of our Hon'ble Chief Minister. I am sure that it is capable of propelling enormous economic growth on the paradigm of '**think globally-act locally**', and thereby, improving the quality of life for the entire community associated with such an initiative. I assure that we will leave no stone unturned so as the intended benefits of the initiative reach every last person, and put a smile on their face. I express my sincere thanks to Hon'ble Chief Minister Shri Yogi Aditya Nath for his Whole Hearted support and directions.

I would also like to express my gratitude to Shri Satyadev Pachauri, Hon'ble Minister of MSME and Export Promotion, Government of Uttar Pradesh, for his continuous guidance and insight; Shri Rajive Kumar, Chief Secretary, Uttar Pradesh, for his encouragement and motivation and Shri Anup Chandra Pandey, Infrastructure & Industrial Development Commissioner (IDC), Uttar Pradesh Government, for his innovative and focussed directions.

Last, but not the least I would like to thank Shri Ranvir Prasad, Director of Industries and his team, specially all the Joint Commissioners and Deputy Commissioners of the districts; Shri Pawan Kumar, Special Secretary for his relevant suggestions; Shri R.K Singh, Additional Commissioner, Export Promotion Bureau and his team for uniting efforts into organizing, coordinating and putting together everything; Shri Pravin Singh from UPICO and his entire team and finally, to my personal staff Shri Subhash Chandra and Shri Updesh Kumar for all the extra efforts they have put into finalizing this scheme.

**Anil Kumar**

Principal Secretary

Department of Micro, Small and Medium Enterprises of Export Promotion



## CONCEPT

### ‘One District - One Product’ Uttar Pradesh

Spread over an area of 2,40,928 square kilometer, Uttar Pradesh is the fourth largest state of India in terms of area comprising 7.3% of total area of the country. It is also the largest state in terms of population with 2011 census count of 19.98 crores which is about 16.5% of the total population of the country. In terms of size of the economy, state ranks third in the country having a share of 8.4% with GDP of 11,45,234 Cr in the year 2015-16.

MSME sector plays an important role in the economy of the state and is significant contributor to capital investment, production and employment. In terms of numbers of MSME units ( about 46 lakh units, 8%), Uttar Pradesh stands first in the country. This sector, in the state as well as India, is the largest contributor to employment after agriculture. Uttar Pradesh has been a leading state in the export of handicrafts, processed food, engineering goods, carpet, readymade garments and leather products.

The export of handicrafts from Uttar Pradesh contributes 44% to total exports of handicrafts from the country. Similarly, this contribution stands at a significant 39% in carpets and 26% in leather and leather products. The share of Uttar Pradesh in total exports from the country is 4.73%. Almost each district in the State has one or more unique products- be it in the handicrafts, handlooms or agriculture/ horticulture produce or small enterprises, with distinct identity at national and international levels. For example, the silk sarees of Varanasi, the handicraft items of brass from Moradabad, the flute of Pilibhit, the artifacts of Shajar stone from Banda and Kala Namak rice from Siddhartha Nagar need no introduction. There is immense possibility to promote the marketing efforts to create more opportunity of employment and to add to the existing income levels of artisans/ workers engaged in these sectors.

Keeping above in view, it has been decided to launch the scheme in the name of ‘One District - One Product’ in the State. The main objectives of this scheme are as follows:

- Preservation and development of local crafts/ skills and promotion of the art
- Addition in the incomes and local employment (resulting in decline in migration for employment).
- Improvement in product quality and skill development.
- Transforming the products in an artistic way (through packaging, branding).
- To connect the production with tourism (Live demo and sale outlet-gifts and souvenir).
- To resolve the issues of economic difference and regional imbalance.
- To take the concept of ODOP to national and international level after successful implementation at State level.



In case of more than one product having distinct identity from a district, the product with potential of generating more employment and development has been selected in the first stage. Gradually, other product will also be included under the purview of scheme.

Regarding execution of the scheme, following actions are to be taken for products from each districts:

- To prepare database regarding circulation, stakeholders, total production, export, availability of raw material and to arrange training.
- Research of possibilities regarding production, development, marketing of the product.
- To prepare a micro plan for product development, marketing promotion and to provide additional opportunities of employment and wage increment of the concerned artisans and workers.
- To provide advertising, publicity and marketing opportunities at district, state, national and international level.
- Necessary coordination with MUDRA, PMEGP, Stand UP Schemes of GOI as well as Mukhya Mantri Yuva Swarojgar Yojna and Vishwakarma Shram Samman Yojna of GoUP for providing required finance to new and existing units. To start new schemes for the purpose as needed.
- To setup Co-operatives and Self Help Groups.
- General and technical training of the craft and technology development.

This book is an attempt to display the identified products from each district which is a part of the ODOP program so that more and more people may know about the rich cultural heritage of the State and the unique skills and talent found here. It is also an opportunity for people to associate themselves with the conservation and promotion of this heritage. It is a chance for them to contribute in the development of the State.





**ONE DISTRICT ONE PRODUCT**  
UTTAR PRADESH



S.No.	District	Product Name	S.No.	District	Product Name
1.	Agra	Leather	7.	Auraiya	Food Processing (Desi Ghee)
2.	Aligarh	Lock And Hardware	8.	Azamgarh	Black Clay Pottery
3.	Allahabad	Moonj Products	9.	Budaun	Zari-Zardozi
4.	Ambedkar Nagar	Textile Products	10.	Baghpath	Home Furnishings
5.	Amethi	Moonj Products	11.	Bahraich	Crafts (Wheat Stalk)
6.	Amroha	Musical Instrument (Dholak)	12.	Ballia	Bindi



S.No.	District	Product Name	S.No.	District	Product Name
13.	Balrampur	Food Processing (Pulses)	45.	Kasganj	Zari Zardozi
14.	Banda	Shazar Stone	46.	Kaushambi	Food Processing, (Banana)
15.	Barabanki	Textile Products (Stole)	47.	Kushinagar	Banana Fiber Products
16.	Bareilly	Zari-Zardozi	48.	Lakhimpur Kheri	Tribal Craft
17.	Basti	Wood Craft	49.	Lalitpur	Zari Silk Sarees
18.	Bhadoi	Carpet	50.	Lucknow	Chickan Kari & Zari Zardozi
19.	Bijnor	Wood Craft	51.	Maharaj Ganj	Furniture
20.	Bulandshahar	Pottery	52.	Mahoba	Gaura Stone Craft
21.	Chandauli	Zari-Zardozi	53.	Mainpuri	Tarkashi Art
22.	Chitrakoot	Wooden Toys	54.	Mathura	Sanitary Fittings
23.	Deoria	Decorative Product	55.	Mau	Powerloom Textile
24.	Etawah	Textile Products	56.	Meerut	Sports Products
25.	Etah	Ghungroo Ghanti (Brass Bell)	57.	Mirzapur	Carpets
26.	Faizabad	Jaggery	58.	Moradabad	Metal Craft
27.	Farrukhabad	Block Printing	59.	Muzaffarnagar	Jaggery
28.	Fatehpur	Bed Sheets	60.	Pilibhit	Flute
29.	Firozabad	Glass Ware	61.	Pratapgarh	Aamla Products
30.	Gautam Budh Nagar	Readymade Garments	62.	Raebareli	Wood Crafts
31.	Ghazipur	Wall Hanging	63.	Rampur	Patch Work
32.	Ghaziabad	Engineering Goods	64.	Saharanpur	Wood Crafting
33.	Gonda	Food Processing (Pulses)	65.	Sambhal	Handicraft (Horn Bone)
34.	Gorakhpur	Terracotta	66.	Sant Kabir Nagar	Brassware Craft
35.	Hamirpur	Leather Juti	67.	Shahjahanpur	Zari-Zardozi
36.	Hapur	Home Furnishing	68.	Shamli	Rim And Axle
37.	Hardoi	Handloom	69.	Shravasti	Tribal Craft
38.	Hathras	Hing 'Asafoetida'	70.	Siddharthnagar	Kala Namak Rice
39.	Jalaun	Handmade Paper Art	71.	Sitapur	Dari, Carpet
40.	Jaunpur	Dari, Carpet	72.	Sonbhadra	Kaleen, Carpets
41.	Jhansi	Soft Toys	73.	Sultanpur	Moonj Products
42.	Kannauj	Scent/itar	74.	Unnao	Zari Zardozi
43.	Kanpur Dehat	Utensils	75.	Varanasi	Banarasi Silk Saree
44.	Kanpur Nagar	Leather Products			





# AGRA

## Leather Products



Agra is popular for its leather work. A variety of leather products, including footwear, belts, bags are manufactured here. The raw material is mainly imported from Kanpur, Kolkata, Chennai, Taiwan and China among others. There are potential possibilities for the quality enhancement of leather products manufactured in the district. Micro, small and medium enterprises are engaged in this work. This industry can be developed with diversified products. At present, there is a need to adopt measures such as establishment of design labs and testing facilities for the development of leather industry.

