

ODOP products of UP hog limelight at int'l trade fair

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Uttar Pradesh pavilion at India International Trade Fair (IITF) at Pragati Maidan in New Delhi on Tuesday

Lucknow: Chief secretary DS Mishra inaugurated the Uttar Pradesh pavilion at the India International Trade Fair (IITF) in New Delhi on Tuesday.

UP's 'One District-One Product' (ODOP) scheme has been given significant importance in the trade fair this ye-

ar. "Various kinds of ODOP goods have been kept on display in the UP pavilion. UP is a focus state this year, along with Maharashtra, Jammu and Kashmir and Delhi. It was a focus state in 2022 as well," the CS said.

He also spoke about the 96 lakh MSMEs which had put

the state on the international map, taking UP's exports up from Rs 86 crore to Rs 1.74 lakh crore in just six years. "UP is emerging as a hub for investments and the growth engine for the country. This trade fair is a great opportunity to get recognition on an international platform," the CS said. TNN