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फ़ारा



हमारे व्यंजन

लिट्टी - चोखा



चुरा-दही



दाल-पकौड़ी

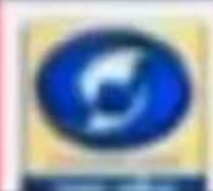
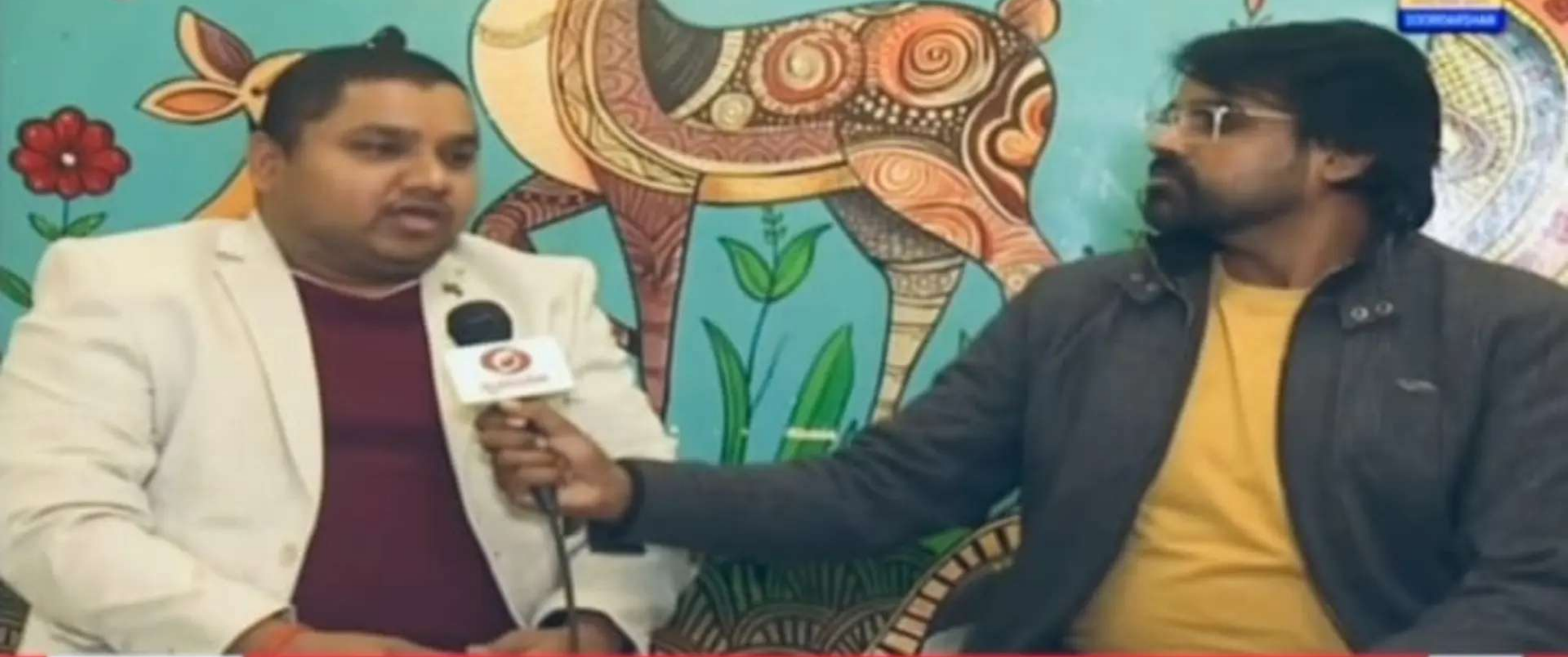
उत्तर प्रदेश दिवस

ONE DISTRICT ONE CUISINE
उत्तर प्रदेश
UTTAR PRADESH

POLL CURRY

WITH RAVI KISHAN

गोरखपुर से प्रसारण







POLL CURRY WITH KUNAL VIJAYAKAR



Litti chokha to Banarasi paan and beyond

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LUCKNOW: Union home minister Amit Shah launched the 'One District-One Cuisine' (ODOC) scheme at the Uttar Pradesh Diwas celebrations at Rashtra Prerna Sthal, on Saturday, marking a new push to promote and preserve the state's rich and diverse culinary heritage.