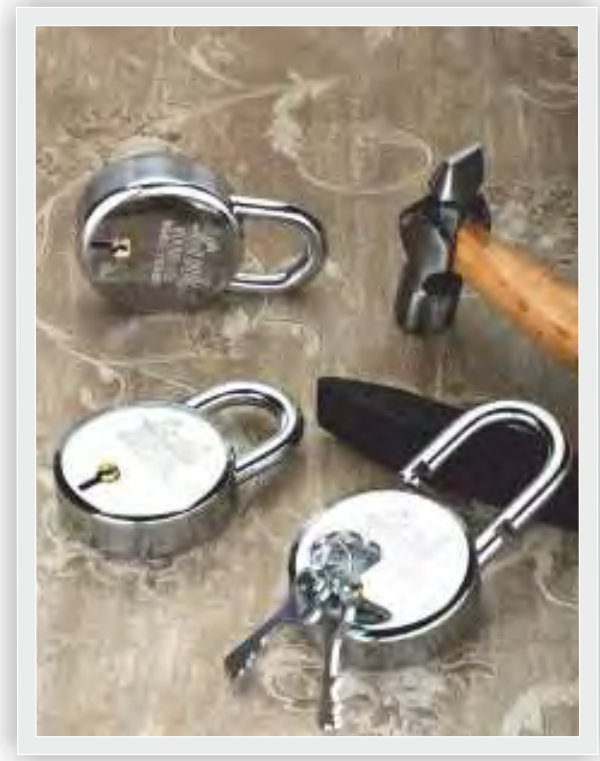






# ALIGARH

## Locks and Hardware



The locks manufactured in Aligarh are immensely popular all over the country. Padlocks, door locks, multi slot, bicycle locks, multipurpose locks, etc. are produced in the district. Locks and hardware production is the cottage industry here.





# ALLAHABAD

## Moonj Products



The Naini area of Allahabad is known for its Moonj craft. Easy availability of raw materials has enabled this craft to flourish in the district. The market is flooded with a variety of products made from moonj like basket (daliya), coaster stand, bags, decorative items and more. Eco-friendly moonj products have the potential to do well in the national as well as international markets.





# AMBEDKAR NAGAR

## Textile Products



Production of garments through power loom is mainly done in the Tanda area of Ambedkar Nagar. For about 50 years, almost every family in Tanda is associated with this work in one way or the other. Powerloom-textile production provides employment to around 43000 artisans.





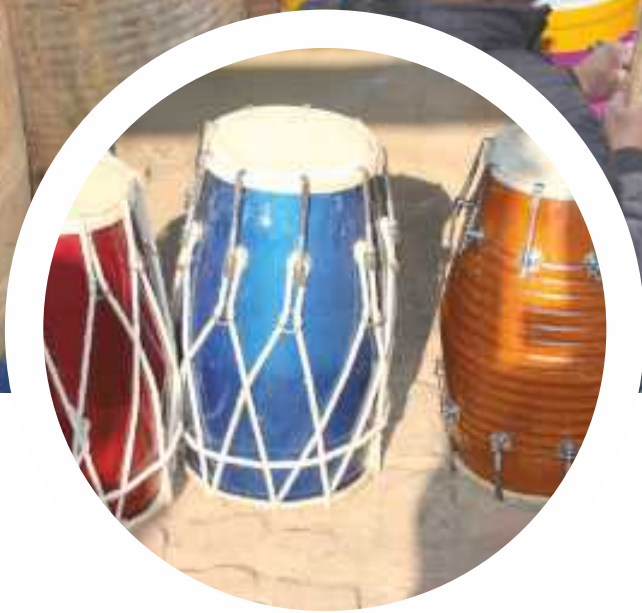
## AMETHI

### Moonj Products



A naturally growing perennial grass, known as Sarpat in the local dialect, is found in the lowlands of the district. Locals are engaged in making various types of decorative and household products from moonj such as foot-mats, carry bags, stools, ropes, pen stands, chairs, tables etc. The craftsmen make these products without using any advanced equipments.





# AMROHA

## Musical Instrument (Dholak)



There are around 300 small units producing wood based drum instrument (Dholak) in the district, which provide employment to over 1000 artisans. The Dholak is played using a stick. Owing to social development, the scope of this unique musical instrument has expanded.





## AURAIYA

### Milk Processing (Desi Ghee)



Auraiya



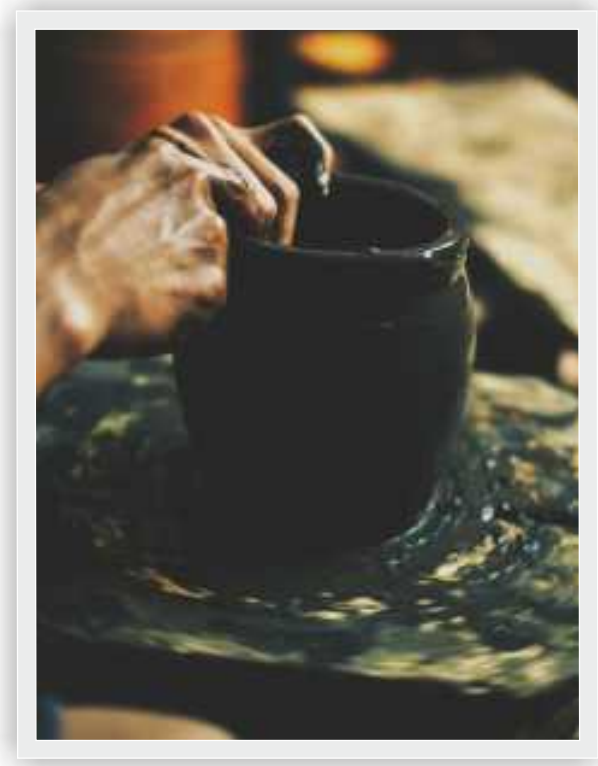
The Auraiya district is located in the southern part of the state. Animal husbandry is very prominent here. The district is a major producer of pure desi ghee. The ghee produced here is also sent to other states for sale.





## AZAMGARH

### Black Pottery



Black pottery is made in Nizamabad area of the district. A special type of soil is used for this craft. Around 200 artisans are engaged in making black pottery here. A variety of products, including vases, utensils etc. are made by them. There is a high demand for this craft for decorative as well as utility items.





# BUDAUN

## Zari-Zardozi



Budaun is famous for its zari-zardozi products. This work is prominent in Tahsil Badaun, Bisoli, and Dataganj. Almost 35 per cent of the families are engaged in this industry. The Zardozi industry is largely cottage industry. Raw materials used for this craft include silk, kardana pearl, kora kasab, fish wire, nakshi, nos, pearls, tubes, chandla, jarkan noori, leaves, mirrors, golden chain etc. Locally, this work is also known as Karchobi.





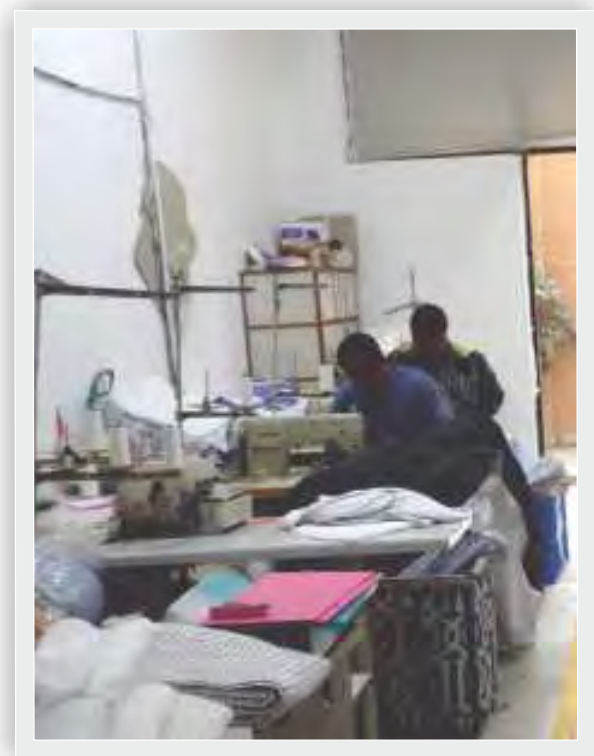


# BAGHPAT

## Home Furnishings



Baghpat



The handloom business has been going on in Khekada for many years. The handloom units have now been converted to power loom. Curtains, kitchen towel, table cover, pillow cushions and other furnishing products made in this area are widely known.





