

# Int'l Trade Expo: UP to become Sarvottam Pradesh, says Nandi

TIMES NEWS NETWORK

**Lucknow:** Uttar Pradesh International Trade Expo (UPI-TEX) kicked-off in Lucknow on Thursday, bringing together 300 entrepreneurs from various parts of India and six other countries.

Inaugurating the event, Nand Gopal Gupta 'Nandi', cabinet minister for industrial development, export promotion, NRI, and investment promotion, said, "Having transformed into an 'Uttam Pradesh' (excellent state) in recent years, UP is now embarking on the journey to become the 'Sarvaottam Pradesh' (best state), and all key stakeholders must contribute to this endeavour."

Rakesh Sachan, cabinet minister for MSME, khadi and villages industries, sericulture industries, handloom, and textile in Uttar Pradesh,



Nand Gopal Gupta 'Nandi' being felicitated at the event

said, "The expo provides an opportunity for seamless connections between producers and consumers, thereby contributing to the state's economic growth." He further said that growth across multiple sectors is positively impacting the citizens of Uttar Pradesh, as initiatives and schemes generate employment, propelling the state towards a \$1 trillion economy.

Chief secretary Durga Shanker Mishra said, "The participation of entreprene-

urs from across the globe in UPITEX is a success. With a focus on MSMEs, UP aims for a \$1 trillion economy, fostering entrepreneurship and talent through programs like One District One Product (ODOP)."

Ranjeet Mehta, executive director of PHDCCI, highlighted that the expo can help position UP as an investment magnet, showcasing opportunities in agriculture, architecture, lifestyle, and more.

Jatinder Singh, assistant general secretary of PHDCCI, described UPITEX as a catalyst for economic development, saying, "Events like this are strategic to boost UP's business landscape." Meanwhile, Atul Srivastava, regional director, expressed confidence, saying, "Together, we will address industry challenges and ensure UP reaches new economic heights."