

# After a 'jhumka' to Bareilly, Pilibhit all set to get a 'bansuri' as landmark

Maria Khan | TNN

**Bareilly:** Widely known for tiger safari in the country and abroad, Pilibhit set to get a bansuri as a landmark on the lines of newly-installed jhumka in Bareilly to promote traditional flute industry among thousands of tourists visiting here every year.

Divisional commissioner Ranvir Prasad said, "The project is being considered under the UP government's 'One District One Product (ODOP)' scheme to highlight the signature industry."

The flute industry in Pilibhit is more than 150 years old and is known for producing handmade best-quality bamboo flutes mainly by Muslim artisans. According to a 1991



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estimate, Pilibhit contributed 95% of flutes manufactured in India, and the instruments were in high demand abroad, including the US and European countries. The district is

known for making various types of flutes such as ordinary straight-blown flute, side-blown flute and Musical 1.

Speaking to TOI, Prasad said, "On the lines of Bareilly's

jhumka, we are planning to develop a prominent crossing in Pilibhit as 'Bansuri Chowk' (Flute Junction) as a landmark. As the embroidery on Bareilly's jhumka promotes city's handicraft industry, besides being an attraction for tourists, the bansuri will also play a dual role of providing a landmark to Pilibhit city and promoting its traditional flute industry under the ODOP scheme."

The UP government launched the ODOP scheme to encourage locally-made specialised products and crafts.

The scheme aims at promoting traditional industries synonymous with their respective districts to spur the local economy and create employment.