# BAHRAICH

## (Wheat-Stalk) Handicrafts



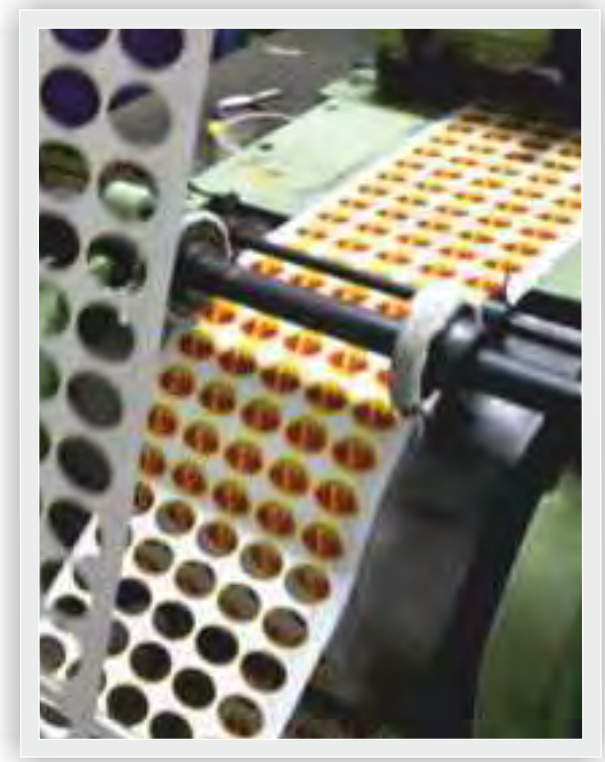
The wheat-stalk handicraft products made in the district have gained immense popularity. Craftsmen in the region make unique artworks in which the shape of the drawings is prepared on the cloth frames using wheat-stalk. The brightness of these artefacts increases with time. Three craftsmen of Bahraich have been honoured with the state award for this craft.





# BALLIA

## Bindi (Tikuli)



The Bindi (Tikuli) industry is present in Maniyar block of the district. A number of bindi cottage industries have been operating here for several years. The product is traded locally as well as in different parts of the country.





# BALRAMPUR

## Food Processing (Pulses)



Balrampur is a lowland area where small lentil pulses are cultivated as cash crops. Five different types of small lentil varieties are found here. The high quality lentil pulses of Balrampur are sold in other parts of the state as well as in Bengal and Assam.





# BANDA

## Shazar Stone Craft



Shazar stone is obtained from Ken river which flows in the west of Banda district in Bundelkhand region. From obtaining the Shazar stone to trimming and shaping it, the craft involves a lot of hard-work and expenditure. This stone is used for making jewellery and other decorative items.





# BARABANKI

## Textile Products



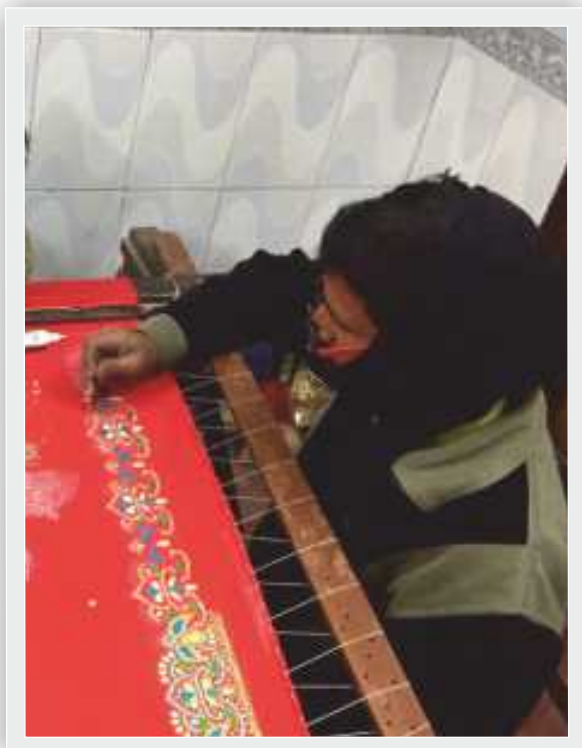
The district is known for fabric knitting through handloom. Owing to the high demand of cotton clothing, there is also a huge demand for handloom products prepared using traditional technology. Weaving is done in urban as well as rural areas of the district. Presently, about 11200 weavers are engaged in textile weaving in the district.





## BAREILLY

### Zari-Zardozi



Zari work is made from three types of threads—gold, silk and silver. Presently, thousands of micro and small units are involved in the work of Zari-Zardozi in the district. As many as two lakh people are engaged in this work, directly or indirectly. Several items with zari-zardozi work can be found in the market like dresses, scarves, handbags, jackets, sarees, lehngas etc.





# BASTI

## Wood Craft



Wood craft is very prominent in this district. Various products including sofa sets, beds, etc are manufactured here. The district has sufficient availability of raw materials for wood craft.

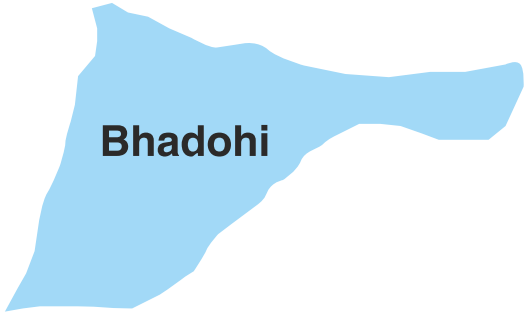






# BHADOHI

## Carpet (Dari)



Bhadohi district is world famous for the production and export of carpets with distinctive and outstanding designs. There are approximately 63,000 artisans in the district who are associated with this work. The total number of looms in the district is more than 1 lakh and over 500 export units are established here. Handmade carpets are very popular in luxury markets internationally.





## BIJNOR

### Wood Craft



The village of district named as 'Nagina' is famous by the word "Jewellery". The wood carving done here has earned it the name of "wood craft city" globally. Even today, the craftsmen traditionally obtain the wood used in this craft and make beautiful decorative items from it.





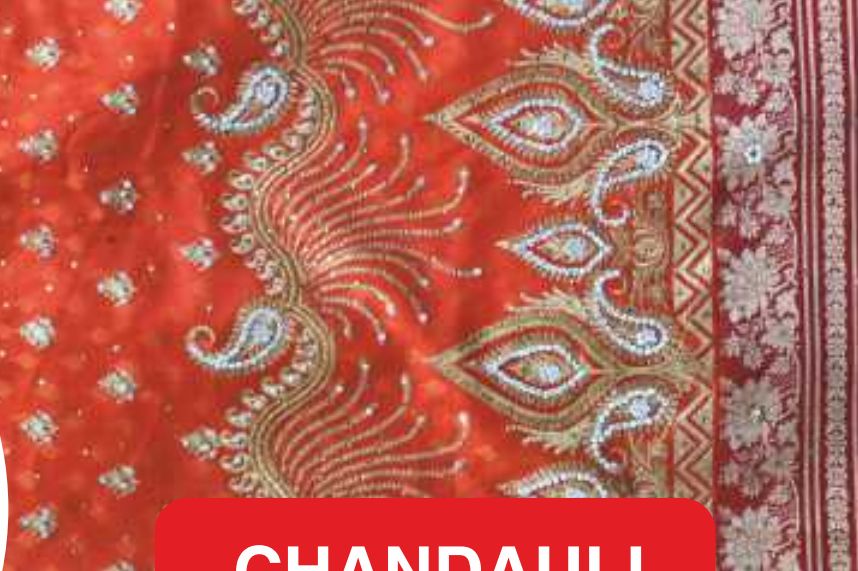
# BULANDSHAHAR

## Pottery



Traditional pottery in Khurja of Bulandshahar dates back to the reign of King Ferozshah Tuqhlac. It began with display of blue art on ceramic pots. The district has around 350 units in pottery industry. These units provide direct and indirect employment.





# CHANDAULI

## Zari-Zardozi



Chandauli



Most of the Zari work on sarees is done by craftsmen of villages Gopallapur, Dulhipur, Satpokhri, Sinkandarpur and Ketsar in the district. Presently, zari work is a 'job work' in the district. The craftsmen here work for the units located in Varanasi.





# CHITRAKOOT

## Wooden Toys



Due to being a forest area, there is abundance of wood (raw material) in Chitrakoot. A large number of craftsmen in this district are engaged in making wooden toys. The toys produced here are sent to different districts of the state for sale as well as for fairs and exhibitions.