Modelled on the successful 'One District, One Product' (ODOP) programme, the ODOC initiative aims to identify, preserve and promote 75 traditional cuisines and food products — one from each district of Uttar Pradesh, seeking to give district-specific food and beverage specialities a distinct identity, while opening avenues for branding, employment and culinary tour-



Litti chokha

FILE

ism. The ODOC food court quickly emerged as one of the biggest crowd-pullers on the opening day. Though only 35 stalls were operational — against the proposed 75 — visitors thronged the section to sample signature dishes from across the state.

A wide range of sweets and savouries showcased the culinary map of Uttar Pradesh. Lucknow offered rewdi and gajak, Auraiya presented balushahi, Agra drew crowds with its

famous petha, and Unnao served kala jamun. Bareilly displayed sewaiyan and barfi, while Kanpur City's samosas remained a popular snack. Varanasi stood out with three stalls offering Banarasi paan, tiranga barfi, kachori and thandai. Meerut's gajak also found many takers.

One of the unique attractions was Maharajganj's 'Ram Katori'. Stall operator Sudish Kumar explained that the edible bowl is made from refined flour, fried in ghee and filled with khoya, a preparation that piqued visitors' curiosity and drew long queues.

Moradabad's famous Moradabadi dal also saw brisk sales. Vendor Sonu Kashyap said he had sold nearly 100 bowls by the afternoon. Interestingly, the Gorakhpur stall featured litti-chokha, a dish often associated with

neighbouring Bihar. Entrepreneur Gangadhar Dube, who runs multiple outlets in Gorakhpur, said he left a career in IT to pursue his passion for food.

Officials said ODOC is designed to go beyond exhibitions. Its objectives include documentation and preservation of traditional recipes, registration of artisans and halwais, quality standardisation, branding and marketing, and achieving national and international recognition for regional foods.

Artisans will receive training in food packaging, improving shelf life and safe transportation in collaboration with the Indian Institute of Packaging. Entrepreneurs will be encouraged to obtain FSSAI certification, and traditional vendors will be linked to e-commerce platforms.

Delicacies of districts tempt taste buds at ODOC pavilion, uphold UP culinary heritage

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Lucknow: Foods, flavours and memories passed down through generations took centre stage at One District One Cuisine (ODOC) pavilion up at Rashtra Prerna Sthal to mark the three-day Uttar Pradesh Diwas celebrations.

Officially launched on Saturday, cultural and tourism initiative ODOC aims to promote UP's diverse traditional food heritage. A signature dish from each district—reflecting its history, ingredients and culinary traditions—is being showcased to help scale up local businesses and generate employment.

Each stall represents stories of legacy, migration, resilience and new aspirations. Kshitij Swaroop, a fifth-generation entrepreneur from Mainpuri, whose family has been selling soan papdi for over a century and is also associated with national campaign to promote millets through bajra laddus, said, "We are a 125-year-old entity employing 200 peo-



Visitors enjoy local cuisine at ODOC stalls



Manoj Chhabra

ple and ODOC has given us a chance to think bigger."

Hapur stall is represented by Raju Parekh, whose great-great-grandfather's brand of handmade papads, Pandit Gangajali Papadwale, was launched in 1851. Parekh's ancestor migrated from Rajasthan and rebuilt his life after leaving his native village following dispute with a regal employer.

"Our family legacy of women-led home production aligns naturally with the Modi-Yogi emphasis on women empowerment," Parekh said, adding, "The platform helps us connect with Gen Z. We want them to know that papad is a far healthier fast food, ready in 20 seconds, quicker than instant noodles."

