



Moradabad's Brassware Industry

Why in News?

The construction of the **Ram Temple in Ayodhya, Uttar Pradesh** has revived **Moradabad's brassware industry**, due to a surge in **demand for religious idols**, particularly those of Lord Ram.

Key Points

- Moradabad was established in **1600 by Murad**, the **son of the Mughal Emperor Shahjahan**, as a result, the city came to be known as Moradabad.
- It is renowned for **brass work** and has carved a niche for itself in the handicraft industry throughout the world.
 - The brassware is **exported to countries like the US, Britain, Canada, Germany, the Middle East and Asia**. Therefore **Moradabad is also called "Brass City" or Peetal Nagri**.
 - **Brass, an alloy of copper and zinc**, holds historical and enduring **significance due to its remarkable hardness and workability**.
- In the **1980s**, the industry diversified with the **introduction of various metal wares such as brass, iron, and aluminum**. This expansion brought **new technologies like Electroplating, lacquering, and powder coating to Moradabad's art industry**.
- **Moradabad Metal Craft (Word Mark)** has a **geographical indication (GI) tag**.
- Under **'One District One Product Programme' (ODOP)**, Uttar Pradesh government encourages **indigenous and specialized products and crafts**.

Main Objectives of One District One Product Programme' (ODOP) of UP

- **Preservation and development of local crafts / skills** and promotion of the art.
- **Increase 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 sales 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.

List of ODOP Products in Uttar Pradesh

Sr. No.	Districts	Products
1.	Agra	Leather Products and All Handmade Products Manufactured through Stone &

		Marble
2.	Amroha	Musical Instruments and Readymade Garments
3.	Baghat	Home Furnishings
4.	Bareilly	Zari-Zardozi and Bamboo Products & Goldsmith Industry
5.	Gorakhpur	Terracotta and Readymade Garments
6.	Lucknow	Chikankari & Zari Zardozi
7.	Mahoba	Gaura Stone Craft
8.	Mirzapur	Carpets and Brass Industry
9.	Siddharthnagar	Kala Namak Rice
10.	Varanasi	Banarasi Silk Saree

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