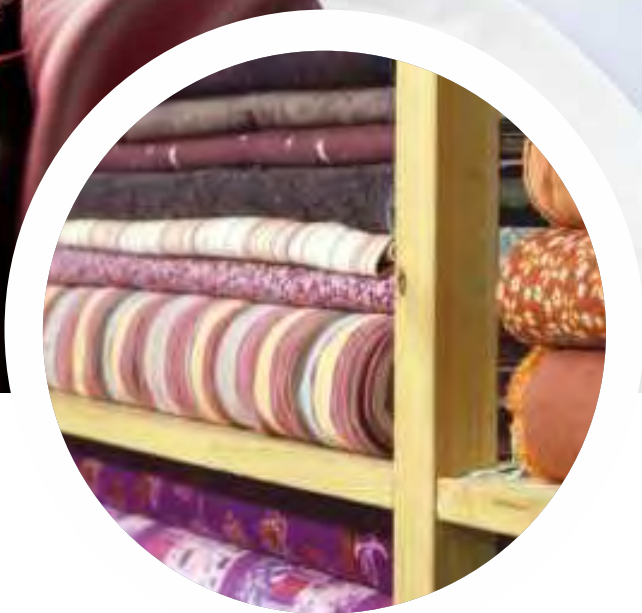
# DEORIA

## Decorative Products



The district is famous for knitting and embroidery work on home furnishings and other decorative items such as chandeliers, skirting, curtains and more. These products are sent to be sold in local markets as well as for sale in Bihar and other parts of the country.





# ETAWAH

## Textile Products



Textile production is carried out on a large scale in Etawah. The craft of block printing on garments through handheld tools is prominent here. The craftsmen primarily make products like cushion covers, pillow covers, gamcha/angocha, bed sheets etc. There is a great scope for this craft to flourish and prosper owing to the high demand of designer clothes printed in Etawah.





# ETAH

## Ghungroo and Ghanti (Brass Bells)



Jalesar is a historic town, which was the capital of Magadha king Jarasandha. The district is mainly known for production of brass bells or ghungroo ghanti. The materials used for making the bells, such as mud, white powder and brass are in abundance in this area.

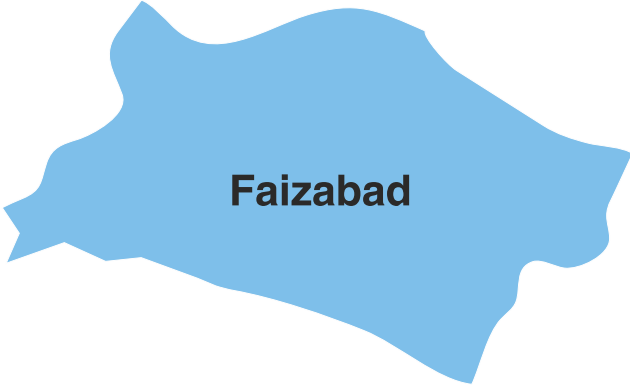






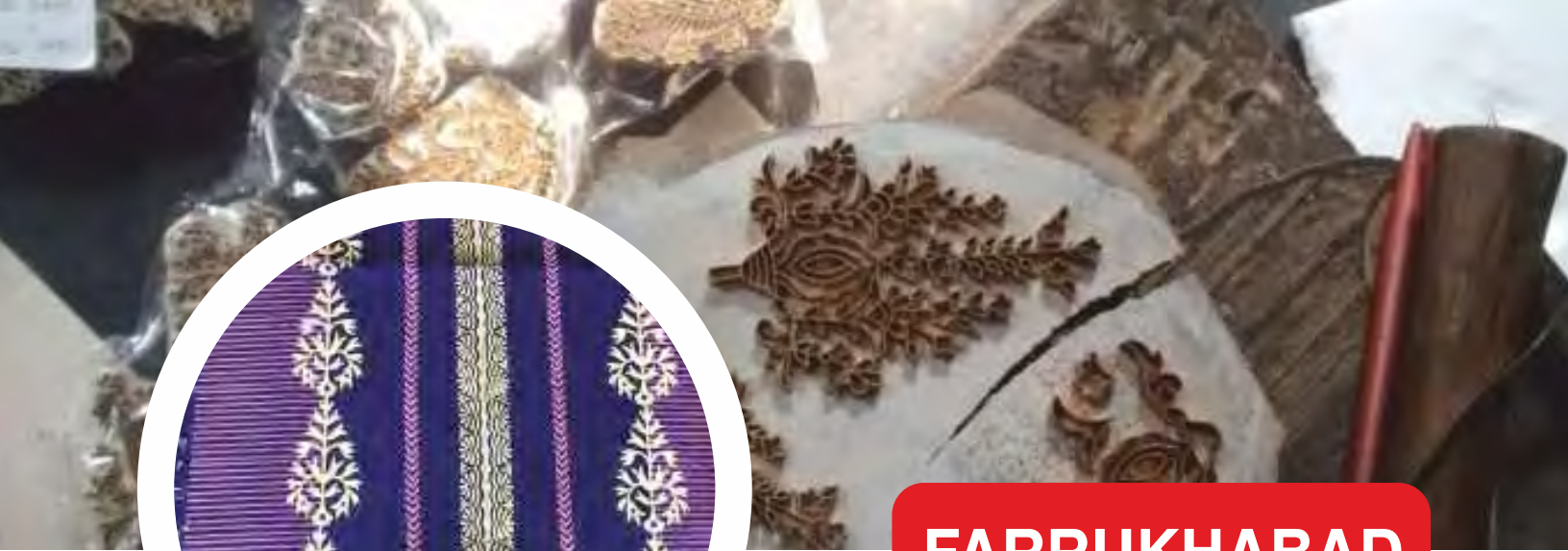
# FAIZABAD

## Jaggery



Jaggery making in Faizabad is being carried out traditionally since generations. 20% of the total agricultural land of the district is used for sugarcane cultivation. The district mainly produces jaggery and jaggery-products like sesame gajak, laddoo, chikki, gudkaj laddoo etc. Sugarcane, the raw material required for making jaggery, is present here in abundance.





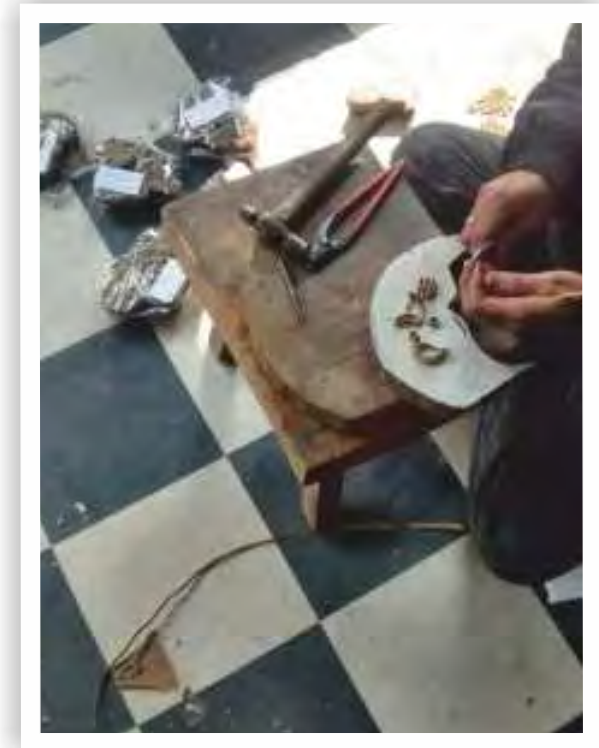
## FARRUKHABAD

### Block Printing



Farrukhabad

Farrukhabad is known for its block printing (made of wood and brass). These blocks are used on various items including blanket covers, shawls, sarees, suits, scarfs, stoles etc. The products made here are in demand not only in India but also in U.S., Brazil and several Asian and European countries.





# FATEHPUR

## Bedsheets



There are a number of units associated with textile industry in Fatehpur. These units manufacture products like towels, cloth for making jeans and bed sheets. The products made here have a unique place in national as well as international markets. The industry has a great scope of expansion owing to the high demand of designer clothes/bed sheets manufactured here.





# FIROZABAD

## Glassware



The artisans in this district are engaged in manufacturing glassware. They use a special traditional technique called 'Mouth-Blowing' for making various products such as lanterns, Christmas trees, kitchenware and various decorative items. Approximately 20,000 artisans make a variety of glassware in the district.



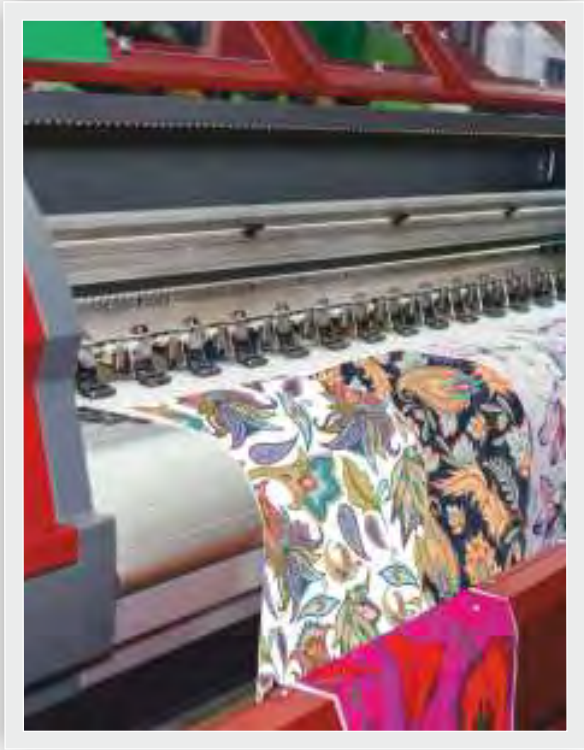


## Gautam Budh Nagar

### Readymade Garments



### Gautambudh Nagar



Gautam Budh Nagar is also known as the 'City of Apparel'. Lakhs of people are employed in this industry, out of which around 60 per cent workers are women. As many as 2500 readymade garment factories are present in Gautam Budh Nagar. Finished goods are exported abroad. An Apparel Training Center has been established here to provide skilled craftsmen to all the units engaged in garment factories.





