

# Be your city's brand ambassador, promote vocal for local: Governor

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Lucknow: Governor and Chancellor of state universities, Anandiben Patel, asked the students graduating from Lucknow University to be the brand ambassadors of their respective cities by being 'vocal for local'.

Addressing the 64th convocation ceremony of the university on Friday, the governor asked the students to promote local industries, products, skills and craft of their respective districts and take it to global platforms.

"Consumption of local products can give financial push to such industries," she added.

Talking about the initiatives taken by the state government to create employment opportunities for the youth, the governor said, "On November 25, Prime Minister Narendra Modi laid the foundation stone for Noida International Airport, which would provide employment to over 1 lakh people. Youth, especially students, will have more employment opportunities in future."

"Before Diwali, the PM gifted Aarogya Bharat Yojana to the country which would help meet the health needs of the people. This initiative will also generate employment for medical and paramedical students," she added.

Praising the government's efforts to stop female foeticide and spread awareness about family planning, she cited the National Family Health Survey report that reflects that women population has registered an increase in the state.

"For the first time since the NFHS began in 1992, the population of women exceeded men in 2021. According to the report, there are 1,020 women per 1,000 men," she added.

She also appealed to students to say 'no' to cash transactions and opt for digital payments. She also asked students to take the oath to save the environment by conserving water and not using plastic at all.

Vice-chancellor Prof Alok Kumar Rai said, "LU has become India's first university to adopt the New Education Policy (NEP). Looking into three important aspects of education – globalized, interconnected and diversified – the university has also passed new DLitt., PG, UG and PhD ordinances in accordance with the NEP."

He added that 34,811 degrees would be sent to the students through registered post.