From Jaunpur came the famed imarti of Beniram Debi Prasad, a shop started in 1855 by brothers Beniram and Debi Prasad. Ashish Gupta, a fifth-generation owner, said the recipe remained unchanged for nearly 170 years. "That's why our imarti melts in the mouth. The scheme will help us reach connoisseurs in many other cities," he said.

Unnao is represented by gulab jamun from Chaklavan village, which proved to be a crowd favourite. Vivek Kumar, who runs the stall, said the initiative could help secure future of his son Aditya. The younger entrepreneur, in turn, saw ODOC as a launchpad for expansion. "People often fear losses and

liabilities while thinking of scaling up, but official patronage reduces the risk significantly. I will now give my dreams a shot," said Aditya.

Chandauli's official entry was its nutritionally rich black rice, showcased by Chandauli Kala Chawal Krishak Samiti, a farm producer organisation. "We are a group of small farmers and hope the scheme will help us find more takers and better markets," said member farmer Ram Asrey Kumar Pal.

Gorakhpur's Gangadhar Dubey, promoting baati chokha as comfort food, said the initiative would strengthen his franchise model. "I returned home during the pandemic after working in Bengaluru. This Purvanchal staple has power to win hearts, and ODOC will make the journey easier," he said.

The pavilion also had sellers of the popular Agra ka petha, Mathura ka peda, Farukhabad ki dalmoth, Pratapgarh's amla burfee and laddus and pickles from Kanpur. Gazak from Meerut and revdi from Lucknow also mark presence at the pavilion.

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Uttar Pradesh



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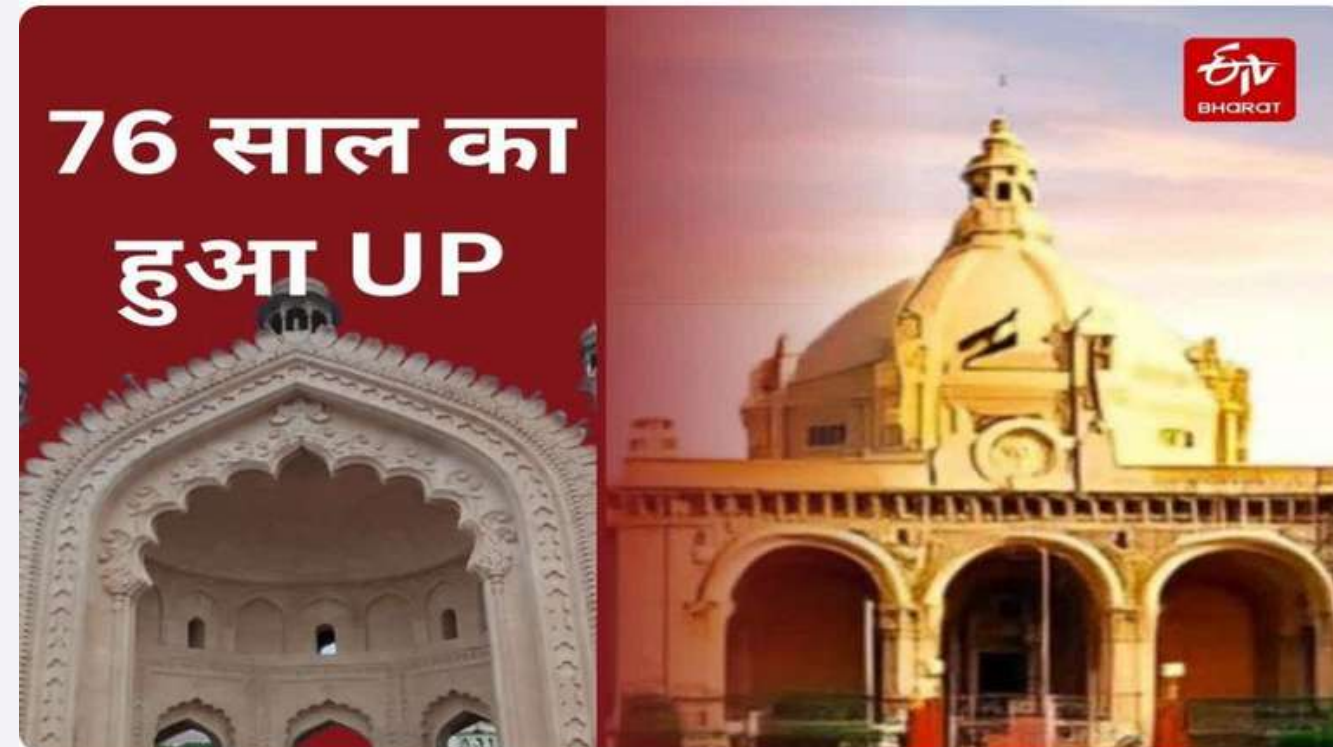
मनोरंजन