# GHAZIPUR

## Jute Wall Hangings



For the past several years, the craftsmen of Ghazipur district have been engaged in making jute wall hangings using traditional techniques. This product is also exported to other regions. In order to enhance the production of this exclusive craft, there is a need to ensure easy availability of raw materials and provide adequate training for product development and marketing





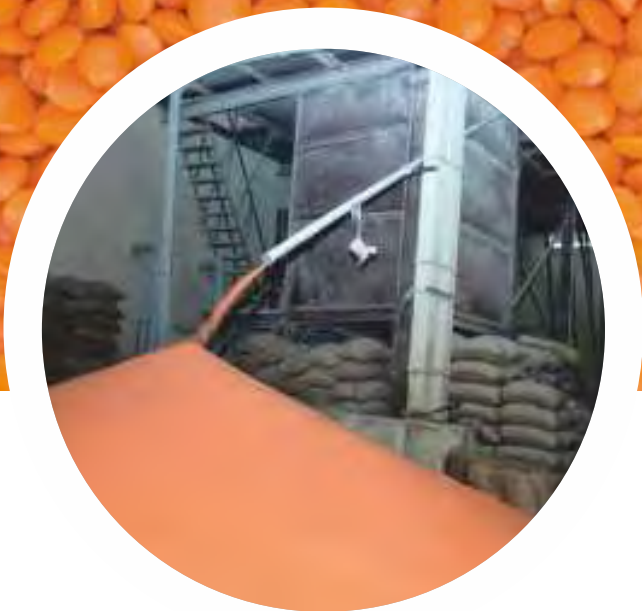
# GHAZIABAD

## Engineering Goods



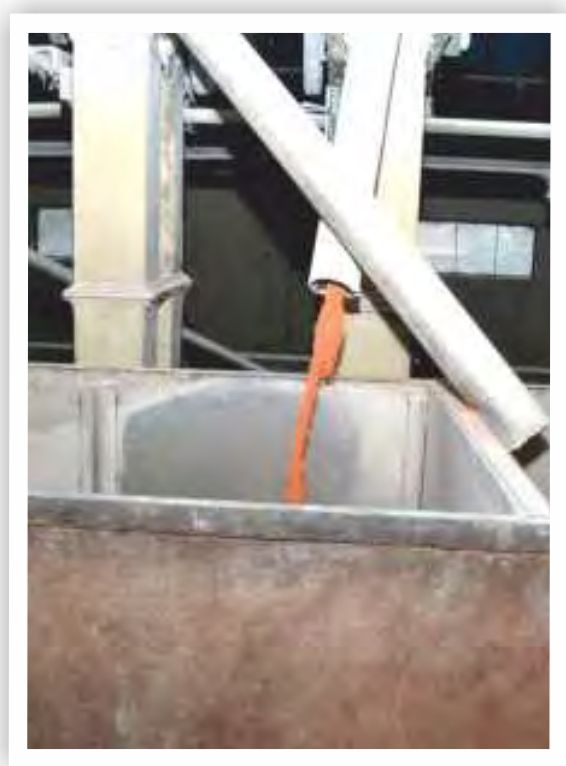
There are a number of engineering industries in the district of Ghaziabad. Units manufacturing automobile spare parts, sugar mills, machinery parts, lift, and furnishing are present here. The region is known for manufacture and export of machinery parts and machines. Rolls, gears, shafts, steels tubes etc. are constructed by various forging units of the district.





# GONDA

## Food Processing (Pulses)



Cultivation of pulses, sugarcane, maize, paddy etc. is prominent in Gonda as it is a lowland area. Lentils are cultivated here on a large scale. Many traditional dishes are prepared using pulses.







# GORAKHPUR

## Terracotta



Terracotta is a very unique and special kind of ceramic craft. Traditionally, what makes it different from other terracotta crafts is that it involves ornamentation, use of natural colours/dyes and experimentation with innovative shapes. The raw material used for this craft is a type of soil available locally. It gives the item a natural colour. Around 200 households are engaged in this work.





# HAMIRPUR

## Shoes



Sumerpur town of the Hamirpur district has been known for its production of leather shoes or juti which is completely handmade. Technical training and financial aid is required for ensuring high quality production and promotion of this industry.





# HAPUR

## Home Furnishings



The Pilkhua region of the district is known as the 'power loom city' of India. Decorative and household items like curtains, kitchen towel, table covers, cushions etc made here with handloom/power loom are quite in demand all over the world. Block printing, bed sheets etc are made here. The industry has provided direct and indirect employment to 10,000 people.





Handloom

# HARDOI

## Handloom



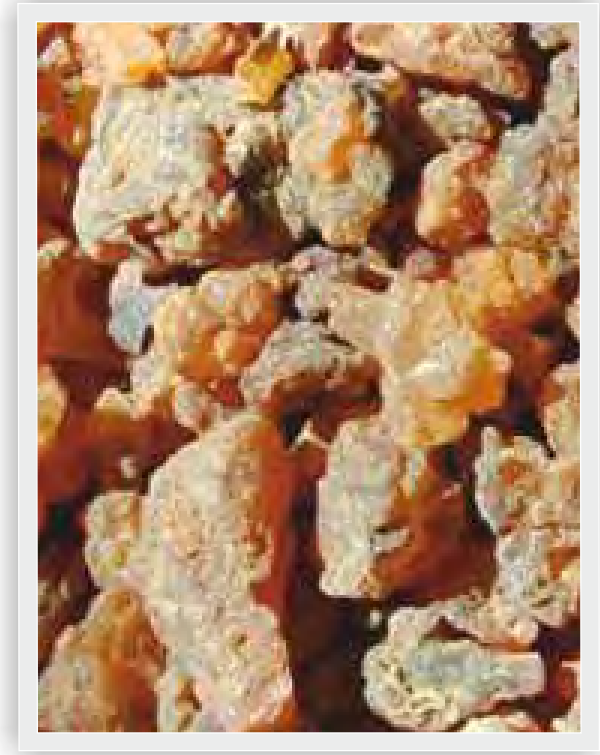
In the district, weavers are engaged in plain cloth weaving and making products like lion-cloth, gamcha, shirts and more. The weavers in the Mallawa region manufacture products worth 70 crores every year. This sector provides employment to approximately five thousand weavers.





# HATHRAS

## Asafoetida (Hing)



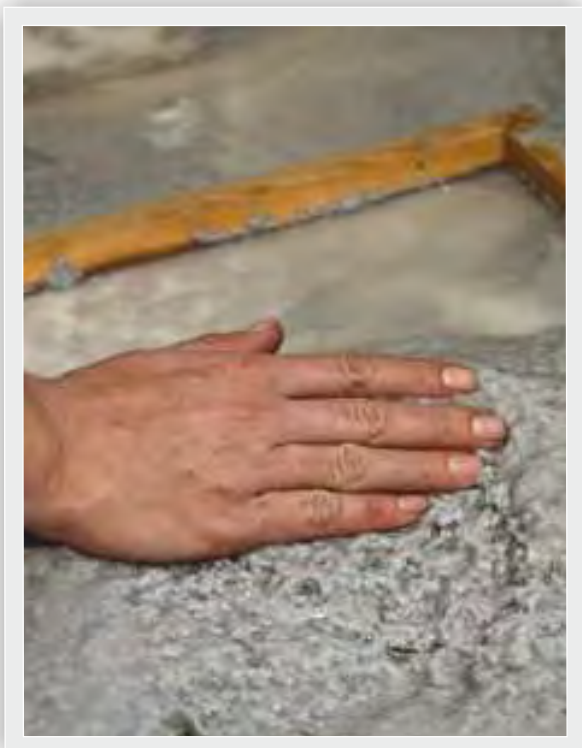
Hathras has been a large scale producer of asafetida or hing since the last 100 years. This has given the district a distinct identity. Raw asafetida is mainly imported from countries like Afghanistan, Tajikistan, Uzbekistan among others. Various communities in Hathras are involved in production of asafetida. There is a need to replace obsolete processing machinery with latest machines and technology to boost the production.





