

G20 summit will introduce 'Brand UP' to the world: Yogi

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Lucknow: In a meeting to review preparations for hosting G20 events over the next one-year, chief minister Yogi Adityanath on Wednesday said that the event should be used as a platform to introduce 'Brand UP' to the world.

The local cultures of the four cities which will be hosting events — Varanasi, Lucknow, Agra and Greater Noida — should become their theme. For instance, Awadh culture would become the theme for Lucknow, Braj culture for Agra, and Rangotsav and Ganga culture for Varanasi.

The CM said that pictures depicting the state's culture should be displayed on walls along the tour route for the guests in all four cities, focusing on India's Yoga tradition



CM Yogi addresses a meeting to discuss preparation for the G20 events to be held in UP

which can be displayed through different postures of the Surya Namaskar.

"Arrangements should be made according to the standard of security of foreign visitors. Necessary arrangements should be made regarding medical emergencies, traffic etc. The guests should be introduced to the diverse food cuisines available in UP," the CM said.

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First agri mall in city to facilitate farm marketing

Lucknow: In a development perceived as the UP government's fresh bid to bolster farmers' income, Lucknow is set to get a state-of-the-art 'agri mall' to facilitate marketing of farm products.

The proposed seven-storied mall in Gomtinagar will straddle over 8,000 sqmt (about 2 acre) and will provide a robust market to the agricultural produce. "The agri mall will help farmers get a fair price for their produce, branding of the product and proper market," said CM Yogi Adityanath, who chaired the board of directors meeting at UP Mandi Parishad on Wednesday.

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