ETV Bharat / State

यूपी दिवस आज; जानिए यूनाइटेड प्रोविंस से उत्तर प्रदेश बनने की कहानी, ODOC में गोरखपुर के लिट्टी-चोखा ने बनाई जगह

राष्ट्र प्रेरणा स्थल में आज यूपी दिवस का आयोजन किया जाएगा, कार्यक्रम में गृह मंत्री अमित शाह मुख्य अतिथि होंगे.

76 साल का हुआ UP



76 साल का हुआ यूपी. (Photo Credit; ETV Bharat)

यूपी दिवस पर गोरखपुर के 'लिट्टी चोखा' की बहार : 24 से 26 जनवरी तक चलने वाले यूपी दिवस में गोरखपुर का खास व्यंजन 'लिट्टी-चोखा' भी खाने को मिलेगा. राज्य सरकार ने ODOC के तहत गोरखपुर के बाटी- चोखा (लिट्टी चोखा) का चयन किया है. लखनऊ के राष्ट्र प्रेरणा स्थल में बाटी चोखा रेस्टोरेंट अपना स्टाल लगा रहा है. एमएसएमई विभाग ने जन भावनाओं और स्थानीय संस्कृति को ध्यान में रखते हुए इस व्यंजन का चयन किया है.

सहायक उपायुक्त उद्योग रोशन आंबेडकर ने बताया, इस पहल से स्थानीय दुकानदारों को न सिर्फ बड़ा मंच मिलेगा, बल्कि 'ब्रांड गोरखपुर' को भी मजबूती मिलेगी. बाटी चोखा जैसे व्यंजन को सरकारी आयोजन में स्थान मिलने से भविष्य में फूड टूरिज्म यानी कि खाद्य पर्यटन के अवसर मिलेंगे. संचालक गंगाधर दुबे ने बताया कि यह उनके लिए बेहद ही खास अवसर है जब, वह यूपी के स्थापना दिवस पर होने वाले आयोजन में पूर्वांचल के इस खास व्यंजन को लोगों के बीच प्रस्तुत करेंगे.

ओडीओपी और ओडीओसी के कंसल्टेंट उदय नारायण मिश्र ने बताया कि बाटी चोखा को उसके परंपरागत स्वाद और उसकी शुद्धता को लेकर चुना गया है. जिससे राजधानी पहुंचने वाले अतिथि इस पारंपरिक स्वाद का आनंद ले सकें. इसी प्रकार आगरा का अवध की बिरयानी और मथुरा का पेड़ा भी खास व्यंजन में शामिल होगा.

गोरखपुर की लिट्टी खाने को उमड़ी भीड़

गोरखपुर की लिट्टी-चोखा के स्टॉल पर भीड़ जुटी। मालिक गंगाधर दुबे ने बताया कि वे इसे सड़क किनारे की डिश से आगे बढ़ाकर रेस्टोरेंट ब्रैंड बना रहे हैं। उन्होंने आईटी की नौकरी छोड़कर तारामंडल व गोरखनाथ मंदिर के पास आउटलेट खोला। अच्छा रेस्पॉन्स मिल रहा है।



Brajesh Pathak

Deputy CM, Uttar Pradesh

Baati Chokha Lucknow Restaurant Launch Event