## JALAUN

### Handmade Paper Art



The craft of making handmade papers from junk paper and cloth strings is prominent in Kalpinagar, situated on the banks of Jamuna River in the district. This paper is used to make a variety of products such as office files, carry bags, absorption papers, visiting cards and more. The quality of production can be improved by using modern technology and methods.





## JAUNPUR

### Woolen Carpets (Dari)



The craft of making woollen carpets or dari using traditional techniques has been going on since centuries in the region adjacent to Madhiyah tehsil of the district. The products made by the craftsmen here are also exported to other regions. Employment is generated through this craft.





# JHANSI

## Soft Toys



Jhansi



Presently, there are over 50 soft toys manufacturing units in Jhansi which have lead to the creation of jobs. The materials used for making these toys include polycloth, nylax cloth, fiber etc. The toys made in Jhansi are supplied to major cities such as Delhi for sale.







# KANNAUJ

## Perfume (Attar)



Kannauj is popularly known as the 'perfume city.' The 'Suras' and Aroma Development Center (FFDC) in the district has been operational since 1991. This institution has been established in collaboration with UNIDO, Central Government and State Government. In this institution, all the dimensions related to 'attar' (the cultivation of the plant, processing, biotechnology, training consultants and other related functions of aromatic plants) are carried out.





## KANPUR DEHAT

### Aluminium Utensils



The Pukhrayan region of the district is known for the utensils produced here. Various products made from aluminium (e.g. vessels, tanks, spoons, kettles) and steel (e.g. buckets, plates, glasses, spoons and pressure cooker) are made. These are sold in local markets as well as in other districts like Jhansi, Hamipur, Banda, Kanpur, Auraiya, Etawah and more.





# KANPUR NAGAR

## Leather Products



Kanpur city is the largest centre of leather industry in the country. A variety of leather products like footwear, belts, purses, slippers, garments, saddles are made here. Kanpur city contributes over 20 per cent of the total leather and leather goods export of India. The products made here are exported to various countries including several US and European countries.





## KASGANJ

### Zari Zardozi



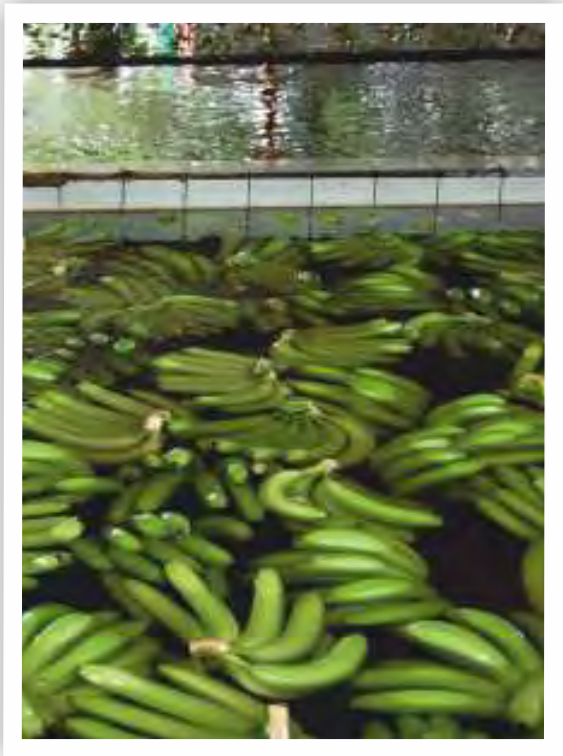
Even though Zardozi craft is prevalent from the Mughal era, work related to embroidery, hand embroidery, muga pearls, silk etc. was also prevalent in years before that. The unique hand embroidered coral pearl has a place of its own. About 65 thousand artisans in the district are presently engaged in this craft. Their work is in demand at national as well as international level.





# KAUSHAMBI

## Food Processing (Banana)



Bananas are cultivated on a large scale in the district and this makes it possible for associated/ similar industries to flourish here. The food processing units produce a variety of items including banana chips, beauty products, toiletries etc. These units provide direct as well as indirect employment to a large number of people.





# KUSHINAGAR

## Banana Fibre Products



The banana fibre is used for making threads, carry-bags, filaments and organic compost. This industry has very promising prospects in district owing to the abundant cultivation of banana in the district.





# LAKHIMPUR KHERI

## Tribal Craft



The Tharu tribe of the district is engaged in making traditional craft items with the help of hand-made tools. The items made by these craftsmen are sent to Dhudhva National Park as well as district level, state level and national level exhibitions.





# LALITPUR

## Zari Silk Sarees



Lalitpur



There are around 400 weavers who are engaged in making silk sarees in this district. These elegant sarees are known all over the world for their transparency, exquisite designs and engraved buti work. These are supplied to be sold in all major cities of the country. As many as 5000 cotton and silk sarees are made here every year.







# LUCKNOW

## Chikkankari and Zari Zardozi



Chikkankari is a traditional embroidery done using a needle and several types of threads whereas zari-zardozi work is made with golden and shiny sequins and other decorative materials. Chikkankari and Zari-Zardozi work are registered in the G.I. Lucknowi embroidery is popular all over the world. The craft provides employment to a number of artisans.





# MAHARAJGANJ

## Furniture



Owing to the presence of a large forest area, the district of Maharajganj has sufficient raw material for making various furniture items like chairs, doors beds, sofas, tables, dining tables, dressing tables and more. These items are made by skilled craftsmen. With the use of new technology and methods, the quality of the products can be enhanced and the production can be boosted to meet the demand within the district as well as in other regions.





## MAHOBA

### Gaura Stone



Mahoba



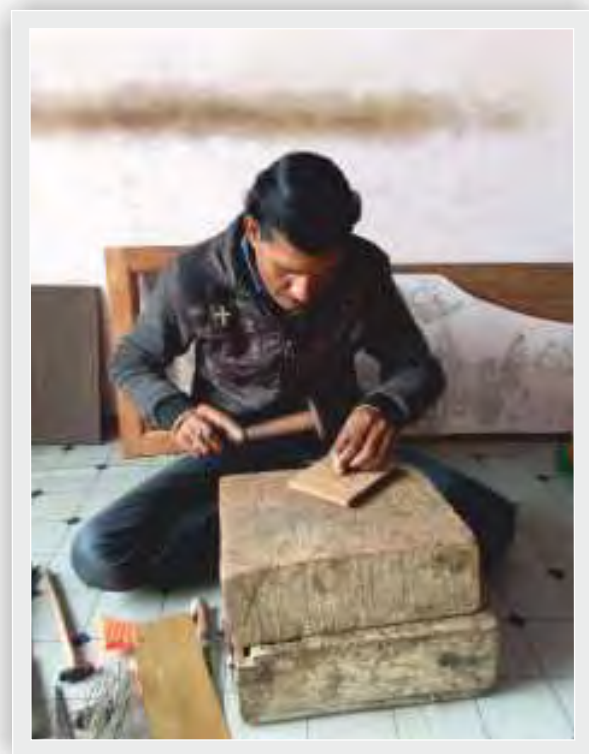
The Gaura stone craft holds a very special place in the world of art and craft. Gaura stone has a soft texture. It is divided into several pieces which are then used for making various craft items.





## MAINPURI

### Tarkashi Art



A very unique and artistic product is manufactured by using brass wire on Shisham wood. This art is known as Tarkashi and is used for decorating jewellery boxes, name plaque and other similar items.





## MATHURA

### Sanitary Fittings



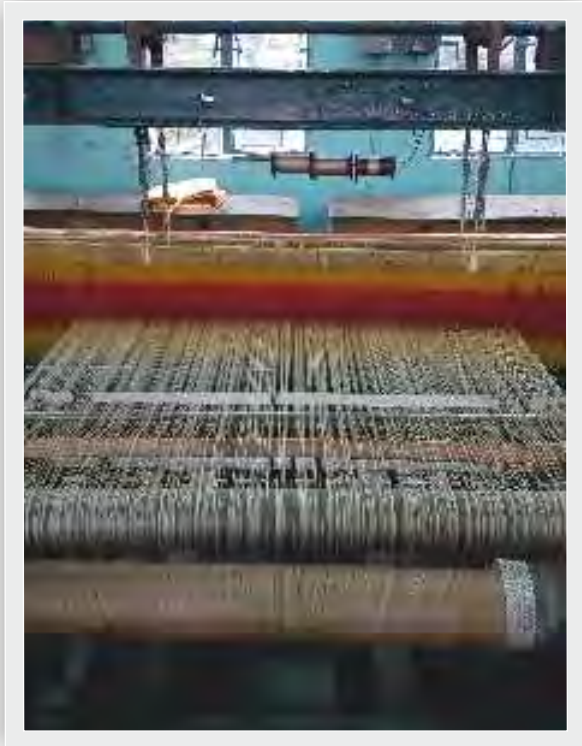
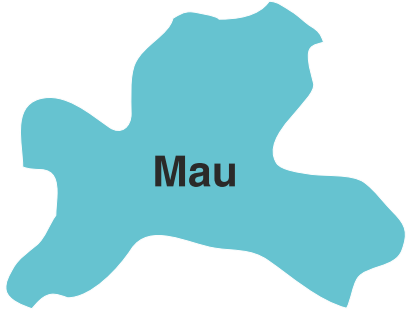
Sanitary fittings such as taps, etc are produced in the district. The industries manufacture beautiful products with core mechanism and sand dye casting method. There are as many as 50 micro and small units involved in production of taps and cocks in the district.





