

CM: Fair will provide global platform to UP's MSMEs, agri

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The Union ministries of foreign affairs, commerce, industrial promotion and internal trade and MSME are helping in organising the event.

The CM said that the fair will provide a crucial, international platform to the state's industries, IT/ITES, MSME, education, agriculture, health, tourism and culture sectors, along with start-ups, exporters and producers. He has directed officials to remain in touch with ambassadors of India to foreign countries and extend invitations to companies and industrialists through them.

"This multisectoral trade show will greatly help our local industrialists, producers and artists access an international market. Students of management at Gautam Buddha University should be involved in organising the event. Stalls should be given at a subsidised rate to small industrialists, new exporters and women entrepreneurs," said the CM. He directed the district magistrate and police commissioner of Gautam Buddha Nagar, DM of Greater Noida and CEO of Yamuna Expressway Industrial Development Authority (YEIDA) to make arrangements for the visitors, industrialists and craftspersons. Since the International Moto GP event will also be held in Gautam Buddha Nagar from September 22 to 24, all arrangements for traffic management should be in place, the CM said. "If necessary, additional manpower should be posted there immediately. Signages in various languages should be set up for the convenience of foreign guests," Yogi said. The CM said that every day should have knowledge sessions based on a special theme including insurance, ODOP packaging and marketing, success of Invest UP and electronics software. A fashion show on UP's 54 GI products will be held.

The CM was informed that during the knowledge session, a special session on Mumbai's famous Dabbawalas by Mumbai Dabbawala Association CEO and motivational speaker Dr Pawan Agarwal was being organised. A session by Isha Foundation's Sadhguru has also been proposed. The CM said that cultural programmes with special focus on UP's cultural heritage should be organised. Stalls of UP's famous foods should be set up.