# MAU

## Textile Products



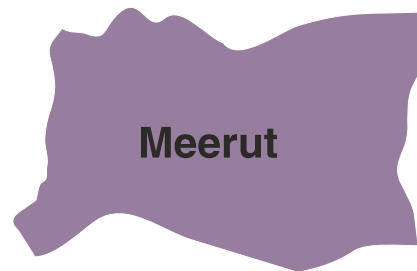
Almost every household in the district has a loom, which is used for making sarees, loincloth, suits etc. The sarees made here are beautifully embroidered by craftsmen with zari yarn. These are in great demand in Uttar Pradesh as well as other states. Mau is known for saree production, zari work and kashidakari work.





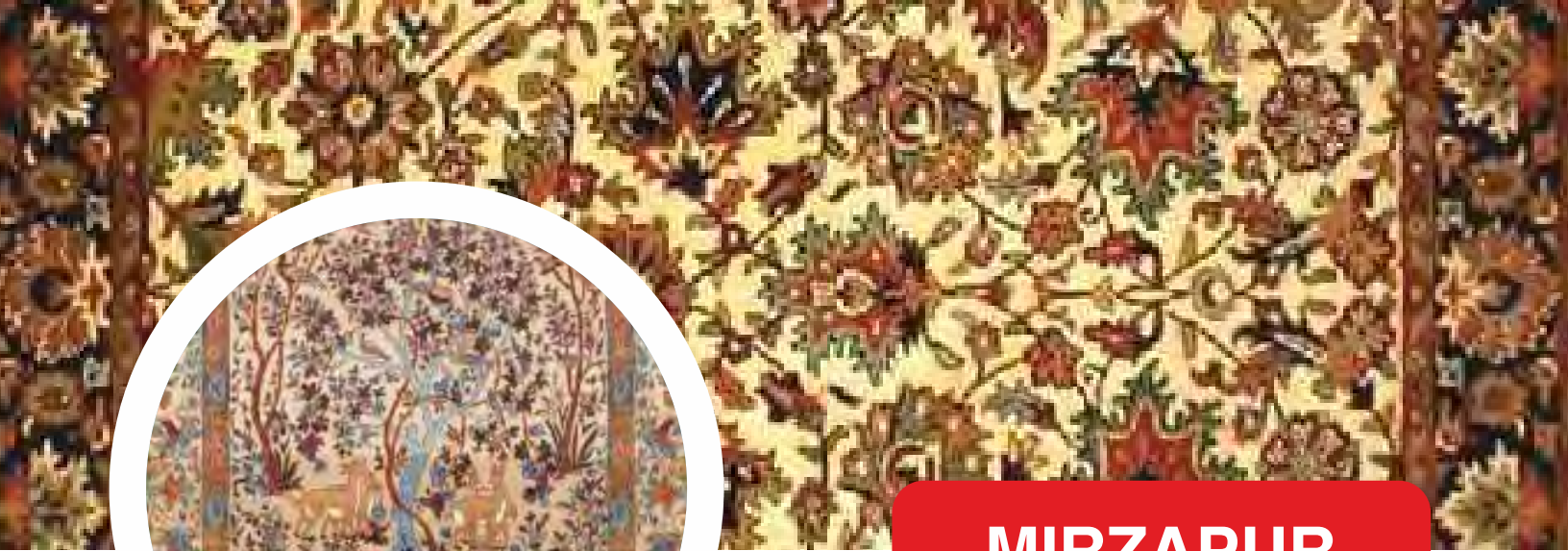
## MEERUT

### Sports Goods



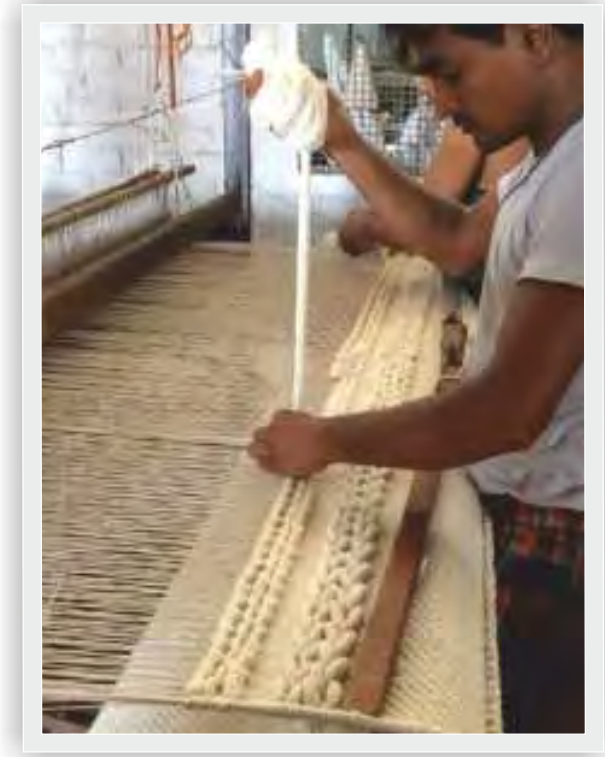
The district is the second largest producer of sporting goods and accessories in India after Jalandhar. The products made here are quite popular in the country as well as abroad. Small and medium scale units are engaged in producing sports goods. These products have a lot of scope to do well in the export sector.





# MIRZAPUR

## Carpets



Mirzapur's carpets and dari hold a very unique place in India as well as the rest of the world. These hand-made carpets are famous for their artistry. These are made in a traditional manner using natural wool. Such intricate designing is only found in hand-made carpets.







# MORADABAD

## Metal Craft



**Moradabad**



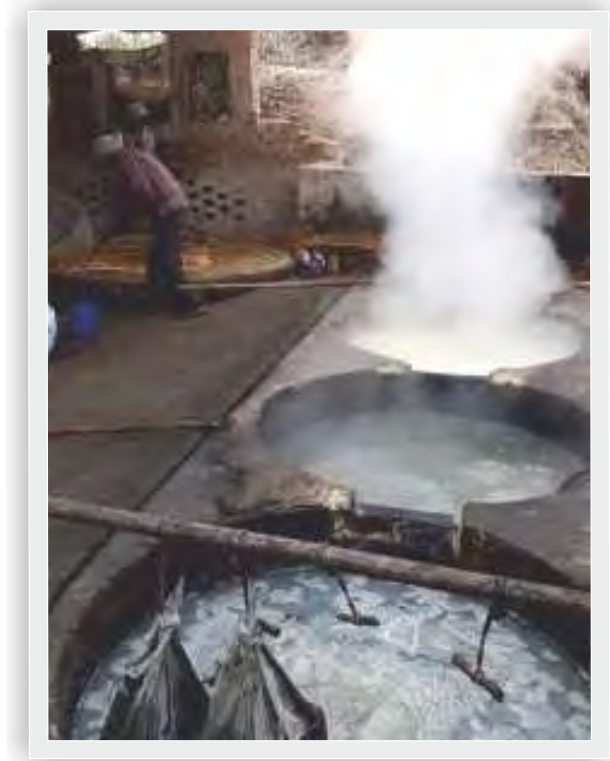
Moradabad is known as the 'Brass City.' The designs made on the brass products here display culture, heritage, history and diversity. The patterns and designs used for decorating these items are inspired from a variety of sources, varying from Hindu Gods and Goddesses to paintings of the Mughal Era. The district has domestic units as well as large industries engaged in the manufacture of metal goods. The work of washing, shaping and polishing handicraft metal items is carried out in the domestic units. The exporters in Moradabad have now begun to work with other metals like aluminium, stainless steel, iron etc.





## MUZAFFARNAGAR

### Jaggery



Muzaffarnagar is primarily an agriculture based district. For the past 50 years, it is known for its traditionally prepared jaggery. The gud or jaggery made here is also sent for sale in other states like Gujarat, Rajasthan and Haryana.





# PILIBHIT

Flute



The district is famous for its flutes nationally as well as internationally. The raw material used to make bansuri or flute comes from Pilamat. Pilibhit is the only district in the country known for production of bansuri.





## PRATAPGARH

### Food Processing (Amla)



The Amla grown in Prapatgarh is a major part of its identity. Guavas and mangoes are also cultivated in the district on a large scale. There are a number of food processing units in Prapatgarh which manufacture a variety of products including murabba, pickle, jam, jelly, laddoo, candy, powder, juice, amla powder and more. Currently, a large number of small and medium enterprises are operational in this area. Thousands of people are being employed by these units either directly or indirectly.





# RAEBARELI

## Wood-Craft



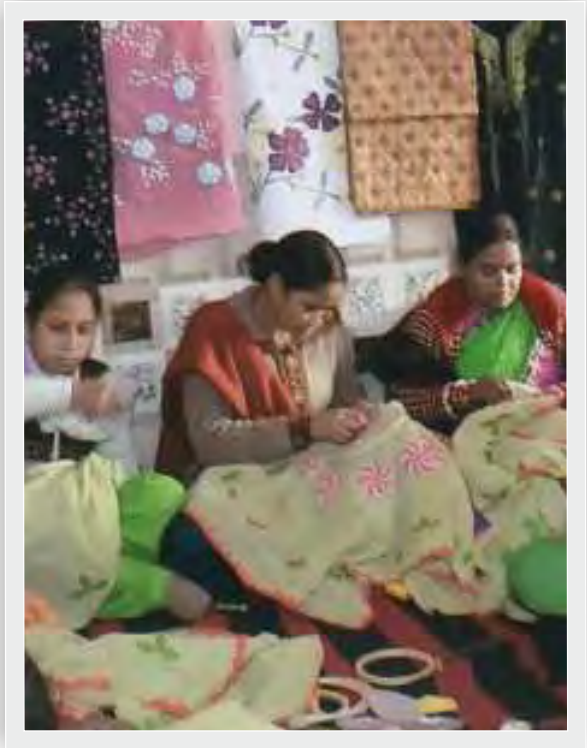
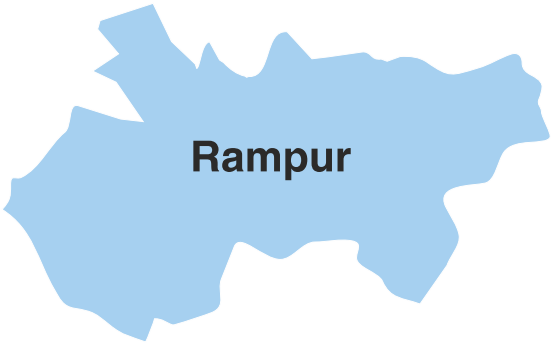
There is a considerable amount of wood related work in the district. The wood items manufactured here include household items such as doors, charms, beds, and artistic works such as wooden toys and artwork. The raw material required for wood work is available locally. The market for these products is in local regions and adjoining districts such as Lucknow, Kanpur and Allahabad.





# RAMPUR

## Patch Work



Patchwork and Zari work is the main handicraft of the district. This work is generally considered as 'job work' here. As many as 25000 artisans are associated with this craft.





# SAHARANPUR

## Wood Carving



Wood craft, which is the main handicraft of this district, is about 400 years old. These products are famous for their beautiful and intricate designs and carvings. Sheesham wood is the main raw material used in this industry. The export of wood carving furniture and handicraft products to various countries is carried out by exporting units in the district.





## SAMBHAL

### Handicraft (Horn-Bone)



Sambhal



The horn-bone handicraft products made in Sambhal are immensely popular. The raw material used for making these craft items is procured from dead animals and that makes this industry environment friendly. Sambhal's horn and bone products are known all over the world.







## SANT KABIR NAGAR

### Brassware

### Sant Kabir Nagar



The bakhira brassware craft of Sant Kabir Nagar is an ancient craft. The artisans engaged in this craft make various types of artistic utensils and show pieces such as bowls, plates, glasses, vessels, jug, vase, bells and more.





## SHAHJAHANPUR

### Zari-Zardozi



Shahjahanpur



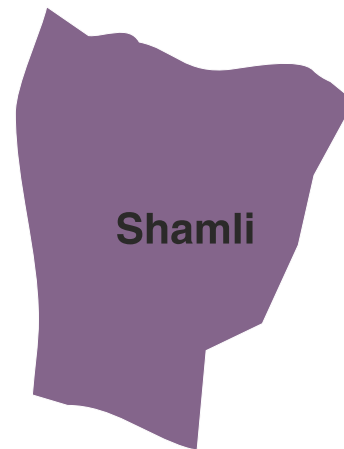
The main occupation of approximately 80 per cent of the population is agriculture based business and industries. Carpet making, zardozi work etc are prominent in the eastern part of the district. Approximately 10,000 to 15,000 artisans are engaged in zardozi work. The zardozi craft is popular since the Mughal Era. Zardozi work on dress material, suit saris, purses, bags, hand bags, shoes, slippers, hats, gowns etc is very popular.





# SHAMLI

## Rim and Axle



The rim and axle made here is in demand in the national as well as international markets. The products are exported to several countries including Sri Lanka, Bhutan, Nepal and various African nations. There are around 30 units of rim and axle in the district. The industry provides employment to a major percentage of unskilled labour. These products are made using traditional techniques. Modern technology can give a boost to the rim and axle industry here.





# SHRAVASTI

**Tribal Craft**



**Shravasti**



The tharu craft is a very old traditional handicraft of the district. The craftsmen make a variety of products including cloth sheets, covers, tablecloth and more. The exquisite embroidery done through patching on women suits by these craftsmen is also quite popular.





# SIDDHARTHANAGAR

## Food Processing (Kala Namak Rice)



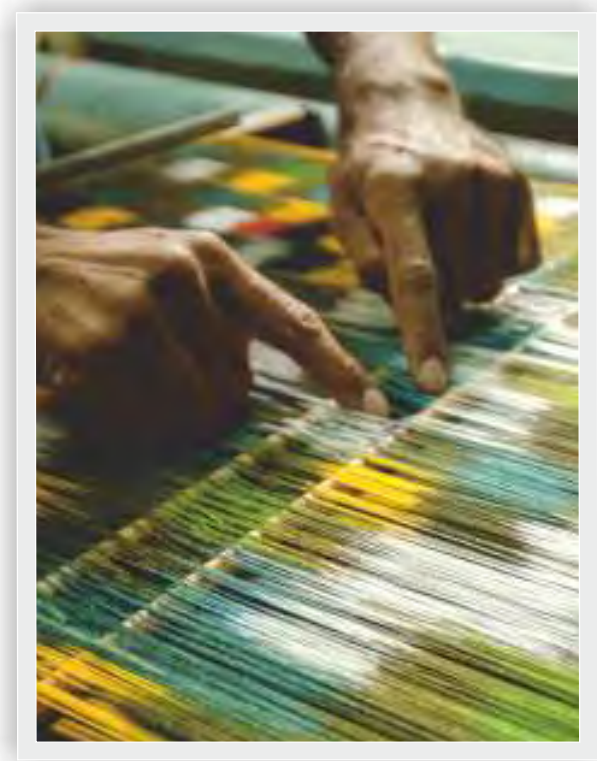
Kala namak rice is a kind of aromatic and soft rice which has a unique identity owing to its special qualities. The district has several hybrid calcareous rice yields. There are more than 45 units operating in the rice industry here.





# SITAPUR

## Carpet (Dari)



The district is known for the cotton and woollen carpets (dari) made here. These products come with appealing and artistic designs.





## SONBHADRA

### Carpets



The elegantly designed carpets of Sonbhadra are immensely popular. These handmade products are known for their artistry and creative designs and patterns. Artisans use traditional methods for making this unique product. This type of intricate designing can only be found on handmade carpets.





## SULTANPUR

### Moonj Products



Around 1,50,000 people are engaged in working with badh made of moonj in the district. Moonj badh is used for making a variety of products including ropes, weaved cots, etc. This is a domestic cottage industry. Moonj products are made without using any advanced equipments or technical knowledge. Around 2 to 3 kilogram of badh is made by each worker every day. On an average, 3 to 3.5 lakh quintal badh is produced per month.







# UNNAO

## Zari-Zardozi



Zari-zardozi embroidery is a very rich and traditional craft. The embroidery is generally done using golden wires. In order to nurture and promote this craft, there is a need to ensure easy availability of raw materials and provide training in design, marketing and product development.





# VARANASI

## Banarasi Silk Saree



Varanasi



In keeping with the name of the holy city of Varanasi, the elegant Banarsi silk sari is a symbol of grandeur and nobility. Varanasi silk is in great demand and is used in home furnishings, silk fabric and other utility products.

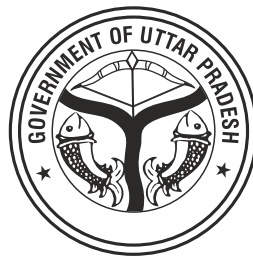


NOTES





एक कदम स्वच्छता की ओर



## Department of MSME and Export Promotion, U.P.

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